

KERA/RX

KERAPLASTY SMOOTHING TREATMENT GUIDE

In order to get the best results with the KeraRX KERAPLASTY SMOOTHING TREATMENT stylists should follow the manufacturer's instructions and use their best "professional judgement". This ensures the treatment is performed correctly, product waste will be minimized, and (most importantly) results will meet/exceed your clients' expectations.

PRODUCTS USED:



KeraRX
Detoxifying
Shampoo



KeraRX
KERAPLASTY
Smoothing
Treatment



KeraRX
KeraSmooth
Shampoo



KeraRX
KeraSmooth
Re-Conditioner

RECOMMENDED TOOLS:

APPLICATOR BRUSH

MEASURING CUP

SPRAY BOTTLE

COLOR BOWL

HAIR CLIPS

CAPE

NITRILE GLOVES

2 PAIRS OF PROTECTIVE EYEWEAR
(Optional)

BLOW-DRYER

1 3/4" ROUND BRUSH

DIGITAL FLAT-IRON

CARBON FIBER FINE-TOOTH COMB

How To Perform a Keraplasty:

1/ CLEANSE SHAMPOO

- Generously apply KeraRX Detoxifying Shampoo onto wet hair, massaging into hair and scalp vigorously until a light foam begins to form.
- Thoroughly rinse and then repeat.
- For extremely thick, curly, more resistant hair, or for hair with heavy buildup, repeat a third time.

2/ TOWEL DRY

TOWEL DRY HAIR UNTIL IT IS AT LEAST 80% DRY IN ORDER TO REMOVE EXCESS MOISTURE

- Hair should be damp, not dripping wet.
- A slight amount of moisture will help spread the solution and prevent over-saturation of product.

3/ DIVIDE HAIR

DIVIDE HAIR INTO 4 EVEN SECTIONS

- Start from the base of the head and work your way to the top.

4/ MEASURE SOLUTION

KEEP IN MIND: "LESS IS MORE!"

- Always shake the bottle of KeraRX KERAPLASTY Smoothing Treatment before dispensing product.
- Pump the recommended starting amount of solution into color bowl, depending on the length of the hair:

SHORT HAIR

about 1oz.

MEDIUM HAIR

1oz. to 1.5oz.

LONG HAIR

1.5oz. to 3oz.

5/ APPLICATION

- Start in one of the back sections by taking a 1/4 inch section. (Section size will vary depending on hair density.)
- Using the applicator brush, lightly apply solution onto the section and then use the fine-tooth comb to remove excess product. (Work from the base of the hair to the ends.)
- Apply solution directly to the base of the hair - NOT the scalp.

NOTE: DO NOT OVERSATURATE THE HAIR. If too much product is applied, pull down the next section of hair and comb through. Repeat until solution residue is no longer visible.

6/ PROCESS FOR 60 MINUTES

THIS ALLOWS TIME FOR THE NATURAL ACIDS TO PENETRATE THE HAIR STRAND AND SOFTEN/REALIGN THE KERATIN BONDS

- Run the fine-tooth comb through the hair once or twice to distribute product evenly throughout the hair.

7/ RINSE

RINSE SOLUTION FROM HAIR - DO NOT SHAMPOO

- Using warm water, rinsing the hair for 1-2 minutes. (This is meant to remove excess product, not as a thorough cleansing.)
- Most importantly: DO NOT SHAMPOO!
- There SHOULD be a light residue left on the hair!

8/ BLOW DRY

TAKING SMALL SECTIONS, BLOW DRY HAIR AS SLEEK/SMOOTH AS POSSIBLE UNTIL IT IS 100% DRY

- In order to maximize smoothness and tension, it highly recommended that stylists use a medium-sized round brush.
- Use Medium heat.
- Use as much tension as possible.
- Blow dry at least 2 inches away from the hair.
- **DO NOT USE BLOW DRY DIRECTLY AGAINST THE BRUSH, IT MAY BECOME TOO HOT.**

9/ FLAT IRON

THIS BONDS THE PRODUCT INTO THE HAIR AND SEALS THE KERATIN LAYER

- Taking 1/2" sections, begin flat-ironing the hair, passing over each section:
Fine/Damaged/Highlighted Hair: 6 - 10 times (Approx. 380°F to 400°F)
Medium Hair: 7 - 14 times (Approx. 390°F to 410°F)
Coarse Hair: 10 - 15 times (Approx. 400°F to 420°F)
- Using a minimum temperature of 380°F to a maximum temperature of 450°F, based on the integrity of the hair and desired results. (Most clients will require 380°F to 410°F.)
- Flat-iron hair from base-to-ends using consistent tension and pressure all the way down the hair shaft, then easing up as you pass over the ends.
- The hair is properly sealed when it begins to shine.

DIFFERENT HAIR TYPES HAVE DIFFERENT REQUIREMENTS TO SEAL IN THIS TREATMENT. (FOR ADDITIONAL CUSTOMIZATION OPTIONS PLEASE SEE NEXT PAGE.)

10/ FINISHING

- Once the hair has been flat-ironed, the treatment is complete.
- There is no need to shampoo.
- Feel free to do a light "dusting" (trim), then apply your preferred hair oil/heat protectant, and blow dry/style as desired.
- Client can resume their normal daily activities, including exercising, yoga, swimming, pulling hair into a ponytail immediately.

TO SMOOTH WHILE MAINTAINING NATURAL CURL

- Cleanse with KeraRX Detoxifying Shampoo (2) times.
- Process for 30-45 minutes.
- Thicker sections: Flat iron 1" inch sections while holding hair at a 90° elevation.
- Lower heat: Flat-iron at 380°F- 400°F.
- Less passes: Pass over each section 3-5 times using less tension.
- Optional: Apply KeraSmooth Re-Conditioner, process for 5 minutes, rinse, then diffuse hair, and style as desired.

AT-HOME MAINTENANCE

It's important that each one of your clients leave the salon with the KeraRX KERAPLASTY Smoothing Treatment's aftercare products. These products infuse the hair strand with Omega-3s, all-natural hydrolyzed nano keratins, antioxidants, vitamins and botanicals, as well as soy, whole wheat, oat, and quinoa proteins all working together to keep your client's hair healthy and to prolong the longevity of the KeraRX KERAPLASTY Smoothing Treatment.

AFTERCARE ESSENTIALS

KeraRX has developed its KeraSmooth Shampoo and Re-Conditioner with the sole purpose of rejuvenating your client's hair and extending the life of the KERAPLASTY Smoothing Treatment. We have found that by bundling our aftercare products into the ticket price of your KeraRX KERAPLASTY Smoothing Treatment service, you are able to ensure clients have the proper tools to care for/maintain their hair after this treatment, while maximizing your salon's profits.



KeraRX KeraSmooth Shampoo

Upgraded with our Color-Protecting Technology, this gentle cleansing shampoo preserves color, strengthens hair against damage caused by chemical treatments, prevents breakage, and smooths the hair cuticle to prevent frizz while optimizing the longevity of your KeraRX KERAPLASTY Smoothing Treatment.



KeraRX KeraSmooth Re-Conditioner

Specially formulated to extend the life of your color and/or keratin treatment by depositing hydrolyzed nano-keratin, Omega-3's, antioxidants, strengthening vitamins and botanicals, soy, whole wheat, oat, and quinoa proteins into the hair shaft in order to repair damage, smooth the cuticle, protect the hair from heat/UV rays, and to optimize the longevity of the KeraRX KERAPLASTY Smoothing Treatment.

CARE & STYLING

KeraRX's Aftercare & Styling Products are specially formulated to promote smooth, frizz-free, healthy hair while delivering optimal styling results: added definition, stick-straight tresses, increased shine, or a touchable texture.

Customized Requests

FOR A SLEEK/STRAIGHT LOOK

- Cleanse with KeraRX Detoxifying Shampoo (3) times
- Allow product to process on the hair for 60 minutes
- Thinner sections: Flat iron in 1/4 inch sections.
- Use higher heat: Use a flat iron temperature of 400°F - 450°F. (420°F is usually more than enough.)
- Flat iron sections to 0° zero-elevation while flat ironing, using consistent tension and pressure all the way down the hair shaft, easing up as you pass over the ends.
- Use more passes: 12-18.
- Use additional tension at the base/root area, then easing up as you reach the ends.



For more information on all our styling products visit www.keraxhaircare.com

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The KeraRX KERAPLASTY Smoothing Treatment must be performed by a licensed stylist in accordance with manufacturer instructions.

Stylists should wear protective gloves when performing this treatment. If the KeraRX KERAPLASTY Smoothing Treatment comes into contact with the skin, wash immediately. If ingested or in contact with eyes, call a physician. Keep out of reach of children.