



EdwardsAndCo

KERATIN
INSTRUCTIONS

Things to remember



- Your hair does not need to be washed and dried prior to applying the solution however, your hair can't be filthy otherwise the product won't work.
- Try and avoid moving around too much once you have applied the product, once it's combed straight you want it to stay that way, so maybe pop on your fav Tv show or movie.
- The smoother and straighter you apply the product the better the result.
- The application process should be thorough but not take too long as you don't want the product processing unevenly.
- Do the drying portion of this in a well-ventilated room as the steam can set off smoke and fire alarms if there is too much left in the hair.

HOW TO APPLY

- 1. Make sure your hair is somewhat clean. Section the hair into quadrants and make sure your hair is parted where you normally wear it. Gown yourself up and don't wear your best clothes as occasionally the product will stain or shift colour if it falls.
- 2. Starting from the back take 1cm sections and apply product roots to ends (but not on scalp) in three pats working down the shaft. Rub/emulsify the product into the hair and using a fine-tooth comb, comb it smooth and flat.
- 3. Continue all the way up the back of the head to the top using the same method as the previous step however you'll be combing all the hair together.
- 4. Moving through to the front, take diagonal sections starting just above the ear 1cm thick and apply the product in the same manner, however when you are combing it make sure you comb and tuck behind your ear so the product is kept away from the face and eyes.
- 5. Continue working up the section towards the part ensuring you're including all the fine baby hairs. Then replicate this on the other side.
- 6. Take a damp cloth and wipe around your hairline and the tips of your ears.
- 7. From the last section you applied you'll need to time yourself.
 - 30-45 mins will defrizz
 - 60 mins will give you a really smooth and glassy result.
- 8. Once your timer is done, you'll need to rinse out the product 95%. The hair should feel like it has a little "conditioner" left in. A little slippery.
- 9. Using a dryer and a NON-CERAMIC bristle brush, blow-dry your hair completely smooth and straight. It's best to take out most of the moisture first so it doesn't take too long.
- 10. Using a straightening iron and starting from the back underneath, take 1cm sections and glide the iron through the hair nice and slowly. This is what seals the keratin in so repeat the passing until the hair feels like silk and there is no gripping of the iron, low and slow works better than fast. Take your time.
- Complete this all over the head, however, if the hair is fine or compromised, use an iron with adjustable heat and turn the heat down. Better to be safe than sorry. You may wash and restyle your hair now if you like but it's best if the product is left in a night to absorb.

