



# K18<sup>®</sup> MOLECULAR REPAIR SERVICE

reverse damage. transform results.

## WHAT IT IS

Powered by the reparative **K18PEPTIDE™**, the **K18 molecular repair service (K18 PRO mist + PRO mask)** strengthens and fortifies hair before services and reverses damage after salon services, giving you the confidence to push transformations further on stronger, healthier hair.

Includes the **professional molecular repair hair mist** + the **professional molecular repair hair mask**. Each is engineered with the **K18PEPTIDE™** and with specific formats and pH ranges for optimized use in all salon services.

Use both for maximum results—this service is clinically proven to repair damage from bleach\* + color\*, chemical services\* + heat\*\*

## CLINICALS

Clinically proven to reverse hair damage from bleach\* + color\*, chemical services\*, and heat\*\*

## SIZE + PRICE

professional molecular repair mist 300 mL	\$112 USD
professional molecular repair mask 150 mL	\$56 USD

\*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



fortifies hair pre-service,  
restoring up to  
**99% elasticity<sup>1</sup>**



**reverses damage after  
services in 4 minutes**

<sup>1</sup>Results observed on bleached hair after one 4-minute application of **K18 Pro Mist**

@k18hair #k18results  
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## BEFORE & AFTER



hair BEFORE

K18 molecular repair service



hair AFTER

K18 molecular repair service



bleached hair before

K18 molecular repair service



bleached hair after

K18 molecular repair service



\*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



# professional molecular repair hair mist

reverses existing damage +  
helps prevent new damage during salon services

## WHAT IT IS

Made to be used as part of the **K18 molecular repair service (K18 PRO mist + K18 PRO mask)**

This leave-in, lightweight mist repairs existing damage to strengthen hair's defenses and make it more resilient prior to salon services.

This PRO-exclusive product helps services apply and perform better, leaves hair healthier, and color lasts longer. Works in just 4 minutes in a convenient spray-on format.

The **PRO mist** is a simplified formula without added emollients to not interfere with chemical and color services. pH of 7.5-8.0 makes the treatment more efficient for optimal application pre-service.







## WHAT IT DOES

**Fortifies hair pre-service, restoring up to 99% elasticity\***

**Improves hair's resilience to prevent damage during and after services\*\* for stronger hair over time\*\*\***

**Color lasts longer + fades slower\*\*\*\***

**Renews hair for better in-salon results** - restores chemically damaged hair and makes hair more resilient for optimal salon transformations. Use before services for a stronger foundation and to help prevent damage during services.

**Resets hair's strength and elasticity** - allowing you to push transformations further with confidence.

\*Results observed on bleached hair after one 4-minute application of **K18 PRO mist**

\*\*Results observed on bleached hair after one 4-minute application of **K18 PRO mist** and after subsequent hair bleaching treatment

\*\*\*Results observed on bleached + dyed hair after one application of K18 molecular repair service (**PRO mist + PRO mask**)

\*\*\*\*Results observed on dyed hair after one application of K18 molecular repair service (**PRO mist + PRO mask**) and subsequent cycles of repeat grooming and washing when paired with mask use at home

## WHY IT WORKS

**pH level 7.5-8.0** makes the treatment more efficient by swelling the hair's cuticle, allowing the **K18PEPTIDE™** to better access the core

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

**Lightweight mist format** is made without emollients, to not interfere with chemical and color services

**Hair is stronger, healthier, and more resilient** going into salon services

## HOW TO USE

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. 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, or 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.

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

## 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 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**.

## CLINICALS

Fortifies hair pre-service, **restoring up to 99% elasticity\***

\*Results observed on bleached hair after one 4-minute application of **K18 Pro Mist**



**5x bleach alone**



**5x bleach WITH  
K18 PRO mist**

## INGREDIENTS

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Polysorbate 20, sh-Oligopeptide-78 (K18PEPTIDE™), Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Phenoxyethanol, Potassium Sorbate, Potassium Hydroxide, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.



# professional molecular repair hair mask

reverses damage from bleach\*, color\*,  
chemical services\*, and heat\*\* after salon services

## WHAT IT IS

Made to be used as part of the **K18 molecular repair service**  
(**K18 PRO mist** + **K18 PRO mask**)

This leave-in treatment mask repairs hair damage and restores hair to a healthy state after salon services.

Powered by the **K18PEPTIDE™** to reconnect broken polypeptide chains and disulfide bonds to renew strength and elasticity in just 4 minutes. This mask is **clinically proven to repair damage from bleach\* + color\*, chemical services\*, and heat\*\*** for immediate + lasting results. Cream-based format helps soften, smooth, and condition hair.

\*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





## WHAT IT DOES

**Takes damage repair further** – biomimetic peptide seamlessly fits in and reconnects 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 repair

**Restores hair before and after color and chemical services** by working at the innermost layer of the hair, core strength and elasticity are renewed for strong, smooth, bouncy hair

**Delivers immediate and lasting results** – hair is repaired from the first use and lasts past your next wash, for ongoing reparative benefits

**Works on all hair types** – because **K18PEPTIDE™** works on a molecular level (where all hair is the same), this product is effective on all hair types and with every service

**Clinically proven to reverse hair damage** – from bleach\* + color\*, chemical services\*, and heat\*\*



## WHY IT WORKS

**K18PEPTIDE™** is a biotech-developed peptide that mimics hair's structure to reverse damage by reconnecting polypeptide chains and disulfide bonds broken by bleach\* + color\*, chemical services\*, and heat\*\*

**pH-optimized (5.0-6.0)** to help minimize cuticle swelling + put hair proteins in their most resilient state after salon service or shampoo

**Cream format** enables easy, lightweight application across all hair types, with detangling and softening benefits

## HOW TO USE

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

**With a color or chemical service:**

1. Before the service, apply **K18 professional molecular repair hair mist**. Wait 4 minutes. Do not rinse out.
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. Let sit for 4 minutes. Do not rinse out.
3. Proceed with cut or style as usual.
4. 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.

\*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

## HOW TO USE (CONTINUED)

### Without a chemical 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.

## CLINICALS

**Reverses hair damage caused by bleach\*, color\*, chemical services\*, and heat\*\*.**

## SCENT

Fragrance Description: The light floral scent features notes of jasmine and peony.

## 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.

\*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





# leave-in molecular repair hair mask

reverse hair damage  
in 4 minutes

## WHAT IT 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.

\*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



retail sizes  
available for  
your clients to  
take home



## WHAT IT DOES

**Takes damage repair further** – reconnects both polypeptide chains (and as a result, also reconnects disulfide bonds) for strength along the length + width of the hair to offering comprehensive, lasting damage repair

**Restores hair from even extreme damage** - by working at the innermost layer of the hair. Core strength and elasticity are renewed for strong, smooth, bouncy hair

**Delivers immediate and lasting results** – hair is repaired from the first use and lasts past your next wash, for ongoing reparative benefits

**Simplified repair** – convenient, leave-in formula works in just 4 minutes, with no extra rinse required

**Works on all hair types** – because **K18PEPTIDE™** works on the molecular level (where all hair is the same), this product is effective on all hair types

## WHY IT WORKS

**K18PEPTIDE™** is a biotech-developed peptide that mimics hair's structure to reverse damage by reconnecting polypeptide chains and disulfide bonds broken by bleach\* + color\*, chemical services\*, and heat\*\*

**pH-optimized (5.0-6.0)** to helps minimize cuticle swelling + put hair proteins in their most resilient state after salon service or shampoo

**Cream format** enables easy, lightweight application across all hair types, with detangling and softening benefits.

## HOW TO USE

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

## CLINICALS

**Reverses hair damage caused by bleach\*, color\*, chemical services\*, and heat\*\*.**

\*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





## SCENT

Fragrance Description: The light floral scent features notes of jasmine and peony.

## SIZE + PRICE

leave-in molecular repair mask 50mL     \$75 MSRP

leave-in molecular repair mask 15mL     \$29 MSRP

## 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.

