

# BRAZILIAN RENEWAL

## ULTRA STRENGTH KERATIN SMOOTHING TREATMENT

**KERATHERAPY BRAZILIAN RENEWAL** is the most advanced keratin smoothing treatment available today. Especially effective on hair that is coarse, unruly, extremely curly or very resistant.

### FEATURES

- Maximum amount of curl reduction possible on all hair types without breaking bonds
- Delivers long-lasting nourishment and protection for up to 12-16 weeks
- Amazing shine and “no-frizz” smoothing for all types of hair
- Humidity protection
- Faster blow dry and finishing
- Lower cost per application than all of our major competitors
- Up to 75% less fumes than most competitors
- Safe for color-treated hair
- No wait time, clients can shampoo same day!



### KERABOND TECHNOLOGY

Combines the benefits of keratin with proteins, amino-acids, nutrients and natural ingredients resulting in strong, healthy hair that is frizz-free, shiny, smooth, manageable, and resistant to humidity.



### ALOE BARBADENSIS LEAF JUICE EXTRACT

Saturated with essential vitamins and minerals that restore moisture



### GLYCERIN

Holds and retains moisture



### HYDROLYZED COLLAGEN

Increases elasticity, strengthens and promotes growth



### SILK AMINO ACIDS

Penetrates and strengthens damaged hair



### PROTEIN COMPLEX

(Hydrolyzed Silk, Soy, Rice & Wheat) Strengthens hair and seals cuticle. Improves elasticity and increases shine, eliminates static and improves combability



### ORGANIC COMPLEX

(Linseed Oil, Safflower Oil, Shea Butter and Green Tea) antioxidants, moisturize soother and protect hair



# application process

*(shake well before use)*

Begin with a thorough consultation with your client. Be sure that the hair is healthy enough for a keratin smoothing service.

- 1. SHAMPOO:** Using Keratherapy Clean Start, Shampoo at least three times to ensure the hair is clean before starting the treatment process. Work shampoo into a lather from roots to ends of the hair, being sure not to massage or scratch the scalp. Rinse and Repeat NOTE: If using directly after a color or highlighting service, cleanse hair gently with Keratherapy Moisture or Volume Shampoo instead of Keratherapy Clean Start Pre-Treatment Shampoo.
- 2. TOWEL DRY:** Towel dry to remove excess water. If hair dries during application, mist hair with water to achieve a towel-dried effect. Hair should be damp, not wet.
- 3. DIVIDE:** Detangle hair with a wide tooth comb and divide damp hair into 3-4 large sections.
- 4. MEASURE SOLUTION:** Determine estimated amount of treatment needed based on length/density of hair:
  - Short hair 1/2 oz
  - Medium hair 1/2 to 3/4 oz
  - Long hair 3/4 to 1 oz
- 5. APPLICATION:** Wearing gloves and using an applicator brush, take 1/4" to 1/2" sections and begin each section by dabbing the treatment 1/4" from the scalp, then repeating every 1" to 1 1/2" until you reach the ends. Massage the treatment into each section, then comb through with a fine tooth comb away from the face to remove excess. Do not oversaturate the hair and do not apply to the scalp or skin.  
**DO NOT RINSE.**
- 6. BLOWOUT:** On medium heat, blow dry the hair up to 75-80% with a Keratherapy Vent Brush. Finish the blowout straight and smooth with a Keratherapy Thermal Brush, using tension until 100% dry using cool or medium heat. Always blow dry away from the face and away from neighboring stylists or clients.
- 7. FLAT IRONING:** Start at nape of neck and take 1/4" to 1/2" sections of hair and iron each section thoroughly from roots to ends until smooth and shiny. Adjust iron temperature between 400°F-450°F, or 204°C-230°C using the chart below and depending on the health and/or resistance of the hair. A test strand is recommended. Always iron away from the face. Continue this process until all the hair is thoroughly ironed.
- 8. RINSING:** Rinse the hair with water for 1-2 minutes. **DO NOT SHAMPOO.**
- 9. APPLY MASQUE:** Apply a generous amount of Keratherapy Deep Conditioning Masque. Leave in 1-2 minutes. Rinse the hair with water, then towel dry.

- 10. STYLE:** Apply a small amount of Keratherapy Daily Smoothing Cream from roots to ends. Comb through. Begin blow drying with fingers or for a smoother finish, use a paddle or thermal brush. The client is free to shampoo. There are no restrictions, no wait or downtime.

**HOME CARE:** It is recommended to use Keratin Infused Home Care Products to achieve the longest-lasting results with all Keratherapy treatments. Clients can wash, clip, style, etc. immediately after the treatment.

**WARNING:** Keratherapy Brazilian Renewal is NOT recommended for ages 12 and under. Do not use this product if you are nursing, pregnant or have respiratory conditions. If product contacts skin, rinse well. If it comes in contact with eyes or is ingested, contact a physician immediately. Keratherapy Brazilian Renewal should only be used in a professional salon and by a licensed stylist. Keep out of reach of children.

## TIPS

- Every client is different. Always analyze the hair and conduct a thorough consultation with your client before performing any Keratherapy service.
- For maximum curl reduction, use thinner sections, a higher temperature and more passes during the ironing stage\*.
- For minimum curl reduction, use less tension during the blowout and when ironing, take thicker sections, lower the iron temperature and complete less passes\*.
- Use in well-ventilated areas and do not oversaturate the hair.
- When ironing, elevate each section at least 90°F from the scalp to minimize flat look. For a sleeker look, do not elevate sections during ironing.

\*For best results, always use iron temperature between 400°F-450°F and be sure to iron until hair is shiny and smooth.

For more information please visit [KERATHERAPY.COM](http://KERATHERAPY.COM)  
Available in 3 oz / 90 ml, 16.9 oz / 500 ml  
and 33.8 oz / 1 Liter

HAIR TYPE RECOMMENDED	IRON SETTING
Coarse or resistant texture, virgin, extremely curly	430°F-450°F (221°C- 230°C)
Medium texture or colored hair	410°F-420°F (210°C- 215°C)
Fine texture, double processed or highlighted hair	400°F (204°C)