



# How to apply

SMOOTHING TREATMENT

ONLINE E-BOOK





# QuickGROW™

ADVANCED

## SMOOTHING TREATMENT



### Instructions Manual



## SMOOTHING TREATMENT

# HOW IT WORKS

The Quick Grow advanced smoothing treatment protects and smooths hair using bioidentical keratin, which has the same molecular composition and 19 amino acids found in human hair. It forms a permeable keratin mesh around each hair's cuticle to protect it from damage, breakage, and moisture loss. It also smooths down the outer cuticle to restore lustre, elasticity, and shine, without losing your hair's natural movement.



### STEP 1: Cleanse

*Product: Clarifying Shampoo*

First the hair is gently cleansed using a pH 6 clarifying shampoo. This does not affect the existing surface keratin or any applied colour.



### STEP 2: Treatment Application

*Product: Smoothing Treatment*

The next step involves directly applying the creamy keratin treatment to the hair. This creates a protective barrier against heat, chemicals, and environmental damage.



### STEP 3: Tone and Treat

*Product: Violet Treatment Masque*

The next step is to apply our mineral-rich, violet pigment treatment masque, this delivers essential lipids and tones out unwanted yellow in the hair.



### STEP 4: Setting the Treatment

The last step involves sealing the treatment using heat by blow-drying and then flat-ironing the hair (see directions).

*The protective barrier can last up to 3 months with the correct use of after-care products.*

# WHAT'S IN THE BOX



## 10ml e Clarifying Shampoo

### INGREDIENTS

AQUA (WATER), COCAMIDOPROPYL BETAINE, COCAMIDE DEA, PEG-150 DISTEARATE, HYDROLYZED KERATIN, PARFUM, PEG-12 DIMETHICONE, POLYQUATERTNIUM-7, SODIUM LAURETH-2 SULFATE, DISSODIUM EDTA, CITRIC ACID, ETHYLHEXYLGLYCERIN, PHENOXYEYHANOL



## 100ml e Smoothing Treatment

### INGREDIENTS

AQUA (WATER), GLYOXYLIC ACID, BEHENTRIMONIUM METHOSULFATE, CAPRYLYL METHICONE, PROPYLENE GLYCOL, CETEARYL ALCOHOL, HYDROLYZED KERATIN, ARGANIA SPINOSA KERNEL (ARGAN) OIL, BUTYROSPERMUM PARKII (SHEA) BUTTER, COCOS NUCIFERA (COCONUT) OIL, D-PANTENOL, DIMETHICONOL, DIMETHICONE CROSSPOLYMER, AMODIMETHICONE, PARFUM, SODIUM PCA, CETRIMONIUM CHLORIDE, PHENYL TRIMETHICONE, TRIDECETH-12, ETHYLHEXYLGLYCERIN, PHENOXYEYHANOL



## 10ml e Treatment Masque

### INGREDIENTS

AQUA (WATER), CETEARYL ALCOHOL, CETRIMONIUM CHLORIDE, PETROLATUM, C12-15 ALKIL BENZOATE, PARAFFINUM LIQUIDUM, MYRISTYL STEARATE (AND) MYRISTYL PALMITATE, BUTYROSPERMUM PARKII BUTTER, OLEA EUROPAEA FRUIT OIL, CAVIAR EXTRACT, HYDROLYZED WHEAT PROTEIN (AND) HYDROLYZED SOY PROTEIN (AND) HYDROLYZED CORN PROTEIN, PHENYL TRIMETHICONE, BEHENTRIMONIUM METHOSULFATE (AND) CETEARYL ALCOHOL, PHENOXYETHANOL (AND) ETHYLHEXYLGLYCERIN, PROPYLENE GLYCOL, AMODIMETHICONE (AND) TRIDECETH-12 (AND) CETRIMONIUM CHLORIDE, PARFUM, LACTIC ACID



# HOW TO APPLY IT

## Step 1: Cleanse



## CLARIFYING SHAMPOO

### DIRECTIONS

Wet the hair. Apply shampoo and work into a rich lather from root to tip. Rinse well. Repeat and leave shampoo on the hair for 2 – 5 minutes.

Rinse with cool water and then gently dry before proceeding to step 2.



## Step 2: Treatment Application



## SMOOTHING TREATMENT

### DIRECTIONS

Divide the hair into small sections. Then generously apply the treatment onto each section. Gently comb each section with a detangling or straight tooth comb for even saturation.

Leave the treatment on the hair for 15 - 20 minutes, depending on your hair type\*.

Rinse hair thoroughly. Squeeze out excess water.

*\*Please see [Application Guide](#) for the correct processing time for your hair type and desired end result.*

**Note:** Avoid leaving the hair in contact with your neck and skin during the process. We recommend you loosely clip the hair up and wipe exposed skin with a clean wet cloth.



## Step 3: Tone and Treat



## TREATMENT MASQUE

### DIRECTIONS

Apply a medium amount of the Quick Grow Advanced Hair Masque onto rinsed, squeeze dried hair, ensuring coverage from root to tip.

GENTLY comb through with a detangling comb (starting at the tips and working your way up). Wrap your hair on the top of your head and cover (ideally using cling film) and place under a thermal cap, hooded drier, or climazone) for 5 - 10 minutes.

Rinse thoroughly with cool water and gently towel dry before proceeding to the next step.

**Note:** Secure your hair to your head with hair clips and then wrap with cling film. Hold a hairdryer an arms length away from your head for 5 minutes for an at-home climazone.



## Step 4: Setting the Treatment

### DIRECTIONS

#### **PART 1: Blow dry hair to 100% dry using a round brush**

Blow dry the hair to 100% dry using a round brush and working with small even sections to ensure the treatment is completely dried into the hair.



#### **PART 2: Flat Iron hair with 5 - 7 passes per section\***

Blow dry the hair to 100% dry using a round brush and working with small even sections to ensure the treatment is completely dried into the hair.

*\*Please see **Application Guide** below for the correct hair iron temperature and number of passes for each section of hair.*













# YOUR HAIR TYPE

## APPLICATION GUIDE

The curl, thickness, and porosity of your hair strands will determine how long the treatment should be left in your hair, what temperature the iron should be set at and how many passes to do.

### A: STRAND CURL

Consult the graph below to see the recommended treatment time for the curl amount that best matches your hair.

1: STRAIGHT <i>droite</i>		2: WAVY <i>ondulée</i>			3: CURLY <i>frisée</i>				
									
1	2a	2b	2c	3a	3b	3c	4a	4b	4c
15 - 20 mins		20 - 30 mins			35 - 40mins				

## B: STRAND THICKNESS

The thickness of your hair strands will determine how strong your hair is and how many hair iron passes are recommend for each hair density type.



1: FINE  
*amende*



2: MEDIUM  
*moyenne*



3: COARSE  
*grossière*

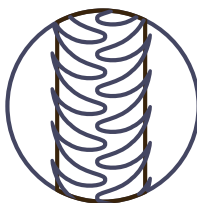
## C: STRAND POROSITY

Hair porosity establishes how damaged the cuticles are and therefore the recommended temperature of the hair iron. The higher the porosity, the more open the cuticles are and the more likely the hair strand will be prone to breakage and moisture loss.



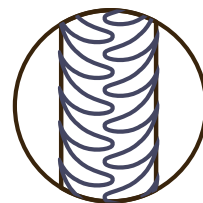
1: HIGH

Cuticles are open, hair is prone to frizz, is dry, weak and brittle.



2: MEDIUM

Cuticles are raised, hair is strong but lacks moisture.



3: LOW

Cuticles are sealed, hair is strong and usually very straight.



# D: APPLICATION CHART

This chart shows the correct treatment processing time (the duration you leave the treatment in your hair for), your hair iron's temperature and the number of passes based on your hairs curl type, thickness and porosity.

<b>HAIR THICKNESS</b> <i>ÉPAISSEUR DE CHEVEUX</i>	<b>FINE / DAMAGED</b> <i>BIEN / ENDOMMAGÉ</i>	<b>MEDIUM</b> <i>MOYENNE</i>	<b>COARSE</b> <i>GROSSIÈRE</i>
<b>TREATMENT DURATION</b> <i>DURÉE DU TRAITEMENT</i>	15 - 20 mins	20 - 30mins	35 - 40mins
<b>IRON TEMPERATURE</b> <i>TEMPÉRATURE DU FER</i>	170°C	170°C	170°C
<b>NUMBER OF PASSES</b> <i>NOMBRE DE PASSES</i>	5	6	7

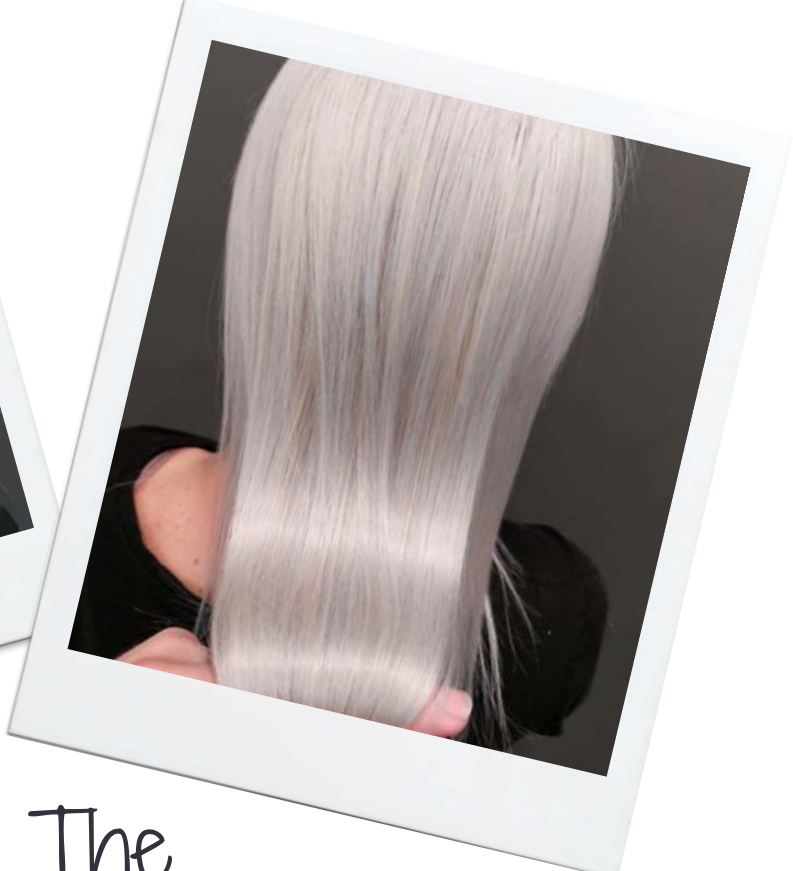
After one wash:



Hair retains some movement and texture with a smooth silky finish that is frizz-free, improved strength and sealed split ends.

\*Based on independent clinical studies performed in Brazil and available upon request.





The  
**REVIEWS  
ARE IN**

See what stylists are saying about our Smoothing Treatment.

“ What a difference after one treatment!

Skin PHD Olympus  
South Africa

”





The

# REVIEWS ARE IN

See what customers are saying about our Smoothing Treatment.

“ My hair has never felt this good in YEARS! ”



Veena Bodhie  
South Africa





Biotin Shampoo & Conditioner



Treatment Masque



Hair Growth Capsules



Complete Collagen

# AFTER CARE

ORIGINAL

## FOR BRUNETTE & COLOR TREATED HAIR

The Quick Grow original range includes a scalp therapy shampoo and conditioner, a moisturising treatment masque, and nutritional supplements, all of which are formulated to boost hair growth and will help maintain your smoothing treatment.





Violet Biotin Shampoo & Conditioner



Violet Treatment Masque



Hair Growth Capsules



Hair Growth Capsules

# AFTER CARE

BLONDE ICON

FOR BLONDE & HIGHLIGHTED HAIR

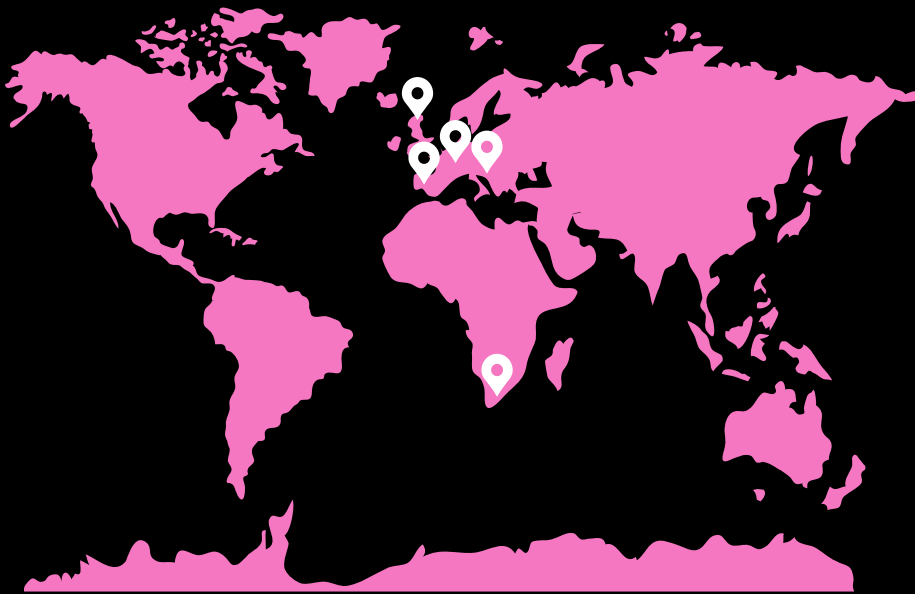
The Quick Grow Blonde Icon range contains a rich violet pigment and includes a scalp therapy shampoo and conditioner, a moisturising treatment masque, and nutritional supplements, all of which are formulated to boost hair growth and will help maintain your smoothing treatment.





HAIR TODAY. LONG TOMORROW™

*We're expanding!*




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Sweden | Switzerland | Spain | Romania | United Kingdom | South Africa

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