



DAMAGE SHIELD

pH protective shampoo + protective conditioner

SHIELD YOUR HEALTHIEST HAIR
AGAINST DAILY DAMAGE

Don't let damage hold you back. The newly created **DAMAGE SHIELD** category takes the guesswork out of your K18 routine. Developed to offer protection from damage between treatment mask days, and extra softening and detangling after salon services—this category includes the **NEW DAMAGE SHIELD protective conditioner** + the renamed **pH protective shampoo** (previously pH maintenance shampoo).

WHAT IT IS

The color-safe, pH-optimized shampoo with the patented **K18PEPTIDE™** effectively cleanses while maintaining hair health. Scalp microbiome-friendly and gentle enough to use every time you cleanse, 91% said hair felt smoother, healthier, and not weighed down¹.

The nourishing, protective conditioner helps shield hair from daily damage to help maintain hair health and improve smoothness and shine. Engineered to weightlessly soften and detangle while the **K18PEPTIDE™** helps replenish hair during washing.

¹Results observed in a consumer test of 35 subjects after 21 days of consistent use of the **DAMAGE SHIELD pH protective shampoo**

WHAT IT DOES

pH PROTECTIVE SHAMPOO

Safe but powerful cleansing: Plant-derived surfactants deliver safe but effective high-power cleansing to breakdown and remove dirt + oil

Designed for damaged hair: pH-optimized formula helps prevent excess swelling of the hair cuticle during washing - which helps maintain color, improve hair health and shine, and reduce frizz

Gentle enough to use every time you cleanse: Gentle on hair AND scalp - pH-optimized formula mimics hair's natural pH, to reduce cuticle swelling and maintain hair health, and preserve the scalp microbiome

PROTECTIVE CONDITIONER

Clinically proven to provide conditioning protection against damage from UV rays, mechanical styling, and environmental aggressors for up to 3 days². Fortifies, softens, and detangles hair.



Defends against damage: Conditioning protection against damage from UV rays, environmental aggressors, and daily mechanical styling for up to 3 days

Maintains hair health: Fortifies hair's exterior lipid barriers to make hair more resilient and resistant to damage. **K18PEPTIDE™** replenishes protein lost during washing.

Enhances hair's natural shine: pH-optimized formula minimizes excess cuticle swelling during washing, to help keep hair smooth and maximize shine.

Softens, smooths, and detangles: Without film-forming silicones or waxes that can build up over time, weighing hair down.

²Results observed as an improvement in protein condition and a reduction in hair breakage in scientific testing of hair tresses subject to a simulated three day exposure to UV versus tresses not treated with **K18 DAMAGE SHIELD protective conditioner**

²Results observed as a reduction in deposition of pollution in scientific testing of hair tresses subject to a simulated exposure to pollution versus tresses not treated with **K18 DAMAGE SHIELD protective conditioner**



WHY IT WORKS

pH PROTECTIVE SHAMPOO

Less is more formulation delivers a superior clean without compromise:

- **Optimized pH** cleanses hair and scalp without over-drying
- **Certified microbiome-friendly formula** removes dirt and oil without disrupting the scalp's natural protective barrier
- **K18PEPTIDE™** helps reduce protein loss to keep hair feeling healthy and strong

PROTECTIVE CONDITIONER

- **Biotech-Produced Polysaccharide** acts as a biomimetic shield to protect hair against pollution and environmental aggressors
- **Fortifying Ceramide Blend** seals damage sites in the hair cuticle—smoothing and protecting hair from further damage
- **K18PEPTIDE™** replenishes protein lost during washing

HOW TO USE

For your services

DAMAGE SHIELD pH protective shampoo is engineered for higher frequency washing like multi-wash services or clients with less buildup.

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

DAMAGE SHIELD protective conditioner can be used for added smoothness, softness + detangling after the **K18 PRO molecular repair hair mask**.

1. Do not condition yet. Towel-dry thoroughly.
2. Apply 1-3 pumps of the PRO molecular repair hair mask.
3. Wait 4 minutes. Do not rinse out.
4. Apply a small amount of **DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
5. Rinse thoroughly.
6. You do not need to re-apply the **PRO molecular repair hair mask**.

For client use

1. Massage **DAMAGE SHIELD pH protective shampoo** into hair, focusing on scalp.
2. Thoroughly rinse.
3. Repeat as needed.
4. Apply a small amount of **DAMAGE SHIELD protective conditioner** from mid-lengths to ends and build as needed.
5. Rinse thoroughly.

CLINICALS

pH PROTECTIVE SHAMPOO

Certified microbiome-friendly by MyMicrobiome Standard

PROTECTIVE CONDITIONER

Clinically proven to provide conditioning protection against damage from UV rays, mechanical styling, and environmental aggressors for up to 3 days¹

¹Results observed as an improvement in protein condition and a reduction in hair breakage in scientific testing of hair tresses subject to a simulated three day exposure to UV versus tresses

¹Results observed as a reduction in deposition of pollution in scientific testing of hair tresses subject to a simulated exposure to pollution versus tresses not treated with **K18 DAMAGE SHIELD protective conditioner**

CONSUMER PERCEPTION

pH PROTECTIVE SHAMPOO

91% said hair looks healthier¹

91% said hair feels smoother¹

91% said hair does not feel weighed down¹

¹Results observed in a consumer test of 35 subjects after 21 days of consistent use of the **DAMAGE SHIELD pH protective shampoo**

PROTECTIVE CONDITIONER

94% agreed hair did not feel weighed down¹

91% agreed hair felt softer²

¹Results observed in a consumer test of 35 subjects after 1 day of usage of the **K18 DAMAGE SHIELD protective conditioner**

²Results observed in a consumer test of 35 subjects after 21 days of usage of the **K18 DAMAGE SHIELD protective conditioner**

SIZING + PRICING

Consumer: 8.5 oz, \$36 MSRP

Professional: 31.5 oz, PRO only

SCENT

Both have a clean citrus scent

INGREDIENTS

pH PROTECTIVE SHAMPOO

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.

PROTECTIVE CONDITIONER

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.

OTHER INFORMATION

Formulated without phthalates, formaldehyde or formaldehyde releasers, oxybenzone and octinoxate, and more.