

# EXTREME RENEWAL

## CRÈME DE COCOA MAXIMUM STRENGTH KERATIN SMOOTHING

### KERATHERAPY EXTREME RENEWAL CRÈME DE COCOA

**COCOA** is a maximum strength keratin smoothing treatment that offers superior curl reduction, shine and smoothing for even the most resistant and unruly types of hair.

#### FEATURES

- Provides medium to maximum curl reduction on extremely coarse, resistant hair
- Slightly better curl reduction and frizz control than Keratherapy Extreme Renewal
- Delivers long-lasting nourishment and protection for up to 12-16 weeks
- Reduces excess volume and frizz
- Improves hair texture and condition
- Safe for color-treated hair
- Adds suppleness and shine
- Replaces damaging relaxer services
- Reduces blow dry, ironing and overall finishing time by 50% or more



#### 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, 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 the hair to remove excess moisture. If hair dries during application, mist hair with water to achieve a towel-dried effect. Hair should be damp, not wet.
- 3. DIVIDE:** Detangle the 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. PROCESS:** Cover with a plastic cap and place under medium heat hood dryer for 10-15 minutes before blow drying. This helps to ensure better penetration of the Extreme Renewal Crème De Cocoa formula. If less curl reduction is desired you can skip this step.
- 7. 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.
- 8. 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 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.

**9. COMPLETION:** For guaranteed results, client should wait 48 hours to shampoo, get hair wet, use bands, clips, etc. If hair becomes wet or crimped during this time client should dry/iron smooth as quickly as possible.

**10. STYLE:** Best results are guaranteed by using Keratherapy Keratin Infused Home Care Products.

**WARNING:** Keratherapy Extreme Renewal Crème De Cocoa 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 Extreme Renewal Crème De Cocoa should only be used in a professional salon and by a licensed stylist. Keep out of reach of children.

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)