

KERATINCOMPLEX®

YOUR HAIR. YOUR WAY.

Go straight or stay curly (and everything in between)

Personalized Blow Out™ is the only customizable treatment powered by a proprietary juice blend that's perfect for every client who walks through your door. It has the ability to smooth or straighten the hair or define curl.

Be the first to offer this amazing new service with these revenue building opportunities available for a limited time only!

Who is it for?

Everyone! Personalized Blow Out is ideal for all hair types but particularly effective on curl levels 7 and above.

Why we love it:

- ✓ Personalized Blow Out is a customizable, zero-downtime keratin treatment that has the ability to smooth or straighten the hair or define curl.
- ✓ Powered by K-Pure Juice™, a proprietary juice blend of keratin, botanicals and amino acids.
- ✓ Preserves the hair fibers' mechanical strength.
- ✓ Increases manageability, retains moisture & delivers radiant shine.
- ✓ Cumulative results.
- ✓ Results last up to 3 months.

STYLED FINISH:

MAXIMUM STRAIGHTNESS



ULTIMATE SMOOTHNESS



FRIZZ CONTROL



NATURAL CURL FINISH:



Gold Intro

SALON COST: \$262 | TOTAL SALON VALUE: \$407.50

PURCHASE

- (1) 16 oz. Personalized Blow Out
- (1) 13.5 oz. Keratin Color Care Shampoo
- (1) 13.5 oz. Keratin Color Care Conditioner
- (1) 4 oz. Infusion Keratin Replenisher
- (1) 8.5 oz. Vita Volume Boosting Foam
- (1) 3.4 oz. Thermo-Shine Thermal Protectant Mist

RECEIVE FREE

- Backbar
- (1) 16 oz. PicturePerfect Hair
- (1) 12 oz. Clarifying Shampoo
- Retail
- (1) 13.5 oz. Keratin Color Care Shampoo
- (1) 13.5 oz. Keratin Color Care Conditioner
- (1) 8.5 oz. Vita Volume Boosting Foam
- (1) 3.4 oz. Thermo-Shine Thermal Protectant Mist

Accessories & Collateral

- (1) Mixing Bowl
- (1) Tint Brush
- (1) Carbon Heat Resistant Comb
- (5) Consumer Brochures
- (2) Personalized Blow Out Mirror Clings
- (1) Certified Salon Window Cling

Try Me Kit

SALON COST: \$60 | TOTAL SALON VALUE: \$72

PURCHASE

- (1) 4 oz. Personalized Blow Out

GET FREE

- (1) 4 oz. PicturePerfect Hair
- (1) 4 oz. Clarifying Shampoo
- (1) 3 oz. Keratin Color Care Shampoo
- (1) 3 oz. Keratin Color Care Conditioner



includes



EDUCATION SUPPORT Visit www.keratincomplex.com/professionals to:

1. WATCH & LEARN! Watch protocol videos
2. GET CERTIFIED! Register for the Look & Learn Certification webinar

KERATINCOMPLEX®

INTRODUCING

Personalized Blow Out™ Same Day Keratin Treatment

PicturePerfect Hair™ Bond Sealing Masque



Platinum Intro

SALON COST: \$546 | TOTAL SALON VALUE: \$854.50

36%
savings

PURCHASE

- (1) 33.8 oz. Personalized Blow Out Same Day Keratin Treatment
- (3) 13.5 oz. Keratin Color Care Shampoo
- (3) 13.5 oz. Keratin Color Care Conditioner
- (2) 13.5 oz. Keratin Care Shampoo
- (2) 13.5 oz. Keratin Care Conditioner
- (2) 8.5 oz. Vita Volume Boosting Foam
- (2) 3.4 oz. Glowtion Potion Styling Oil
- (2) 10.2 oz. Flex Flow Flexible Shaping Hairspray
- (2) 3.4 oz. Thermo-Shine Thermal Protectant Mist

RECEIVE FREE

Backbar

- (1) 4 oz. Personalized Blow Out Try Me Kit (includes 4 oz. Personalized Blow Out, 4 oz. PicturePerfect Hair Bond Sealing Masque, 4 oz. Clarifying Shampoo, 3 oz. Keratin Color Care Shampoo, 3 oz. Keratin Color Care Conditioner)
- (1) 33.8 oz. PicturePerfect Hair Bond Sealing Masque
- (1) 33.8 oz. Clarifying Shampoo
- (1) 33.8 oz. Keratin Color Care Shampoo
- (1) 33.8 oz. Keratin Color Care Conditioner

Retail

- (1) 13.5 oz. Keratin Care Shampoo
- (1) 13.5 oz. Keratin Care Conditioner

Accessories & Collateral

- (1) Mixing bowl
- (1) Keratin Complex chemical cape
- (1) Tint brush
- (1) Ceramic + Ionic Vent Brush
- (1) 3" Ceramic + Ionic Round Brush with thermal comb
- (1) Carbon heat-resistant comb
- (1) 6-pack alligator clips
- (5) Consumer Brochures
- (2) Personalized Blow Out Mirror Clings
- (1) Certified Salon Window Cling

EARN \$6600 IN TREATMENT REVENUE!

LIMITED-EDITION INTRO INCLUDES FREE TRY-ME KIT, BACKBAR AND RETAIL!

*Revenue based on average service price of \$300 and 20 applications per 33.8 oz. treatment and 2 applications per 4 oz. treatment.



See reverse side for more information on Personalized Blow Out.

KERATINCOMPLEX®

INTRODUCING

Personalized Blow Out™ Same Day Keratin Treatment

PicturePerfect Hair™ Bond Sealing Masque



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- ✓ Results last up to 3 months.



PicturePerfect Hair Bond Sealing Masque

The perfect at-home maintenance product... get yours now!



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ULTIMATE SMOOTHNESS



FRIZZ CONTROL



NATURAL CURL FINISH:



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Buy a liter of treatment, get a liter of masque for free!

SALON COST: \$350 | TOTAL SALON VALUE: \$450

PURCHASE

(1) 33.8 oz. Personalized Blow Out™
Same Day Keratin Treatment

RECEIVE FREE

(1) 33.8 oz. PicturePerfect Hair™
Bond Sealing Masque

EARN \$6000 IN TREATMENT REVENUE

Here's how:

20 applications per bottle

X \$300 average service price = \$6,000

Buy 16 oz. treatment, get 16 oz. masque for free!

SALON COST: \$200 | TOTAL SALON VALUE: \$255

PURCHASE

(1) 16 oz. Personalized Blow Out Same Day Keratin Treatment

RECEIVE FREE

(1) 16 oz. PicturePerfect Hair Bond Sealing Masque



BUY 5, GET 1 FREE!

SALON COST: \$87.50 | TOTAL SALON VALUE: \$105

PURCHASE

(5) 4 oz. PicturePerfect Hair Bond Sealing Masque

RECEIVE FREE

(1) 4 oz. PicturePerfect Hair Bond Sealing Masque

Celebrating
KERATINCOMPLEX®

10 YEARS OF HEALTHY HAIR ————— EST. 2007

PROMOTIONS
MAY – JUNE 2017



NEW!



YOUR HAIR. YOUR WAY.

Go straight or stay curly (and everything in between)

Introducing Personalized Blow Out™ Same Day Keratin Treatment!
This customizable, zero-downtime treatment is powered by K-Pure Juice™, a proprietary juice blend of keratin, botanicals and amino acids.

Ask your DSC for more information about this revolutionary new treatment!

Celebrate confidence and control.

Keratin Complex® smoothing and color services give stylists the confidence and control to deliver beautiful, healthier-looking hair to every client.

Celebrate Smooth Times

PURCHASE

- (1) 33.8 oz. Natural Keratin Smoothing Treatment
- (1) 33.8 oz. Clarifying Shampoo

RECEIVE FREE

- (1) 10-pack Vitalshot® Bond Rebuilder
- (1) Keratin Complex apron

Collateral

- (1) 2017 Lifestyle Guide
- (1) Certified Salon window cling
- (1) Vitalshot protocol brochure
- (1) Salon Connexions® brochure



Lifestyle Guide:
pages 12 – 15, 25



Take your smoothing knowledge and skills to the next level with Smoothing 2.0!

Visit keratincomplex.com/find-a-class to find a class near you.

Fair-Haired Festival

PURCHASE

- (2) 1 lb. tub It's a Blonde Thing® Keratin Lightening System®

RECEIVE FREE

- (1) 32 oz. It's a Blonde Thing Developer (20 vol.)
- (1) 4 oz. Natural Keratin Smoothing Treatment for Blonde Hair

Collateral

- (1) 2017 Lifestyle Guide



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Lifestyle Guide:
pages 18 – 19



Festival of Bright

Why just be blonde when you can be a *Blondeshell*?
Send every client home with these debrassing and brightening formulas.

PURCHASE

- (3) 13.5 oz. Blondeshell® Debrass & Brighten Shampoo
- (3) 13.5 oz. Blondeshell Debrass & Brighten Conditioner
- (2) 6.7 oz. Blondeshell Debrass & Brighten Masque
- Deep Keratin Treatment

RECEIVE FREE

- (1) 6.7 oz. Blondeshell Debrass & Brighten Masque Deep Keratin Treatment Collateral
- (5) Consumer brochures
- (1) Retail shelf talker
- (1) 2017 Lifestyle Guide



Lifestyle Guide:
pages 18 - 19



Color Me Cool Party

PURCHASE

- (18) 2 oz./60 mL KeraBrilliance® Demi-Glaze Liquigel Color shades (choose your own)

RECEIVE FREE

- (1) 32 oz. Demi-Glaze Activator
- (2) 1.35 oz./40 mL Metamorfix® Extreme Direct Pigments shades (choose your own)
- Collateral
- (1) 2017 Lifestyle Guide



Lifestyle Guide:
page 30



Make the After Party

Get a FREE 3.4 oz. Thermo-Shine Thermal Protectant Mist and glove with purchase of Stealth V Next-Generation Digital Smoothing + Straightening Iron!

Stealth V features TOURTANIUM™ plates that combine the best of titanium, tourmaline and ceramic to smooth hair without damage.



BUY 5 GET 1 FREE

1.7 oz. Kerabalm 3-in-1 Multi-Benefit Hair Balm



FREE
In-salon display