

FAQ

K18 is free of

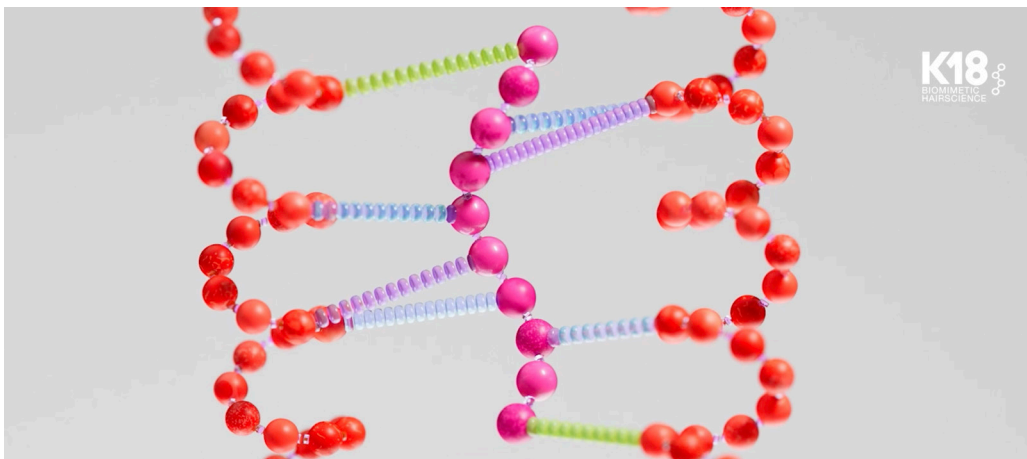
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| ✗ Parabens | ✗ Sodium Chloride |
| ✗ Sulfates | ✗ Artificial Colors |
| ✗ Silicones | ✗ Formaldehyde and Formaldehyde Donors |
| ✗ Phthalates | |

K18 is

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

What is the K18PEPTIDE™?

K18PEPTIDE™ is a biotech-developed peptide that mimics hair's structure to reverse damage by reconnecting polypeptide chains and disulfide bonds broken during damage from bleaching and chemical services



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™ shampoos 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™ shampoos, 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 restoring just one type of bond, K18’s biomimetic peptide mimics the molecular makeup of keratin to reinforce strength along the length AND width of the hair fiber. Bond building walked so we could run, ya know?

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.



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, and chemical services – with immediate and lasting results to restore strength, softness, smoothness, and bounce to hair.

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.

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, or other chemical services, 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.

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?

Less is more, so don't overdo your K18 mask application. This highly concentrated formula was made to use way less than your traditional hair mask or conditioner. Start with 1 ml (1 pump of the 50ml mask, 3 pumps of the 15ml mask) and massage the product between your palms until the product thickens. Add more as needed, the maximum recommendation is 3ml (3 pumps of the 50ml mask, 9 pumps of the 15ml mask).

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?

Conditioner leaves a film 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 product

Does K18 mask replace conditioner?

Think of K18 mask as a highly concentrated treatment. It restores hair's strength + elasticity in the innermost layers of hair, instead of traditional conditioners that coat the outside of hair. Skip conditioner before applying the K18 mask so it has a clean canvas to penetrate into the innermost layers of hair. After the 4-minute wait time post-K18, feel free to add a leave-in for a boost of conditioning if needed.

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.

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



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. Massage the product between your palms until it thickens, this helps you evenly apply and use less. Then wait 4 minutes for the K18PEPTIDE™ to penetrate and repair your hair before styling as usual.

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, and chemical service damage. If you are experiencing dry, brittle hair, use PEPTIDE PREP™ detox shampoo pre-K18 mask to remove buildup.

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.

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.

K18 molecular
repair hair oil



K18 molecular
repair hair oil swatch



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.

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.

Is it better to use the full K18 routine?

Yes, the K18 routine was engineered to deliver your cleanest, healthiest hair for optimal molecular repair results. Before the mask and oil, our PEPTIDE PREP™ category tackles every kind of buildup to create your cleanest, healthiest hair canvas. With our molecular repair formulas, you get maximum damage repair plus additional styling benefits with the oil.

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/Caprate, 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™ shampoos



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.

*k18hair.com/disclaimers

K18 PEPTIDE PREP™ detox shampoo



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.

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.

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 pH maintenance shampoo or your daily shampoo.

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.

What is the PEPTIDE PREP™ pH maintenance shampoo?

A color-safe, pH-optimized shampoo with K18PEPTIDE™ to effectively cleanse while maintaining hair health for hair that feels strong, smooth, and healthy.

K18 PEPTIDE PREP™
pH maintenance shampoo



What does the pH maintenance shampoo do?

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

How does the pH maintenance shampoo work?

The pH maintenance shampoo is powered by plant-derived surfactants to deliver safe but effective high-power cleansing that breaks down and removes dirt + oil. Designed for damaged hair, 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 pH maintenance shampoo special?

The pH maintenance shampoo is special due to its optimized pH that helps maintain the hair cuticle. This prevents 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.

When do I use the pH maintenance shampoo?

This pH-balanced formula is gentle enough to use every time you cleanse, and leaves a clean canvas for treatment products.

How do I use the pH maintenance shampoo?

Safe to use every time you wash.

1. Massage into hair, focusing on scalp.
2. Thoroughly rinse.
3. Repeat as needed

What are the pH maintenance 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 to get the most effective clean while maintaining your hair + scalp health. Detox shampoo is engineered for less frequent heavy duty washing, and pH maintenance shampoo is engineered for frequent, everyday washing.

What does the peptide in the shampoos do?

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

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

The shampoos are 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.

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.

What do the shampoos smell like?

Both shampoos have a clean citrus scent.

K18

BIOMIMETIC
HAIRSCIENCE



@k18hair

