

PURE RENEWAL PLUS+

ZERO FORMALDEHYDE KERATIN SMOOTHING TREATMENT

KERATHERAPY PURE RENEWAL PLUS+ is a truly ground breaking, ZERO formaldehyde keratin smoothing system. This proprietary formula provides salons a legitimate alternative to traditional keratin treatments that contain formaldehyde. Pure Renewal Plus+ provides maximum curl and volume reduction without a permanent structural change to the hair, and without the use of aldehydes, thio or sodium hydroxide.

FEATURES

- For any hair texture
- Results last for up to 12 weeks
- Maximum frizz control and protection from humidity
- Speeds up blow-drying, ironing & overall finishing
- 100% formaldehyde-free
- For faster blow drying and finishing



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.



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) anti-oxidants, moisturize soother and protect hair



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

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 well, then towel dry and detangle with wide tooth comb.
- 2. BLOW DRY:** Blow dry the hair until 75% dry.
- 3. DIVIDE:** Section the hair into 3-4 large parts.
- 4. MEASURE SOLUTION:** Determine estimated amount of treatment needed based on length/density of hair:
 - Short hair ½ to 3/4 oz
 - Medium hair 1 to 1-1/2 oz
 - Long hair 1 to 2 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.
- 6. PROCESS:** Process treatment for 30 to 45 minutes with no heat or cap. The timing depends on beginning hair texture and desired result. **NOTE:** After treatment is applied on resistant hair, place a processing cap over the hair and put under a warm dryer or heat source for 30 to 45 minutes.
- 7. RINSE:** After desired processing time is complete, rinse the hair with water for 10 to 20 seconds to remove excess treatment. A small amount of the treatment must be left in the hair for best results. Do not shampoo the hair.
- 8. 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.
- 9. 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.

HOME CARE: Client can shampoo immediately, no down time! Best results are guaranteed by using Keratherapy Keratin Infused Home Care products.

For more information please visit 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)