

A treatment for every hair type.

Signature Series



NKST



NKSTB



KCEXPRESS™

Same great formula!

Advanced Series



KCMAX™

Botanical Series



PBO



KCSMOOTH™



KCTEXTURE™

| | NKST | NKSTB | KCEXPRESS™ | KCMAX™ | PBO | KCSMOOTH™ | KCTEXTURE™ |
|---------------------------------------|--|---|--|---|--|--|--|
| AVAILABLE SIZES | 33.8 oz., 16 oz., 4 oz. | 33.8 oz., 4 oz. | 33.8 oz., 16 oz., 4 oz. | 33.8 oz., 4 oz. | 33.8 oz., 4 oz. | 33.8 oz., 4 oz. | 33.8 oz., 8 oz. |
| AVG. USE PER APPLICATION | 1.5 oz. | 1.5 oz. | 1 oz. | 1 oz. | 1.5 oz. | 1 oz. | 2 oz. |
| POTENTIAL REVENUE PER LITER | 23 applications X \$350 service price = \$8,050 | 23 applications X \$350 service price = \$8,050 | 33 applications X \$150 service price = \$4,950* | 33 applications X \$300 service price = \$9,900 | 23 applications X \$300 service price = \$6,900 | 33 applications X \$275 service price = \$9,075 | 17 applications X \$200 service price = \$3,400 |
| POSITIONING | Award-winning signature smoothing treatment. | Reparative treatment that is not just for blondes. | The color-locking, speedy smoothing solution. | Strongest smoother that delivers ready to wear hair. | Customizable smoothing treatment. | Maximum manageability treatment. | Curl-enhancing treatment. No heat required! |
| TREATMENT BENEFITS | <ul style="list-style-type: none"> Blocks humidity and eliminates frizz Long lasting smooth results Delivers luminous shine | <ul style="list-style-type: none"> Protects fine, damaged, or compromised hair Reduces breakage Repairs damage | <ul style="list-style-type: none"> Color-locking, 15-min service add-on Enhances color vibrancy Great for spot treatments, bangs, and problem areas | <ul style="list-style-type: none"> Straighter, smoother results Increases strength of damaged hair No wait time on pulling back or clipping hair | <ul style="list-style-type: none"> Offers customizable smoothing finishes Retains moisture and delivers shine Same day style, zero downtime | <ul style="list-style-type: none"> Faster, easier blow-dry Provides heat protection Same day style, zero downtime | <ul style="list-style-type: none"> Enhances natural texture Adds strength and hydration Does not change curl pattern Same day style, zero downtime |
| COLOR OR LIGHTENER APPLICATION | Same day before treatment Great for color-locking | Same day before treatment Great for color-locking | Same day before treatment Great for color-locking | Same day before treatment | Same day; lightening before treatment, coloring after masque step of treatment | Same day; lightening before treatment, coloring after Restorative Leave-in Lotion is applied | Same day; lightening before treatment, coloring after masque step of treatment |
| LONGEVITY | Up to 5 months | Up to 5 months | Up to 6 weeks | Up to 3 months | Up to 3 months | Up to 3 months | Up to 3 months |

*Revenue based on standalone service