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TRUE & TRUE +
STEP BY STEP GUIDE FOR SALON PROS

Keratin Treatment



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Step 1: Prep the hair

- Apply Step 1 prep shampoo from base through ends, being careful **NOT** to manipulate the scalp! Leave on for 5 minutes, rinse thoroughly and repeat if necessary.
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- You may shampoo twice for coarse, resistant hair. Note: It is **EXTREMELY** important that the hair is left squeaky clean, with no residue on the hair.



Step 2: Hand dry



Using your hands, blow dry the hair approximately 70% dry.

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Step 3: Separate hair

Separate the hair into 6 equal panels. Secure each section with a clip.



Step 4: Application

Hold an entire panel beginning at the nape.

Apply the keratin solution at the base of the panel using firm, single brush strokes.

Repeat on all four sides of the panel.



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Step 5: Separate hair

Separate the panel in half and apply the keratin solution to the upper and lower parts of the section.

Even distribution application



Step 6: Fine tooth comb

Use a fine tooth comb to comb through the entire panel, from the base through the ends making sure the whole length is covered by the product.

DO NOT over saturate the hair with the solution! If there is residue on the comb you have applied too much. Take the excess solution and apply to the next panel to not waste the solution.



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Step 7: Blow Dry

Using the blow-dryer set to **cold - medium** air, dry the two panels completely using your hands, **NO BRUSHES!** It's essential to dry two panels at a time to ensure comfort to both the stylist and the client. With this exclusive method smoke and fumes are reduced to a minimum. Repeat this process on the remaining panels, completing two at a time.



Step 8: Blow drying directions



When applying the keratin solution to the two front panels, make sure the client **keeps their eyes closed.**

Blow dry the panels **away from the face** to avoid contact with the client's eyes and skin.

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Step 9: Re-section hair

Re-section the hair and secure with a clip.

Take thin sections and iron at a 90 degree angle perpendicular to the scalp to achieve consistent smooth results.

Follow the Temperature chart below.



Step 10: Rinse & Mask

Rinse the hair thoroughly with **warm** water..

Apply pH balancing mask on towel dried hair from scalp through ends. Leave on for **5-10 minutes**, then rinse thoroughly.



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Step 11: Blow dry & finish

Blow dry and finish as desired.

Clients can return to their daily routine with no restrictions.



Iron Temperature

Fine/Damaged Hair

390F (200 C)
6 times base to mid
3 times porous ends



Medium Hair

410 F (210 C)
8 times base to mid
4 times porous ends



Coarse/ Resistant Hair

450 F (230 C)
8 times base to mid
4 times porous ends

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Return on Investment	\$2,790.00
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Applications per bottle (s)	12
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Average Cost per treatment	\$250.00
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Salon investment	\$210.00
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