



What is Keratin Therapy?

Keratin Therapy provides **Keratin Replenishment** to address the universal problem of **Keratin Deficiency**.



Why is keratin important?

Approximately 80% of human hair consists of keratin protein, and healthy hair requires healthy keratin levels. The primary cause of most common hair problems starts with your hair's health, but as we age we lose keratin!

Why is healthy hair important?

Everything a client or stylist works to achieve that improves the look, feel and behavior of hair can be greatly affected or even difficult to achieve the more porous or damaged the hair is.

If we paint on a fresh new canvas or one found in the attic that is worn and frayed, which will produce the better result? **Keratin Deficiency** is a major contributor to weak, porous or damaged hair, and can only be physically addressed through the continuous process of **Keratin Replenishment!**

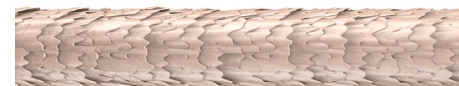
What is Keratin Deficiency?

Our body's ability to produce keratin begins to slow down in our teens, and continues to decrease as we age. That means a 50-year-old client can have significantly lower keratin levels than when they were 15.

Adding chemical treatments, hot tool use, UV rays, etc. over those years further depletes keratin levels which can dramatically increase porosity; causing or contributing to most common hair problems.

Decreased keratin levels means increased porosity in the hair. Increased porosity makes it more difficult to maintain strong, smooth, shiny, vibrant hair with longer lasting color.

Here are just a few signs of Keratin Deficient Hair:



- Dull & lifeless
- Dry and/or damaged
- Poor color retention
- Frizzy, unmanageable
- Weak, fragile, breaking

Keratin Deficiency affects hair's health, vibrancy, manageability and color retention. It also can make the Stylists job more difficult, by starting with a 'canvas' that is not in the best shape to withstand chemicals, hot tools, etc.!



What is Keratin Replenishment?

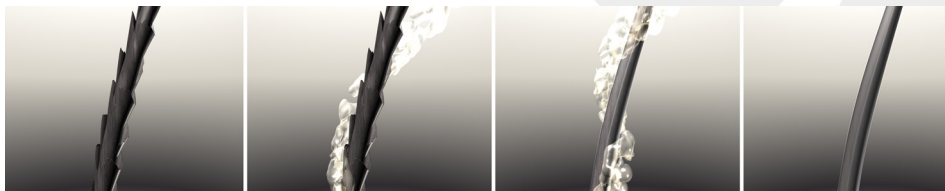
Keratin Replenishment is the process of temporarily replacing lost keratin in keratin-deficient hair.

Although a common ingredient in many hair products, the mere existence of keratin in the bottle just isn't enough. The key to the effectiveness of keratin-based hair products is in the hair's ability to actually use the keratin, along with other conditioning agents, botanicals & organics.

With our exclusive KERABOND Technology, the keratin lasts longer, keeping the hair in its healthiest state as the products and treatments are continually used.

Keratin cannot be replaced permanently, it must be continually replenished to ensure optimum health, strength & conditioning!

Our Promise is to deliver healthy, shiny, strong, frizz-free, manageable hair that holds color longer and protects hair from environmental, mechanical & chemical stress!



Why Keratherapy?

Keratherapy helps achieve the perfect balance of protein & moisture to repair, protect & enhance all hair types and textures; while dramatically improving the appearance, health & manageability of hair.

All Keratherapy Professional Treatments and Home Care Collections are formulated using our **KERABOND Technology**, which bonds the keratin with each products group of organics, botanicals & conditioning ingredients; delivering them to the areas of the hair where they are needed most!

Keratherapy offers the most comprehensive collection of 7 Keratin-Infused Salon Treatments (based on country/region) and 7 Keratin Infused Home Care Collections featuring 31 different items.

With Keratherapy, you can offer Keratin Replenishment to literally every hair type & texture for *days, weeks or months*; depending on which combination of Pro Treatments and Home Care products used.

- ***Need Keratin Replenishment for days?*** Choose any combination of Home Care products
- ***Need Keratin Replenishment for weeks?*** Choose any Express Professional Treatment PLUS Home Care products
- ***Need Keratin Replenishment for months?*** Choose any Extended Professional Treatment PLUS Home Care products