

FAQ

K18 is free of

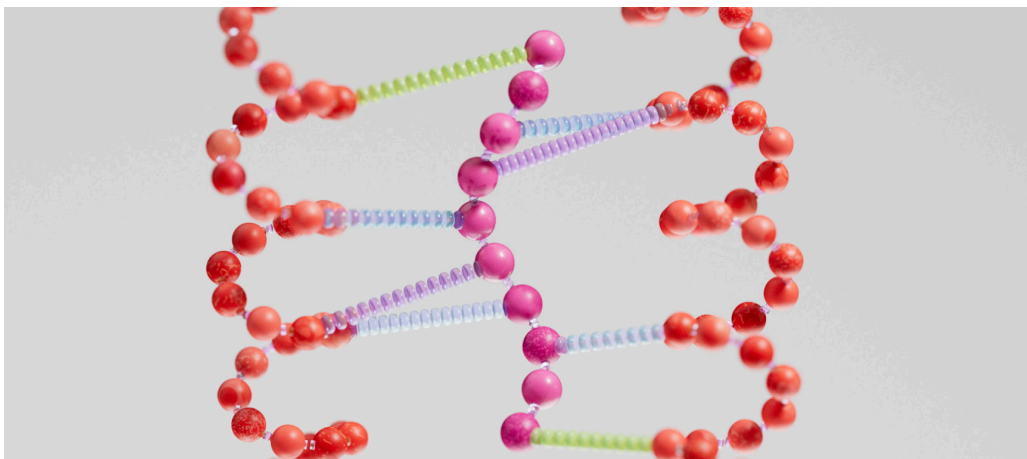
- ✗ Parabens
- ✗ Sulfates
- ✗ Silicones
- ✗ Phthalates
- ✗ Sodium Chloride
- ✗ Artificial Colors
- ✗ Formaldehyde and Formaldehyde Donors

K18 is

- ✓ Vegan
- ✓ Color-Safe
- ✓ Cruelty-Free
- ✓ Dermatologically Tested

What is the K18PEPTIDE™?

Our biomimetic peptide mimics hair's natural structure to seamlessly fit in and reconnect broken keratin chains responsible for hair's core strength and elasticity. As a result of this reconnection it also addresses cleaved disulfide bonds for connection along the Y-axis of hair AND the X-axis or width of hair.



CGI representation of our **K18PEPTIDE™** (in pink) renewing strength and elasticity in the innermost layers of all hair types.

What is the K18PEPTIDE™ patent number?

EP3058936A2

Is the K18PEPTIDE™ in every K18 product?

K18 molecular repair, **PEPTIDE PREP™ detox shampoo**, and **DAMAGE SHIELD shampoo + conditioner** are formulated with the **K18PEPTIDE™**. In our molecular repair products, the peptide works at the innermost layers to reverse hair damage. In our **PEPTIDE PREP™ detox shampoo**, and **DAMAGE SHIELD shampoo + conditioner**, the peptide helps reduce protein loss to help keep hair feeling healthy and strong.

What is biomimetics?

Biomimetics is a fancy way of saying “learning from and mimicking nature.” By mimicking the natural structure and molecular makeup of keratin proteins, the **K18PEPTIDE™** is the perfect puzzle piece to connect broken keratin chains to renew strength + elasticity.

Does K18PEPTIDE™ use bond building technology?

Nope. Instead of temporarily patching only disulfide bonds, K18’s biomimetic peptide mimics the molecular makeup of keratin to reconnect peptide bonds, hydrogen bonds, AND disulfide bonds along the length AND width of the hair fiber. This delivers true, holistic hair strength + elasticity for all hair types. **K18 molecular repair** is the future of damage repair for every routine.

Is K18 organic?

K18 is not organic as we employ both natural and synthetic ingredients to create the safest, most effective product to get our peptide where it needs to go. Our intentional innovations are all vegan and cruelty-free and prioritize radically simple, safe, and optimized hair health.

Is it better to use the full K18 routine?

Yes, it is better to use the full K18 routine for optimal service and molecular repair results. To achieve the best cumulative results, we recommend using these routines:

when you need to repair damage: detox shampoo + mask

when you need to protect against daily damage: DAMAGE SHIELD shampoo + conditioner

every day: molecular repair hair oil

Before **K18 molecular repair mask** or **oil**, our **PEPTIDE PREP™ detox shampoo** tackles buildup + metals to create the cleanest, healthiest hair canvas. With our **molecular repair formulas**, you get maximum damage repair plus additional styling benefits with the **oil**. Use the **DAMAGE SHIELD shampoo + conditioner** to protect hair from daily damage between **K18 mask** days—and keep healthy hair going in-between salon appointments.





leave-in molecular repair hair mask

What is the K18 leave-in molecular repair hair mask?

This is a leave-in treatment mask that works on the molecular level to reverse hair damage in just 4 minutes. The **K18PEPTIDE™** is clinically proven to repair damage from bleach + color, chemical services and heat* – with immediate and lasting results to restore strength, softness, smoothness, and bounce to hair.

*k18hair.com/disclaimers

What are the K18 mask ingredients?

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Cetearyl Alcohol, Dicaprylyl Ether, Cetyl Esters, Behentrimonium Chloride, Polysorbate 20, sh-Oligopeptide-78 (K18PEPTIDE™), Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Isopropyl Alcohol, Tocopherol, Phenoxyethanol, Potassium Sorbate, Citric Acid, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.

How does the K18 mask work?

The **K18 mask** works as a treatment to reverse damage in 4 minutes. It's powered by our biomimetic **K18PEPTIDE™** to seamlessly fit in and reconnect broken polypeptide chains at the molecular level. As a result, disulfide bonds are also reconnected for reinforced strength along the length + width of hair—offering comprehensive, lasting, and progressive* repair.

*k18hair.com/disclaimers

K18 leave-in molecular repair mask 50ml



K18 leave-in molecular repair mask 15ml



K18 leave-in molecular repair mask swatch



Why should I use the K18 mask?

You should use the **K18 mask** because we put our hair through a lot. If you're someone who expresses themselves through their routine, or frequents the salon for bleach + color, chemical services and heat*, K18 was engineered for you. If you just live your life with hair, you also need it, since just walking outside and exposing hair to sunlight or pollution can cause chemical reactions and damage. Think of K18 as that multivitamin for your hair, the first step in a healthier routine that makes all those other efforts go further.

*k18hair.com/disclaimers

Will the K18 mask work for my hair?

The cool thing about the K18 mask is it's powered by our **K18PEPTIDE™**, which works on a molecular level (where all hair is the same) to renew all hair types. It's also compatible with all products, easily fitting into any routine.

How do I use the K18 mask?

Here's how to use the **K18 mask**:

1. Shampoo, do not condition
2. Towel-dry thoroughly
3. Begin with 1 pump of **50ml mask** and add more as needed. Maximum recommended usage is 3 pumps (**15ml sized mask** = Begin with 3 pumps and add more as needed. Maximum recommended usage is 9 pumps)
4. Apply all over, 1 pump at a time
5. Let sit for 4 minutes. Do not rinse out
6. Comb, add product + style as usual
7. Use for 4-6 washes, then as needed

How much K18 mask do I use?

Apply 1-3 pumps of **K18 leave-in molecular repair hair mask** based on your length and density, starting at the ends and working up towards the roots. Less is more, so don't overdo the K18 mask. This highly concentrated formula was made to use way less than your traditional hair mask or conditioner.

Can I use the K18 mask every day?

Yes, it is safe to use **K18 mask** after every wash on clean, towel-dried hair. Since it is a progressive treatment, you will see better results with continued use.

Can I use my K18 mask on day 2 hair?

No do not use the **K18 mask** on day 2 hair, it is meant to work on clean, damp hair only.

Why skip conditioner?

Traditional conditioners leave a film on hair that blocks our peptide from penetrating effectively. Once the 4-minute wait time is up, feel free to use a conditioner, a leave-in, or any type of styling product.

Does K18 mask replace conditioner?

Think of the **K18 mask** as a highly concentrated treatment. It restores hair's strength + elasticity at the innermost layers of hair. After shampooing, skip conditioner before applying the **K18 mask** so it has a clean canvas to penetrate hair at the molecular level. Wait 4 minutes. Then, if desired, apply **K18 conditioner** for added softening, smoothing, and detangling.

Why do I use K18 mask on towel-dried hair?

Water from damp hair swells the cuticle (the outside layer of hair) to open the gates for our biomimetic peptide to enter and travel to the innermost layers of hair. If the gates aren't open, the product will stay on the surface—giving you mostly superficial repair. By applying on damp hair, you can use less, waste less, and still get the best results.

Can I mix the K18 mask with other styling products?

No, we recommend using the **K18 mask** alone so our biomimetic peptide can penetrate hair without anything in the way. After the 4-minute wait time, you can add any styling products you want.

Can I apply styling products or conditioner before the mask's 4-minute wait time is up?

Nope, we like to leave a clear path for the **K18PEPTIDE™** to penetrate without disruption from other products. After 4 minutes, you're free to do whatever you'd like to your hair.

Will the K18 mask work on hair with a lot of buildup?

Any type of coating whether it's product buildup, sebum/oil buildup, or even mineral + metal buildup from hard water can block our biomimetic peptide from getting where it needs to go. We recommend **PEPTIDE PREP™ detox shampoo** prior to **K18 mask** application for first-time users, or people that use a lot of styling products. This will clear the path for our peptide to fully penetrate hair, and deliver maximum molecular repair results.

Why does the K18 mask have to sit for 4 minutes?

It sits for 4 minutes to allow the **K18PEPTIDE™** to reach the innermost layers of your hair. After the 4-minute wait time, you get strength, softness, smoothness, and bounce that lasts past your next wash.

If the K18 mask doesn't rinse out, why do I have to keep using it?

We recommend you keep using the **K18 mask** because damage is ongoing, so your repair should be ongoing too. Our molecular repair technology delivers progressive results that rebuild hair strength each time you use it. That's why we say to use the **K18 mask** for 4-6 washes, so your healthy hair results get better with continued use.

I'm not seeing results, or my hair feels dry, frizzy, and crunchy after using K18. What should I do?

There might be a coating of product, sebum, oil, or metal + mineral buildup preventing our biomimetic peptide from penetrating your hair. Try using the **K18 detox shampoo** to clear buildup and make sure to skip conditioner before applying the **K18 mask**. Then wait 4 minutes for the **K18PEPTIDE™** to penetrate and repair your hair before applying conditioner or styling as usual.

PEPTIDE PREP™ detox shampoo +
leave-in molecular hair mask



Will the K18 mask weigh my hair down?

Nope! Since our **K18PEPTIDE™** works at the molecular level in the innermost layer of your hair, product won't be left sitting on top like traditional styling products. If your hair feels weighed down, try clarifying buildup first and using less of the highly concentrated mask—the maximum recommendation is 3ml (3 pumps of the 50ml mask, 9 pumps of the 15ml mask).

Is K18 considered a protein?

No, the **K18 mask** is not a protein treatment. Our biomimetic peptide naturally mimics the amino acid sequences in keratin to rebuild bonds broken by bleach + color, chemical services and heat* damage. If you are experiencing dry, brittle hair, use **PEPTIDE PREP™ detox shampoo** pre-K18 mask to remove buildup.

*k18hair.com/disclaimers

What if I have a wheat allergy?

The **K18 mask** does contain a small amount of wheat protein. Please consult your doctor before using **K18 mask** if you have a wheat allergy, and conduct a patch test upon approval to test for any allergic reactions.

Is K18 safe to use during pregnancy?

Although K18 is free of sulfates, parabens, phthalates, silicones, artificial colors, sodium chloride, and is vegan and cruelty-free, we recommend you consult your doctor before using K18 during pregnancy or if you have concerns about allergies. We are happy to provide an MSDS sheet.

Why is there alcohol in the formula?

We like to keep our formulas minimal, only using the exact amount of ingredients needed to get the peptide where it needs to go. Here the alcohol serves as an agent to optimize the hair environment for the K18 mask to work on a deeper level. Our unique blend of 3 alcohols functions to open the hair cuticle so the **K18PEPTIDE™** can penetrate the innermost layer of hair, reaching the broken polypeptide chains (keratin chains).

When should I expect to see results?

Most see results after 2-3 uses. The more damaged the hair, the more dramatic the results so it may vary depending on your hair type and level of damage.

Does the K18 mask offer UV or heat protection?

No, the **K18 mask** does not protect from heat or UV rays.

What does the K18 mask smell like?

A light floral scent features notes of jasmine and peony.



molecular repair hair oil

What is the molecular repair hair oil?

The **molecular repair hair oil** is a biotech-engineered weightless oil that works on all hair types to strengthen, repair damage, reduce frizz at two levels of the hair fiber, and improve shine.

What does the molecular repair hair oil do?

The **molecular repair hair oil** fights frizz differently by addressing the damage that causes frizz long-term and immediately smoothing frizz + flyaways.

How does the molecular repair hair oil fight frizz?

The **molecular repair hair oil** fights frizz on two levels of the hair fiber. The **K18PEPTIDE™** in the formula works at the molecular level to repair damaged hair, which is more susceptible to frizz. Natural oils work on the surface of the hair to immediately reduce frizz + flyaways, smoothing the cuticle and softening hair without weighing it down.

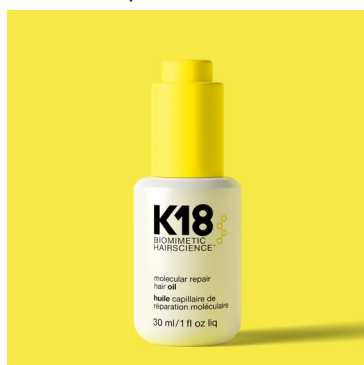
Does the molecular repair hair oil provide heat protection?

Yes, this oil provides heat protection up to 450°F/232°C.

What oils are in this formula?

This oil features sunflower oil, hemisqualane, and squalane to reinforce hair's natural moisture barrier and immediately reduce frizz and enhance shine. Avocado oil in this formula has one of the highest smoke points and helps provide 450°F (232°C) heat protection.

K18 molecular
repair hair oil



K18 molecular
repair hair oil swatch



Does the molecular repair hair oil include the K18PEPTIDE™?

Yes, this oil includes our patented **K18PEPTIDE™**.

Can I use the oil on damp or dry hair?

Yes, you can use the oil on both damp and dry hair. Apply to damp, towel-dried hair before styling, or on dry hair as a finisher.

Do I need frizzy hair to use the oil?

Nope, this oil delivers 24-HR frizz control* on all hair types. That's not all—one use of the molecular repair hair oil also delivers clinically proven damage repair*, 104% more shine*, 78% reduction in split ends*, and 450°F (232°C) heat protection*.

*k18hair.com/disclaimers

Does the molecular repair hair oil work on all hair types?

Yes, the *molecular repair hair oil* works on all hair types.

How do I apply this oil?

Start with 1-3 drops of this highly concentrated formula and build as needed. Apply to damp hair from mid-lengths to ends. For strengthening benefits from the **K18PEPTIDE™** wait 4 minutes before styling. Apply to dry hair as a finisher.

How do I use the oil with the K18 mask?

The oil and **K18 mask** work together for enhanced strengthening with additional styling benefits. Use the mask first on clean, damp hair, then wait 4 minutes. Apply the *molecular repair hair oil*, and wait 4 minutes for maximum strengthening results.

Do I need to wait 4 minutes after applying the oil?

Yes, we recommend waiting 4 minutes after applying the oil before styling as usual.

Can I use the molecular repair hair oil on its own?

Yes, you can use the *molecular repair hair oil* on its own.

Does the molecular repair hair oil still repair if used after conditioner?

For maximum damage repair benefits from the **molecular repair hair oil**, we recommend using it without conditioner.

Can I use the molecular repair hair oil on keratin-treated hair?

Yes, the **molecular repair hair oil** works on keratin-treated hair.

Can I use this oil on extensions?

Yes, you can use this oil on extensions. If you are using tape-in extensions, we recommend you do not apply oil near the adhesive.

Can I use the molecular repair hair oil instead of the mask?

We recommend using the oil with the mask to get maximum molecular repair with additional styling benefits. Think of the mask as a damage repair treatment after washing your hair. The oil is for smoothing, styling, and strengthening after the mask, and can be used on damp and dry hair.

How do the molecular repair hair mask and oil work together?

The **molecular repair hair mask** and **oil** work together to give you the reparative benefits of the **K18PEPTIDE™** in both formulas. The oil will add additional frizz-reducing, styling, and heat-protecting properties. You can layer the oil on top of the mask after the 4-minute processing time.

Will the mask block the molecular repair hair oil from penetrating?

No, the mask will not block the **molecular repair hair oil** from penetrating. The mask is a highly concentrated treatment without any fillers so it won't block the oil from penetrating. Like layering different skincare products, the oil can be layered on top of the mask without impacting its performance

Can I mix the oil and mask together?

Instead of mixing the oil and mask together, get the most effective repair and styling benefits by using the mask first, waiting 4 minutes, and then applying the oil.

Can I use the oil immediately after the mask?

No, do not use the oil immediately after the mask. We recommend waiting 4 minutes after mask application before layering the oil on top.

Can I do an overnight treatment with the molecular repair hair oil?

Yes, you can leave the oil on overnight, but it is not necessary to see results. This highly concentrated leave-in formula means you only need 1-3 drops to get the full strengthening, smoothing, and shine-boosting benefits.

Can I use this oil every day?

Yes, you can use this oil every day.

Will the molecular repair hair oil leave buildup or weigh down hair?

No, it will not leave buildup or weigh down your hair. This weightless oil is powered by intentional ingredients to reduce frizz-causing damage on the molecular level inside the hair fiber, while natural oils work on the surface of hair without weighing it down.

Plus, you don't need much of this highly concentrated formula to see results, just use 1-3 drops and build as needed. If you're concerned about buildup, use our **detox shampoo** to remove 99% of product buildup after just 1 wash*.

*k18hair.com/disclaimers

Is the molecular repair hair oil vegan?

Yes, the **molecular repair hair oil** is vegan.

What does the oil smell like?

The oil has a fresh floral scent.

Is this molecular repair hair oil silicone-free?

Yes, the **molecular repair hair oil** is silicone-free

Is this oil gluten-free?

Yes, there is no gluten in the oil.

Does this oil contain sulfates, parabens, or phthalates?

No, this oil does not contain sulfates, parabens, or phthalates

What are the molecular repair hair oil ingredients?

Caprylyl Caprylate/Caprato, Squalane, Persea Gratissima (Avocado) Oil, Helianthus Annuus (Sunflower) Oil, C13-15 Alkane, Undecane, Benzyl Alcohol, Tridecane, Castor Isostearate Succinate, Propanediol, sh-Oligopeptide-78, Fragrance (Parfum), Tocopherol, Cinnamal, Hexyl Cinnamal, Limonene, Linalool.

PEPTIDE PREP™ detox shampoo



What is the PEPTIDE PREP™ detox shampoo?

A color-safe, non-stripping clarifying shampoo with the **K18PEPTIDE™** to gently but effectively remove 99% product buildup, 95% sebum + 76% copper* for detoxified, refreshed hair.

*k18hair.com/disclaimers

What does it do?

This **detox shampoo** deeply cleanses hair and scalp, unclogging hair follicles while banishing dirt, oils, and metals from hard and tap water, and things left behind from heavy product buildup. It uniquely targets common metals like nickel, cadmium, lead, zinc, and iron that can cause dullness and buildup on your hair.

By reducing 99% of product buildup, 95% of sebum + 76% copper after just 1 wash*, this intentional formula clears the path for maximum **K18 molecular repair** results without leaving fillers or deposits behind.

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When do I use the detox shampoo?

Swap out your regular shampoo for this power wash 1x weekly or as needed. Everyone, regardless of hair type or product usage, should use a detox shampoo regularly to remove buildup, reset texture, and optimize the performance of products and stylers—like **K18 molecular repair**.

K18 PEPTIDE PREP™ detox shampoo



What makes the detox shampoo special?

This **detox shampoo** effectively clarifies hair of buildup and metals common in tap and hard water, including 99% of product buildup, 95% of sebum + 76% copper after just 1 wash*. The pH-optimized formula is color-safe and won't leave your hair over-stripped or easily tangled, while our patented **K18PEPTIDE™** helps to maintain hair strength with no fillers or deposits left behind.

BONUS: Clean hair helps optimize results from products and treatments, like **K18 molecular repair** formulas.

*k18hair.com/disclaimers

How does the detox shampoo work?

The **detox shampoo** works from activated charcoal absorbing toxins, excess oils, and dirt in the hair and scalp, while salicylic acid clears sebum buildup in follicles without stripping hair of essential moisture and lipids. The **K18PEPTIDE™** helps reduce protein loss to help keep hair feeling healthy and strong while you wash.

Will the detox shampoo dry my hair out?

No, the **detox shampoo** will not dry your hair out. This non-stripping formula has a pH of 3.8-4.2 that won't leave hair over-stripped. In a consumer study, 90%* said hair feels clean without feeling dry.

*k18hair.com/disclaimers

Will the detox shampoo strip color?

No, the **detox shampoo** will not strip your color. This color-safe formula is optimized with pH 3.8-4.2 to help maintain your color, and uniquely targets common metals present in tap and hard water that can cause dullness.

How do I use the detox shampoo?

Swap out your regular shampoo for this power wash 1x weekly or as needed

1. Massage into hair + scalp to remove excess buildup.
2. Thoroughly rinse.
3. Repeat as needed.

How much shampoo should I use when I wash my hair?

Start with a quarter size, adding more depending on the thickness and length of your hair.

Can I still use my normal shampoo?

Yes, you can still use your normal shampoo along with the **PEPTIDE PREP™ detox shampoo**. This non-stripping formula is engineered for less frequent, heavy duty washing—perfect to clear the path for **maximum K18 molecular repair results**. On days when you have little to no buildup, use our **DAMAGE SHIELD pH protective shampoo** or your daily shampoo.

What does the K18PEPTIDE™ in the shampoo do?

The **K18PEPTIDE™** in the shampoo helps reduce protein loss to help keep hair feeling healthy and strong.

If the shampoo is formulated with the K18PEPTIDE™, why should I use K18 molecular repair mask or oil?

The shampoo is formulated with our patented **K18PEPTIDE™** to help reduce protein loss during washing. So while it does leave hair feeling healthy and strong, the **K18 molecular repair mask** and **oil** deliver the full dose of peptide-powered hair renewal. For best results, use the **PEPTIDE PREP™ detox shampoo** to prep hair for **maximum K18 molecular repair results**.

What does the detox shampoo smell like?

The **detox shampoo** has a clean citrus scent.

What are the detox shampoo ingredients?

Water (Aqua) (Eau), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Salicylic Acid, Charcoal Powder, sh-Oligopeptide-78, Panthenol, Glycerin, Sodium Phytate, GuarHydroxypropyltrimonium Chloride, Caprylyl Glycol, Caprylhydroxamic Acid, Citric Acid, Potassium Hydroxide, Sodium Hydroxide, Fragrance (Parfum), Benzyl Salicylate, Limonene.

DAMAGE SHIELD

new name! previously
pH maintenance shampoo



What is DAMAGE SHIELD?

DAMAGE SHIELD is our newest innovative category that takes the guesswork out of your K18 routine. Developed to offer protection from damage between treatment mask days, and extra softening and protection after the **K18 mask**. This category includes the **DAMAGE SHIELD protective conditioner** + the renamed **pH protective shampoo** (previously pH maintenance shampoo).

Is the formula of the DAMAGE SHIELD pH protective shampoo different from the PEPTIDE PREP™ pH maintenance shampoo?

No, the formula of the **DAMAGE SHIELD pH protective shampoo** is not different from the **PEPTIDE PREP™ pH maintenance shampoo**. Just the name has changed, the formulation you know and love is the same.

K18 PEPTIDE PREP™
pH maintenance shampoo



same formula
new name!



K18 DAMAGE SHIELD
pH protective shampoo



What is the **DAMAGE SHIELD pH protective shampoo**?

The **DAMAGE SHIELD pH protective shampoo** is a color-safe, pH-optimized shampoo with the patented **K18PEPTIDE™** to effectively cleanse while maintaining hair health and protecting hair from damage. pH-optimized formula helps reduce excess swelling of the hair cuticle during washing, to help prevent frizz, preserve color, and enhance shine. Scalp microbiome-friendly and gentle enough to use every time you cleanse.

What does the **DAMAGE SHIELD pH protective shampoo** do?

This pH-optimized shampoo (4.5-5.5) helps prevent excess swelling of the hair cuticle to help prevent damage, reduce frizz, preserve color, and maintain health and shine. An optimized pH also helps preserve the scalp microbiome. This shampoo is gentle enough to use every time you cleanse.

How does the **DAMAGE SHIELD pH protective shampoo** work?

The **DAMAGE SHIELD pH protective shampoo** is powered by plant-derived surfactants to deliver safe but effective high-power cleansing that breaks down and removes dirt + oil. Designed to help shield hair from daily damage, this pH-optimized formula helps prevent excess swelling of the hair cuticle during washing—which helps maintain color, improve hair health and shine, reduce frizz, and preserve the scalp microbiome. It mimics hair's natural pH, so this formula is gentle enough to use every time you cleanse.

What makes the **DAMAGE SHIELD pH protective shampoo special**?

The **DAMAGE SHIELD pH protective shampoo** delivers healthier hair and scalp after just one wash. Its optimized pH helps maintain the hair cuticle, preventing excess water from entering the hair, which can cause damage, dullness, frizz, and tangling. With this shampoo, your color is maintained, hair feels strong, healthy, looks smooth with less frizz, and is easier to style with less tangles. This formula moisturizes hair without weighing it down, and preserves the scalp microbiome for a healthier-feeling scalp and a gentler cleanse. Coupled with the **DAMAGE SHIELD protective conditioner**, these formulas shield your healthiest hair from daily damage.

When do I use the **DAMAGE SHIELD pH protective shampoo**?

This pH-balanced formula is gentle enough to use every time you cleanse, delivering healthier hair and scalp after just one wash.

What are the **DAMAGE SHIELD pH protective shampoo ingredients**?

Water (Aqua) (Eau), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Methyl 2-Sulfolaurate, Sodium Lauryl Sulfoacetate, sh-Oligopeptide-78, Panthenol, Glycerin, Sodium Phytate, Guar Hydroxypropyltrimonium Chloride, Disodium 2-Sulfolaurate, Caprylyl Glycol, Caprylhydroxamic Acid, Benzoic Acid, Citric Acid, Sodium Hydroxide, Fragrance (Parfum), Limonene.

Why do I need both shampoos?

You need both shampoos (**DAMAGE SHIELD pH protective shampoo + PEPTIDE PREP™ detox shampoo**) to deliver the most effective clean while maintaining your hair + scalp health. **Detox shampoo** is engineered for less frequent heavy-duty washing, and **DAMAGE SHIELD pH protective shampoo** (previously pH maintenance shampoo) is engineered for frequent washing.

K18 DAMAGE SHIELD protective conditioner



How does this conditioner fight daily damage?

DAMAGE SHIELD protective conditioner helps shield hair from daily damage to help maintain hair health and improve smoothness and shine. It's developed with our biotech-produced polysaccharide that acts as a biomimetic shield to protect hair against pollution and environmental aggressors. The fortifying ceramide blend seals damage sites in the hair cuticle—smoothing and protecting hair from further damage. The **K18PEPTIDE™** replenishes protein lost during washing, while the cuticle is still swollen, to fortify hair health and strength. Vitamin E works against oxidative damage, which can fade color and cause breakage.

These key ingredients work together to provide conditioning protection against damage from UV rays, mechanical styling, and environmental aggressors for up to 3 days*.

*k18hair.com/disclaimers

Can I use the conditioner instead of the mask?

The **mask** and **conditioner** serve two different purposes. The **K18 mask** reverses damage in 4 minutes, while the **K18 conditioner** protects hair from daily damage for up to 3 days*. We recommend using the **K18 mask** first, waiting 4 minutes, then using **conditioner** for additional softening and detangling benefits after the K18 mask, or between K18 mask days.

*k18hair.com/disclaimers

Can the K18 conditioner repair damage like the mask does?

No, the conditioner does not repair damage like the mask does. This nourishing, **protective conditioner** shields against 3 types of damage (daily mechanical, UV, and environmental) for up to 3 days*— to help maintain hair health and improve smoothness and shine. Both formulas include the **K18PEPTIDE™** with different benefits. The **mask** has a higher concentration of the peptide to reverse damage. In the conditioner, the **K18PEPTIDE™** replenishes protein lost during washing, while the cuticle is still swollen, to fortify hair health and strength.

*k18hair.com/disclaimers

Can I use the K18 conditioner before the mask?

No, use the **DAMAGE SHIELD conditioner** AFTER the **K18 mask**. The **K18PEPTIDE™** will not penetrate the hair if the conditioner is used before mask application.

Can I apply the K18 mask first, then the K18 conditioner?

Yes, you can apply the **K18 mask** first, wait 4 minutes for maximum damage repair, and then apply the **K18 conditioner**.

Can I apply the K18 conditioner first, then the K18 mask?

No, apply the **K18 mask** first, wait 4 minutes for maximum damage repair, and then apply the **K18 conditioner**. The K18 mask will not penetrate hair if applied after a conditioner.

Is K18 conditioner considered clean?

Yes, the **DAMAGE SHIELD conditioner** adheres to Clean by Sephora standards. The conditioner is formulated without phthalates, formaldehyde or formaldehyde releasers, oxybenzone and octinoxate, and more.

How much K18 conditioner should I use?

The **K18 conditioner** is a highly concentrated formula, so a little goes a long way. Begin with a small amount from mid-lengths to ends, and build as needed.

Where should I apply the K18 conditioner?

For best results, apply the **K18 conditioner** from mid-lengths to ends. Start with a small amount and build as needed.

How do I use K18 conditioner with the mask?

The **K18 conditioner** can be used for added smoothness, softness + detangling 4-minutes after the **K18 leave-in molecular repair hair mask**.

Can I mix the K18 conditioner with the mask?

For best results, we do not recommend mixing the K18 conditioner with the mask. Apply the **K18 mask** first, wait 4 minutes for maximum damage repair, then apply the **K18 conditioner**.

Can I mix the K18 conditioner with the oil?

For best results, we do not recommend mixing the K18 conditioner with the oil. Use the **K18 molecular repair hair oil** without the K18 conditioner.

Do I have to wait 4 minutes after applying the conditioner?

No, you do not have to wait 4 minutes after applying the conditioner. For additional conditioning, you can wait 1-3 minutes before rinsing.

Can heat make the K18 conditioner more effective?

No, the **K18 conditioner** does not need heat to be effective.

Does the K18 conditioner contain the K18PEPTIDE™?

Yes, the **K18 conditioner** does contain the **K18PEPTIDE™**. In the formula, this patented peptide replenishes protein lost during washing, while the cuticle is still swollen, to fortify hair health and strength. To get damage repair benefits from the **K18PEPTIDE™**, use the **K18 mask** first, wait 4 minutes, then apply the **K18 conditioner**.

Can I use the K18 conditioner every day?

Yes, you can use the **K18 conditioner** every day. The lightweight formula softens, smooths, and detangles without film-forming silicones or waxes that can build up over time, weighing hair down.

Will the K18 conditioner cause buildup on hair?

No, the **K18 conditioner** will not cause buildup on hair. The highly concentrated, lightweight gel formula means a little goes a long way. Use less than you typically would with a traditional conditioner, and build as needed.

Will the K18 conditioner weigh hair down?

No, the **K18 conditioner** will not weigh hair down. This highly concentrated, lightweight gel formula softens, smooths, and detangles without film-forming silicones or waxes that can build up over time.

Is the K18 conditioner recommended for all hair types?

Yes, the **K18 conditioner** works on all hair types. The highly concentrated, lightweight gel formula won't weigh hair down. It's developed to soften, smooth, and detangle without film-forming silicones or waxes that can build up over time.

Does the K18 conditioner work on curly and/or coily hair?

Yes, the **K18 conditioner** does work on curly or coily hair, as the highly concentrated, lightweight formula softens, smooths, and detangles curly and/or coily hair without film-forming silicones or waxes that can build up over time, weighing hair down.

Does the K18 conditioner work on fine hair?

Yes, the **K18 conditioner** does work on fine hair, as the highly concentrated, lightweight gel formula won't weigh hair down. It's developed to soften, smooth, and detangle without film-forming silicones or waxes that can build up over time.

Is the K18 conditioner buildable?

Yes, this lightweight formula is buildable. Since it's highly concentrated, a little goes a long way. Start by applying a small amount of **DAMAGE SHIELD protective conditioner** from mid-lengths to ends, and add more as needed.

Can I use the K18 conditioner on keratin-treated hair?

Yes, you can use the **K18 conditioner** on keratin-treated hair. It can provide added smoothness, softness + easier detangling after the damaging keratin service.

Can I use the K18 conditioner on extensions?

Yes, you can use the **K18 conditioner** on extensions. For best results, do not apply the **K18 DAMAGE SHIELD protective conditioner** *directly* to the weft adhesive or to the natural hair immediately surrounding the adhesive as it could cause slippage.

Is the K18 conditioner pH-optimized?

Yes, the **K18 conditioner** is pH optimized, with a pH of 3.8-4.2. This helps prevent excess swelling of the hair cuticle to help reduce frizz, preserve color, and maintain health and shine.

What is UV damage and why does hair need protection from it?

UV damage is caused by sun exposure, which can dull color and make hair damaged and brittle. Use **DAMAGE SHIELD protective conditioner** to provide conditioning protection against damage from UV rays for up to 3 days*.

*k18hair.com/disclaimers

Does the K18 conditioner need to be reapplied for continued UV protection?

No, you do not need to reapply the **K18 conditioner** for continued UV protection. This product is clinically proven to protect hair against damage from UV rays for up to 3 days*.

*k18hair.com/disclaimers

Does the K18 conditioner have SPF?

No, the **K18 conditioner** does not have SPF. The biotech-produced polysaccharide and fortifying ceramide blend help minimize the drying and damaging effects of UV rays on the hair's cuticle. This prevents hair from becoming rough, brittle, weak, and prone to breakage from UV damage for up to 3 days*.

*k18hair.com/disclaimers

Does the K18 conditioner provide heat protection?

No, the **K18 conditioner** does not contain heat protection. It does provide conditioning protection against damage from UV rays for up to 3 days*. For added 450°F (232°C) heat protection*, use the **K18 molecular repair hair oil**.

*k18hair.com/disclaimers

What is environmental damage and why does hair need protection from it?

Environmental damage is caused by irritants like pollution that can cause frizziness and dullness. Use **DAMAGE SHIELD protective conditioner** to provide conditioning protection against damage from environmental aggressors for up to 3 days*.

*k18hair.com/disclaimers

What is mechanical damage and why does hair need protection from it?

Mechanical damage is caused by wear and tear from things like brushing, pulling, detangling, and tension from tight, slicked-backed hairstyles—which cause hair breakage. Use **DAMAGE SHIELD protective conditioner** to provide conditioning protection against damage from mechanical styling for up to 3 days*.

*k18hair.com/disclaimers

What does the K18 conditioner smell like?

The **K18 conditioner** has a clean citrus scent.

Does the K18 conditioner contain gluten?

No, the **K18 conditioner** does not contain gluten.

Is the K18 conditioner vegan?

Yes, the **K18 conditioner** is vegan.

Is the K18 conditioner cruelty-free?

Yes, the **K18 conditioner** is cruelty-free and Leaping Bunny certified.

What shampoo should I use with the DAMAGE SHIELD protective conditioner?

For best results, use the **DAMAGE SHIELD pH protective shampoo** with the **DAMAGE SHIELD protective conditioner** to protect hair between **K18 mask** days. If you're using the **K18 molecular repair mask**, use the **PEPTIDE PREP™ detox shampoo** first.

What are the **DAMAGE SHIELD** protective conditioner ingredients?

Water (Aqua) (Eau), Isopropyl Palmitate, Stearyl Alcohol, Propanediol, Isopentyldiol, Behentrimonium Chloride, Tocopherol, Tocopheryl Acetate, sh-Oligopeptide-78, Alteromonas Ferment Extract, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Phospholipids, Jojoba Esters, Calcium Gluconate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Ceramide NP, Phytosteryl/Isostearyl/Cetyl/Stearyl/Behenyl Dimer Dilinoleate, Polyquaternium-16, Stearalkonium Chloride, Isopropyl Alcohol, Butylene Glycol, Gluconolactone, Phenoxyethanol, Sodium Benzoate, Citric Acid, Sodium Hydroxide, Fragrance (Parfum), Hydroxycitronellal.

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