



K18
BIOMIMETIC
HAIRSCIENCE

DAMAGE SHIELD
écran anti-dommages

protective conditioner
après-shampooing protecteur

930 ml / 31.5 fl oz liq

DAMAGE SHIELD protective conditioner

HAIR'S FIRST DEFENSE AGAINST DAILY DAMAGE

WHAT IT IS

A nourishing, protective conditioner that 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.

K18
BIOMIMETIC
HAIRSCIENCE

@k18hair #k18results

rev 11/14/23

WHAT IT DOES

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

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 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

- **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

Can be used for added smoothness, softness + detangling after the **K18 PRO molecular repair hair mask**.

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

For client use

1. Apply a small amount of **DAMAGE SHIELD protective conditioner** from mid-lengths to ends and build as needed.
2. Rinse thoroughly.
3. For best results, use after shampooing with the **DAMAGE SHIELD shampoo**.

CLINICALS

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

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

Clean citrus scent

INGREDIENTS

Water (Aqua) (Eau), Isopropyl Palmitate, Stearyl Alcohol, Propanediol, Isopentyl diol, 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.