

**KERATINCOMPLEX**  
Beautiful hair every day

Quick Guide

# 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 ♥ it

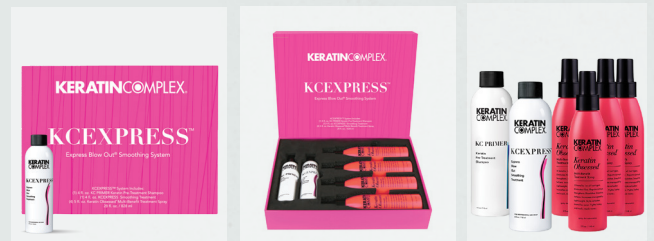
- Eliminates frizz
- Unique 1-hour or less treatment
- Profitable color-locking service add-on
- Powered by our Signature Keratin for stronger, healthier hair
- Enhances color vibrancy and delivers radiant shine
- Perfect for quick spot treatments, bangs and problem areas
- Refreshes and revives natural 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



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



**NEW  
LOOK**  
Same great  
formula!



Get social with us and share your before and after transformations  
#KERATINCOMPLEX #KCEXPRESS

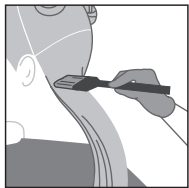


## Client Consultation ▶ A proper client consultation sets you and your client up for success.

1. Assess hair:
  - Texture, porosity and condition
  - Chemical-processing history
  - Client's lifestyle and medical history
2. Assess the client's post-treatment expectations.
3. Review post-treatment and at-home maintenance.
4. Quote price based on hair's length, texture and condition.
5. Perform a patch test.

## Color-Locking with KCEXPRESS

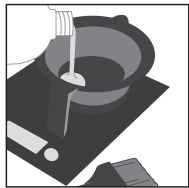
### Color Application



1. Apply desired color or lightener formulas.



2. Process color or lightener according to product directions.



3. Shake, measure and pour treatment into a bowl. Aerate 10-15 minutes.

**1 oz. per application based on texture, porosity and condition of hair.**



4. After color processing is complete, shampoo hair once with any Keratin Complex Shampoo, to remove color. Rinse Completely.

### Treatment Application



5. Lightly shampoo once with Keratin Complex KC Primer Pre-Treatment Shampoo. Rinse completely. Do not condition.



6. Towel-dry hair well.

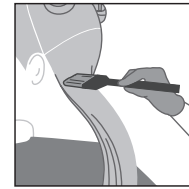


7. Divide hair into six sections.

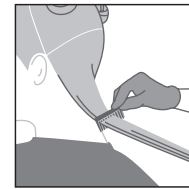
\* KCEXPRESS is applied to damp, towel dried hair and requires no saturation time.

**15-minute Add-on Service**

### Treatment Application Continued



8. Gloves should be worn. Starting at the nape of the neck, part damp hair into 1 to 2-inch (2.5 to 5 cm) subsections. Apply treatment evenly, beginning ¼-inch (.6 cm) away from the scalp through to the ends.



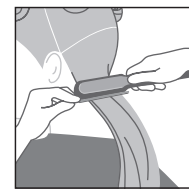
9. Continue combing to ensure even distribution, avoiding oversaturation.

### Finish & Styling



10. Divide hair into six sections. Blow-dry 80% with fingers.

11. Finish blow-drying 100% using a vent or round brush.



12. Divide hair into six sections. Flat iron 1 to 2-inch (2.5 to 5 cm) subsections, following the flat iron guide. ▼

### FLAT IRON GUIDE

#### TEMPERATURE RANGE

380°- 400° F (193°- 204° C)

#### NUMBER OF PASSES

2 - 4 times from base to end

### Aftercare

The client should use Keratin Obsessed after every shampoo and before any restyle to ensure the longevity and effectiveness of the KCEXPRESS treatment, along with regular use of any Keratin Complex shampoos, conditioners, and styling products. The client should not get their hair wet, use traditional shampoo, use pins or clips, or wear any type of ponytail for a minimum of 8 hours after treatment completion. If the hair gets wet during this time, instruct the client to blow-dry and lightly go over hair with a smoothing iron on low heat.

