

K18
BIOMIMETIC
HAIRSCIENCE



MODELS: TRICHOLOGIST ANGELA ONUOHA + DIMENSIONAL COLOR SPECIALIST TABITHA DUEÑAS



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 K18REPAIR™



K18REPAIR™ (made of the **PRO mist** + **PRO mask**) is a 2-step professional-grade damage repair service that protects, strengthens, and preserves hair health through even extreme salon 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 hair damage caused by bleach¹, color¹, chemical services¹, and heat²

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.

¹Improved results in strength and elasticity after one 4-minute application

²Improved results in hair breakage on hair damage by 450°F (232°C) heat after one 4-minute application

the world of K18

PEPTIDE PREP® - engineered to reduce metals, minerals + buildup

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% agreed treating hair with K18 pro chelating hair complex:

- ensures an optimal color and chemical service^{2,3}
- lightened hair was brighter¹
- more even, consistent color coverage²

¹Expert evaluation by 30 stylists comparing treated and untreated bleached hair tresses

²Expert evaluation by 30 stylists comparing treated and untreated auburn-dyed hair tresses

³Expert evaluation by 30 stylists comparing treated and untreated permed hair tresses

detox shampoo



A color-safe, non-stripping clarifying shampoo with the **K18PEPTIDE™** to gently but effectively remove 99% of product buildup¹, 95% of sebum¹, + 76% of copper²

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.

¹Reduction in product buildup and sebum after one use

²Reduction in copper after one use

the world of K18

DAMAGE SHIELD - engineered to shield hair from daily damage

pH protective shampoo



Help shield hair from daily damage with this color-safe, pH-optimized shampoo formulated with the K18PEPTIDE™ to effectively cleanse while maintaining hair health for hair that feels strong, smooth, and healthy.

This pH-optimized shampoo (4.5-5.5) helps prevent excess swelling of the hair cuticle to help prevent damage, reduce frizz, preserve color, and maintain health and shine.

An optimized pH also helps preserve the scalp microbiome. This shampoo is gentle enough to use every time you cleanse.

Use in the salon for multi-wash services, or recommend for clients' at-home routines.

protective conditioner



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.

Clinically proven to provide conditioning protection against damage from UV rays, mechanical styling, and environmental aggressors for up to 3 days.¹

Use in the salon for multi-wash services, or recommend for clients' at-home routines.

¹Improved results in protein condition and hair breakage in simulated 3-day UV exposure

¹Reduction in pollution deposits in simulated pollution exposure

the world of K18

AirWash™ - the reinvention of dry shampoo

AirWash™ dry shampoo



Biotech-powered, non-aerosol dry shampoo delivers day 1 hair on contact¹.

Revolutionary odorBIND™ smart-release technology doesn't mask odors; it's scientifically proven to recognize, suspend, and eliminate them without starchy buildup or white cast. Keeps working for up to 3 days².

Translucent microbeads absorb oil without a white cast or starchy buildup. Extend your clean and prioritize your scalp health with this gentle formula.

¹Results observed in scientific testing of 30 subjects after 1 use on 4 days unwashed hair. Measurements were made by expert odor grader.

²Results observed in a scientific test of 30 subjects after 1 use of AirWash™ dry shampoo after 72 hours. Measurements were made by a sebumeter and expert odor grader

how to use



SHAKE WELL.

Non-aerosol format may feel slightly damp but will not disturb your style.

1. Hold the bottle 4-6 inches away from scalp for even distribution.
2. Start with 1 spray per section, increasing up to 3 sprays per section, as needed.
3. Massage in and brush or style as usual.

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



K18 + lightener or color

K18 + toning or glossing

K18 + perm

K18 + relaxer

K18 + thermal reconitioner

K18 + keratin straightener

K18 + extensions

K18 + cut

K18REPAIR™ (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. 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 a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
9. Rinse thoroughly, then towel dry hair and 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 mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP® detox shampoo**. Dry hair as needed, 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 DAMAGE SHIELD pH protective 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 (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
7. Rinse thoroughly, then towel dry hair and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
8. Wait 4 minutes, then proceed with cut or style as usual.
9. 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 mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP® detox shampoo**. Dry hair as needed, 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 PRO mask, oil, or conditioner 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 re-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.
7. Wait 4 minutes (do not rinse), then follow with neutralizing shampoo. Do not condition.
8. Towel dry thoroughly, 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.
9. Wait 4 minutes (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
10. Rinse thoroughly, then towel dry hair and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
11. Wait 4 minutes, then proceed with cut or style as usual.
12. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP® detox shampoo**. Dry hair as needed, 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 reconderioner

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 reconderioner 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 a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
9. Rinse thoroughly, then towel dry hair and 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 mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP® detox shampoo**. Dry hair as needed, 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 mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP® detox shampoo**. Dry hair as needed, 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 apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
7. Rinse thoroughly, 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, molecular repair hair oil, or DAMAGE SHIELD protective conditioner *directly* to the weft adhesive or to the natural hair immediately surrounding the adhesive as it could cause slippage.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP® detox shampoo**. Dry hair as needed, 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 (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
7. Rinse thoroughly, then towel dry hair and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
8. Wait 4 minutes, then proceed with cut as usual.
9. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP® detox shampoo**. Dry hair as needed, 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**.



K18REPAIR™ (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 a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
7. Rinse thoroughly, then towel dry hair and apply **1-3 drops of K18 molecular repair hair oil** to mid-lengths and ends.
8. Wait 4 minutes, then style as usual.
9. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP® detox shampoo**. Dry hair as needed, 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**.



join the **K18 PRO**
community on FB



K18

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A white icon representing a molecular structure, consisting of five circles connected by lines, positioned to the right of the main text.

@k18hair

