

Prepares the cuticle for optimal uptake of proprietary Signature Keratin.



KERATIN COMPLEX®

Beautiful hair every day

KC PRIMER

Keratin Pre-Treatment Shampoo

A powerful yet gentle cleansing shampoo that prepares the cuticle for optimal uptake of proprietary Signature Keratin. KC PRIMER was designed to work synergistically with NKST, NKSTB, EBO, PBO and KCTEXTURE™ and is the necessary first step in the treatment protocol.

Why we love it:

- Gently yet thoroughly removes build up from the hair
- Eliminates hair styling residue
- Ensures optimal results when performing NKST, NKSTB, KCEXPRESS™, PBO and KCTEXTURE™
- Advanced timed pH-elevating technology opens the cuticle for optimum results
- Formulated without sodium chloride to protect the longevity of Keratin Complex smoothing treatments

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Our award-winning signature smoothing treatment that lasts up to 5 months.



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NKST

Natural Keratin Smoothing Treatment

Enjoy up to 5 months of smooth, shiny, manageable hair with our award-winning signature smoothing solution.

Why we love it:

- Blocks humidity and eliminates frizz
- Formulated with our Signature Keratin for stronger, healthier hair
- Instantly repairs damage
- Increases manageability
- Delivers luminous shine
- Dramatically reduces blow-dry time
- Enhances color vibrancy
- Cumulative results
- Voted behindthechair.com's "Favorite Chemical Smoothing Service" 10 years in a row
- Winner of the Beauty Launchpad 2019, 2020 and 2021 Readers Choice Award for "Favorite Smoothing Service"
- Results last up to 5 months

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Reparative treatment that is not just for blondes, but also for fine, fragile, damaged or overprocessed hair.

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NKST BLONDE

Natural Keratin Smoothing Treatment For Blond Hair

Not just for blondes! Enjoy up to 5 months of smooth, shiny, manageable hair with this reparative treatment specially formulated for fine, fragile or overprocessed hair.

Why we love it:

- Blocks humidity and eliminates frizz
- Formulated with our Signature Keratin for stronger, healthier hair
- Soft, neutral-tint formula will not compromise the clarity of blonde, gray and silver tones
- Specially designed to protect fine, fragile and overprocessed hair
- Contains special conditioning agents to soften and protect hair
- Repairs damage
- Reduces breakage and delivers healthy-looking shine
- Dramatically reduces blow-dry time
- Enhances color vibrancy
- Cumulative results
- Results last up to 5 months

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FOR PROFESSIONAL USE ONLY
33.8 fl. oz. / 1000 ml

Quick 15-minute add-on to lock
in color + smooth.



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KCEXPRESS™

Express Blow Out® Smoothing Treatment

This color-locking, speedy smoothing solution is an express service that delivers polished, more manageable hair with results that last up to 6 weeks. KCEXPRESS takes 15 minutes when added to a color service or just 1 hour when used as a standalone service.

Why we love it:

- Eliminates frizz
- Unique 1-hour or less treatment
- Profitable color-locking service add-on
- Powered by our Signature Keratin for stronger, healthier hair
- Enhances color vibrancy and delivers radiant shine
- Perfect for quick spot treatments, bangs or problem areas
- Refreshes and revives natural hair extensions
- Cuts daily styling time and makes blow-dry time faster and easier
- Hair can be shampooed just 8 hours after treatment
- Cumulative results
- Results last up to 6 weeks
- Clients go home with **Keratin Obsessed Multi-Benefit Treatment Spray** to maintain longevity and effectiveness of the treatment

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Our strongest smoother that delivers ready to wear hair!



KERATIN COMPLEX®

Beautiful hair every day

KCMAX

Maximum Keratin Smoothing Treatment

Our most powerful keratin treatment to date: KCMAX™ Maximum Keratin Smoothing System. This transformative three-step system combines a proprietary keratin blend with the most advanced smoothing technology to deliver straighter, smoother and healthier hair that lasts up to 3 months.

Why we love it:

- Eliminates frizz and increases manageability
- Formulated with proprietary keratin technology for stronger, healthier hair
- Straighter, smoother results in just one treatment
- Dramatically increases the strength of damaged hair
- Delivers luminous shine and silky softness
- No wait time—hair can immediately be pulled back or put in clips
- 90-minute treatment
- Cumulative results
- Perfect for all hair types
- Results last up to 3 months
- Clients go home with **KCMAX Daily Treatment Spray** to maintain longevity and effectiveness of the treatment

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A customizable treatment that allows you to control frizz and maximize smooth.



KERATIN COMPLEX®

Beautiful hair every day

PBO

Personalized Blow Out® Smoothing Treatment

This customizable treatment is powered by K-Pure Juice™ and has the ability to control frizz and maximize smooth for up to 3 months.

Why we love it:

- Powered by K-Pure Juice™, a proprietary juice blend of keratin, botanicals and amino acids
- Preserves the hair fibers' mechanical strength
- Increases manageability, retains moisture and delivers radiant shine
- Same-day style with zero downtime
- Offers customizable smoothing finishes: Frizz Control, Ultimate Smoothness, Maximum Straightness
- Cumulative results
- Results last up to 3 months
- Clients go home with **PicturePerfect Hair Bond Sealing Masque** to maintain longevity and effectiveness of the treatment

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Maximum manageability treatment
that lasts up to 3 months.



KERATINCOMPLEX®

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KCSMOOTH™

Heat Activated Smoothing Treatment

KCSMOOTH is a 2-step Heat Activated System powered by a proprietary blend of Signature Keratin, antioxidants and amino acids to deliver stronger, smoother and healthier hair for up to 3 months.

Why we love it:

- Delivers maximum manageability in less time
- Same-day style with zero downtime
- Cumulative results
- Tames frizz and restores shine
- Makes blow-drying faster and easier while providing heat protection
- Quick service that takes 2 hours or less
- Results last up to 3 months
- Clients go home with **KCSMOOTH Restorative Leave-In Lotion** to maintain longevity and effectiveness of the treatment

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The ultimate curly keratin treatment
that requires NO HEAT!



KERATIN COMPLEX®

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KCTEXTURE™

Curl Enhancing Smoothing Treatment

KCTEXTURE is a unique curly keratin treatment designed to enhance and define all wavy, curly and tight textures while restoring essential moisture to the hair.

Why we love it:

- Powered by a proprietary blend of Signature Keratin, oils, butters and amino acids
- Super-hydrating treatment that nourishes and protects every curl
- Requires no heat and preserves all curl patterns
- Adds softness and shine
- Same-day style with zero downtime
- Delivers stronger, healthier hair
- Cumulative results
- Results last up to 3 months
- Unique natural styling techniques to enhance all curl patterns
- Clients go home with **KCTEXTURE Intense Hydrating Masque**, the essential aftercare to maintain the longevity and effectiveness of the treatment

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