



service guide

born in the salon, for you

K18 was engineered in the biotech lab and was born in the salon to propel people who live + breathe hair.
Our formulas were made to liberate your artistry, increase client satisfaction, and drive your business.

the world of K18

molecular repair - engineered to reverse hair damage in 4 minutes + deliver lasting and progressive hair health

in-salon molecular repair service



The **K18 molecular repair service** (made up of the **PRO mist** + **PRO mask**) reverses damage to transform results before and after services.

K18 PRO mist reverses existing chemical damage + helps prevent new damage during service for lasting results—in just 4 minutes.

K18 PRO mask reverses damage from bleach*, color*, chemical services*, and heat** after salon services.

take-home molecular repair mask



Damage is ongoing out of the salon, so your client's use of the **K18 mask** should be too.

With a healthy hair base, services last longer, and you can go further in their next appointment. The **K18 mask** comes in 2 retail sizes.

molecular repair hair oil



Biotech-engineered weightless oil strengthens while it smooths for immediate and long-term frizz control

Works on all hair types to strengthen, repair damage, reduce frizz at two levels of the hair fiber, and improve shine.

*Results observed on bleached hair tress after one, 4-minute application of Molecular Repair Hair Mask with improvements to strength and elasticity

**Results observed in a repeat comb test on hair damaged by 450°F (232°C) heat

the world of K18

PEPTIDE PREP™ - engineered to deliver cleaner, healthier hair after just one wash

pro chelating hair complex



The PRO chelator clinically proven to reduce 7 types of metal + mineral buildup for more vibrant, even color, restored bounce and shine, and improved product effectiveness.

Engineered for fast-paced pros - No mix. No extra rinse. Works in just 4 minutes.

100% of stylists agreed treating hair with K18 pro chelating hair complex:

- ensures an optimal color and chemical service*
- hair was brighter**
- there was more even consistent color coverage post-use***

*Survey of 30 stylists evaluating treated and untreated tresses.

**Survey of 30 stylists evaluated treated and untreated bleached tresses

***Survey of 30 stylists evaluated treated and untreated auburn-dyed tresses

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.

Uniquely targets metals present in tap and hard water like nickel, cadmium, lead, zinc, iron that can cause dullness and buildup on the hair.

pH-optimized formula won't leave hair over-stripped or easily tangled. The **K18PEPTIDE™** helps maintain hair health with no fillers or deposits left behind.

*results observed on bleached hair tress after 1 wash with detox shampoo

pH maintenance shampoo



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

Optimized pH (4.5-5.5) mimics hair's natural pH to help reduce excess cuticle swelling, which helps reduce frizz, preserve color, and maintain health and shine, especially important for damaged hair.

The **K18PEPTIDE™** helps maintain hair health with no fillers or deposits left behind.

Certified-microbiome friendly formula is gentle enough to use every time you cleanse.

how to use by product | MOLECULAR REPAIR SERVICE



PRO mist The *K18 professional molecular repair hair mist* is meant to be used as the first part of the K18 molecular repair service.

How to use with a chemical service:

1. Turn trigger to “on” position. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of *K18 pro chelating hair complex* per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of *K18 professional molecular repair hair mist* to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client’s length, density, and level of damage.
4. Wait 4 minutes (do not rinse out).
5. If needed, dry the hair prior to applying lightener or color. Then perform your desired technique.
6. Process your lightener or color as usual, then rinse and shampoo with *K18 PEPTIDE PREP™ detox shampoo*. Do not condition.
7. Follow with the *K18 professional molecular repair hair mask* as directed to complete the molecular repair service

How to use as part of a styling service or as part of a K18 molecular repair service standalone treatment:

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of *K18 pro chelating hair complex* per quadrant*.
3. Wait 4 minutes after chelating**, then rinse and shampoo with *K18 PEPTIDE PREP™ detox shampoo*. Do not condition.
4. Towel dry hair, then apply a minimum of 10 full sprays of *K18 professional molecular repair hair mist* to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client’s length, density, and level of damage.
5. Wait 4 minutes, then apply 1-3 pumps of *K18 professional molecular repair hair mask* based on your client’s length and density, starting at the ends and working up towards the roots.
6. Wait 4 minutes, then apply 1-3 drops of *K18 molecular repair hair oil* to mid-lengths and ends.
7. Wait 4 minutes, then style as usual.
8. Add an additional 1-3 drops of *K18 molecular repair hair oil* to dry hair as a finisher.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.

**For best results, we recommend to use *K18 chelator* before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying *K18 PRO mist*



PRO mask The *K18 professional molecular repair hair mask* is meant to be used as the second part of the K18 molecular repair service.

1. Shampoo, do not condition. Towel-dry thoroughly
2. Apply 1-3 pumps of *K18 professional molecular repair hair mask* based on your client’s length and density, starting at the ends and working up towards the roots.
3. Let sit for 4 minutes. Do not rinse out
4. Proceed with cut or style as usual.

If toning, use *K18 PRO mist* first, wait 4 minutes, then apply toner directly over *PRO mist*. Process as usual. Rinse or shampoo toner + apply *K18 PRO mask* per instructions above.

how to use by product | MOLECULAR REPAIR HAIR MASK + HAIR OIL



leave-in molecular repair hair mask

1. Shampoo, do not condition. Towel-dry thoroughly
2. 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.
3. Let sit for 4 minutes. Do not rinse out
4. Comb, add product + style as usual. Use for 4-6 washes post-salon service, then as needed.



molecular repair hair oil

Oil will be applied after the **K18 molecular repair service**. Apply **PRO mist**, then **PRO mask**, and finish with molecular repair hair oil on damp and dry hair.

1. Apply 1-3 drops of **K18 molecular repair hair oil** to damp hair, starting at the ends and working upward through the mid-lengths.
2. Wait 4 minutes. Style as usual.
3. Apply an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.



how to use by product | PEPTIDE PREP™



pro chelating hair complex

1. Shake well before use.
Turn trigger to “on” position.
2. Section dry hair into 4 quadrants, apply 6-10 sprays of **K18 pro chelating hair complex** to each quadrant*.
3. Wait 4 minutes.
4. Wash with **K18 PEPTIDE PREP™ detox shampoo**.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.



detox shampoo

Engineered for heavy duty washing ahead of texture services, K18 treatments, or haircuts / styling following the **pro chelating hair complex**.

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



pH maintenance shampoo

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.

*engineered to work on
every client + with every service*

K18 + lightener or color

K18 + toning or glossing

K18 + perm

K18 + relaxer

K18 + thermal reconditioner

K18 + keratin straightener

K18 + extensions

K18 + cut

molecular repair service (K18 + style)



K18 + lightener or color

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes (do not rinse out).
5. If needed, dry the hair prior to applying lightener or color. Then perform your desired technique.
6. Process your lightener or color as usual, then rinse and shampoo with **K18 PEPTIDE PREP™ detox** shampoo. Do not condition.
7. Apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
8. Wait 4 minutes (do not rinse), then apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
9. Wait 4 minutes, then proceed with cut or style as usual.
10. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

Please see the "K18 + toning or glossing" section for more information on toning with K18.



K18 + toning or glossing

1. Process lightener or color as usual, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
2. Apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** per quadrant, increasing up to 20 sprays as needed, depending on client's length, density, and level of damage.
3. Wait 4 minutes (do not rinse), then apply toner or gloss.
4. Process toner or gloss as usual, then rinse. If shampooing, follow with **K18 PEPTIDE PREP™ pH maintenance shampoo**. Do not condition.
5. Towel dry hair, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
6. Wait 4 minutes, then apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
7. Wait 4 minutes, then proceed with cut or style as usual.
8. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.



K18 + perm

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating**, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
4. Towel dry hair, then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
5. Wait 4 minutes (do not rinse), then wrap, process, and neutralize perm as usual.
6. Once perm is complete, remove rods and gently towel dry.
7. Apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** per quadrant, increasing up to 20 sprays as needed, depending on client's length, density, and level of damage.
8. Wait 4 minutes (do not rinse), then proceed with cut or style as usual.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

To avoid weighing down fresh curls, it is not recommended to use the K18 professional molecular repair hair mask or oil immediately after completing a perm service.



K18 + relaxer

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes (do not rinse out) and if needed, dry the hair prior to beginning relaxer application.
5. Apply + process relaxer as usual, then rinse thoroughly.
6. Towel dry hair, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
7. Wait 4 minutes (do not rinse), then follow with neutralizing shampoo. Do not condition.
8. Towel dry thoroughly, then re-apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
9. Wait 4 minutes (do not rinse), then apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
10. Wait 4 minutes, then proceed with cut or style as usual.
11. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.



K18 + thermal reconditioner

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of K18 pro chelating hair complex per quadrant*.
3. Wait 4 minutes after chelating**, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
4. Towel dry hair, then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
5. Wait 4 minutes (do not rinse), then apply + process thermal reconditioner solution as usual.
6. After processing is complete, apply neutralizer. Process as usual, then rinse.
7. Towel dry hair, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
8. Wait 4 minutes (do not rinse), then apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
9. Wait 4 minutes, then proceed with cut or style as usual.
10. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.



K18 + keratin straightener

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes (do not rinse out). Then follow with the recommended shampoo per your keratin straightener service instructions.
5. Apply and process keratin straightener as usual.
6. Apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends on dry hair as a finisher.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

Wait 3-4 shampoos post-treatment before using the K18 molecular repair hair mask in the salon or at home.



K18 + extensions

On natural hair (prior to installation):

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo** (do not condition)
5. Towel dry hair, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, only to the ends and mid-lengths (avoiding the root).
6. Wait 4 minutes (do not rinse), then proceed with extension installation as usual.

Using K18 on extensions alone or on clients with previously installed extensions:

K18 is suitable for use on all human hair extensions (to include tape-in, k-tip, hand tied, clip-in, sew-in, etc.). For information on using K18 on clients with previously installed extensions, please follow the instructions for the specific service being performed.

PRO tip: When working on clients with tape-in extensions, we recommend following the standard protocol for cream-based conditioner or oil usage. For best results, do not apply the K18 professional molecular repair hair mask or molecular repair hair oil directly to the weft adhesive or to the natural hair immediately surrounding the adhesive as it could cause slippage.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.



K18 + cut

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating**, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
4. Towel dry hair, then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
5. Wait 4 minutes, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
6. Wait 4 minutes, and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
7. Wait 4 minutes, then proceed with cut as usual.
8. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.



Molecular Repair Service (K18 + style)

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating**, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
4. Towel dry hair, then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
5. Wait 4 minutes, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
6. Wait 4 minutes, then apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
7. Wait 4 minutes, then style as usual.
8. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme metal + mineral buildup, process up to 10 minutes, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.



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community on FB



@k18hair

