

PEPTIDE PREP™

The **PEPTIDE PREP™** category was engineered to create the cleanest canvas for your healthiest hair — whether you're looking for a gentle daily cleanse, a heavy-duty detox, or a professional chelating treatment.

What is a chelator?

A chelator acts as a strong magnet — pulling metals + minerals out of the hair to revive color, refresh texture, and pave the way for consistent color and chemical treatments.

PEPTIDE PREP™ PRO chelating hair complex

REDUCE 7 TYPES OF METALS + MINERALS IN 4 MINUTES*

the why

Now, you can demineralize hair before every service with a faster, more convenient format, without sacrificing efficacy. Reset hair for optimal chemical + color services, revive color vibrancy and restore smoothness and bounce in just 4 minutes.

No mix formula. No extra rinse required.

*k18hairPRO.com/disclaimers

K18
BIOMIMETIC
HAIRSCIENCE



@k18hair #k18results

WHAT IT IS

This innovative no-mix, spray-on demineralizing treatment works to effectively reduce 7 of the most common types of metals + minerals in just 4 minutes. The result is better, more even color + chemical services, revived color vibrancy, restored smoothness and bounce, and improved effectiveness of products and styling.

Bonus: removal of metal + mineral buildup creates a clear path for our K18PEPTIDE™ molecular repair formulas.

WHAT IT DOES

Remove mineral + metal buildup in just 4 minutes -

A concentrated cocktail of chelators targets 7 of the most common minerals and metals, for a deep demineralizing refresh in minutes. No mixing and no extra rinse needed.

Resets hair for optimal chemical and color services -

to ensure even color + lift, reduce streakiness and hollow spots - and prevent unexpected chemical reactions.

Revive color vibrancy - Improves color vibrancy and reveals true hue before and between chemical services. Removes any brassy green pigments and discoloration from mineral and metal reactions.

Restore natural texture + bounce - Draws out even hard-to-budge mineral deposits that cause buildup and weigh hair down.

Repair enhancer - Clean, demineralized hair paves the way for the K18PEPTIDE™ to deliver a more effective repair treatment.



before



after

WHY IT WORKS

Proprietary formulation tackles the most extreme metal + mineral buildup to deliver what PROs need with unparalleled speed, efficiency and accuracy.

Chelation Cocktail: A unique blend of 5 chelators with a range of metal attractions is clinically proven to reduce 7 of the most common metals and minerals from the hair: Calcium, Magnesium, Copper, Zinc, Nickel, Cadmium, Lead.

Antioxidant Peptides: Our antioxidant peptide blocks oxidative reactors and neutralizes metals in the hair for double the protection against reactive damage.

Soapnut: inspired by biological design, this cleansing agent found in nature works as a powerful surfactant.



HOW TO USE

Prior to a chemical service:

- Shake well before use. Turn trigger to “on” position.
- Section dry hair into 4 quadrants, then apply 6-10 sprays of *K18 PRO chelating hair complex* per quadrant based on length and density. Hair should feel slightly damp.
- Work through to evenly distribute. Wait 4 minutes*
*For cases of extreme mineral buildup, process up to 10 minutes, and follow with the detox shampoo. Towel-dry hair, then proceed with the following instructions.
- Follow with K18 PRO mist, wait 4 minutes.
- Perform chemical services and process as usual.
- Shampoo with K18 detox shampoo. Do not condition.
- Towel dry + apply K18 PRO mask. Wait 4 minutes then cut or style as usual.

Prior to a haircut or blowout:

- Shake well before use. Turn trigger to “on” position.
- Section dry hair into 4 quadrants, then apply 6-10 sprays of *K18 PRO chelating hair complex* per quadrant based on length and density. Hair should feel slightly damp.
- Work through to evenly distribute. Wait 4 minutes*.
*For cases of extreme mineral buildup, process up to 10 minutes, then proceed with the following instructions.
- Shampoo with K18 detox shampoo. Do not condition
- Towel dry + apply K18 PRO mist. Wait 4 minutes.
- Apply K18 PRO mask. Wait 4 minutes then cut or style as usual.

SCENT

Clean Citrus

CLINICALS

- Clinically proven to not interfere with bleach or lightener lifting*
- Clinically proven not to impact lightener lift or processing time*
- Clinically proven to significantly reduce discoloration from copper and chlorine exposure*
- Clinically proven to reduce 7 types of metals and minerals in just 4 minutes*



100%
of stylists agree treating hair
with the PRO CHELATING
HAIR COMPLEX:

- ✓ Ensures optimal color + chemical services*
- ✓ Provides more even, consistent color coverage*
- ✓ Leaves hair brighter*

CLAIMS

- 100% of stylists agreed treating hair with *K18 Pro Chelating Hair Complex* ensures an optimal color and chemical service*
- 100% of stylists agreed bleached hair was brighter*
- 100% of stylists agreed there was more even, consistent color coverage*
- 100% of stylists agreed hair was more true to tone*
- 97% of stylists agreed permed hair had more consistent curls*

SIZING

300 mL / 10 fl oz liq

FULL INGREDIENT LIST

Water (Aqua) (Eau), Polysorbate 20, Carnosine, Trisodium Dicarboxymethyl Alaninate, Sodium Phytate, Sodium Gluconate, Tetrasodium Glutamate Diacetate, Tetrasodium EDTA, Gluconolactone, Sodium Carboxymethyl Inulin, Sapindus Mukorossi Peel Extract, Lactic Acid, Sodium Benzoate, Calcium Gluconate, Fragrance (Parfum), Benzyl Salicylate, Hexyl Cinnamal, Limonene.

OTHER

Free from Sulfates, parabens, phthalates, lilial, silicones, artificial colors, sodium chloride, formaldehyde, and formaldehyde donors. Vegan and cruelty-free.

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