

PAIR UP YOUR FAVORITE PRODUCTS FOR SMOOTH SAVINGS!

NKST OR NKSTB LITER + FREE RETAIL COUNTER DISPLAY WITH (12) 1.7 OZ. KERATIN OBSESSED™!



AWARD-WINNING Treatment



Blocks Humidity & ELIMINATES FRIZZ



Long-lasting SMOOTHNESS & SHINE



Results Last Up To 5 MONTHS

REVENUE POTENTIAL \$ (LITER)

23 applications
x \$350 service price
= \$8,050

INCLUDES

- (1) 33.8 oz. NKST Smoothing Treatment
- (1) 33.8 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) FREE Retail Counter Display with (12) 1.7 oz Keratin Obsessed



REPARATIVE Treatment



PROTECTS FINE, DAMAGED or Compromised Hair



REPAIRS DAMAGE & Reduces Breakage



Results Last Up To 5 MONTHS

REVENUE POTENTIAL \$ (LITER)

INCLUDES

- (1) 33.8 oz. NKSTB Smoothing Treatment
- (1) 33.8 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) FREE Retail Counter Display with (12) 1.7 oz Keratin Obsessed

23 applications
x \$350 service price
= \$8,050

\$450.00 / Salon Value: \$540.00

\$435.00 / Salon Value: \$525.00

21% OFF 4 OZ. SYSTEM KIT + MATCHING SHAMPOO & CONDITIONER DUO



@Getprimed



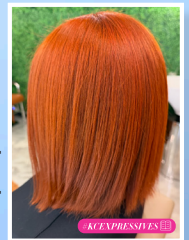
INCLUDES

- (1) 4 oz. NKST Smoothing Treatment
- (1) 4 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (4) 5 oz. Keratin Obsessed™ Multi-Benefit Treatment Spray
- (1) 33.8 oz. Keratin Care Smoothing Shampoo
- (1) 33.8 oz. Keratin Care Smoothing Conditioner

\$156.00 / Salon Value: \$198.00



@Getprimed



INCLUDES

- (1) 4 oz. NKSTB Smoothing Treatment
- (1) 4 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (4) 5 oz. Keratin Obsessed™ Multi-Benefit Treatment Spray
- (1) 33.8 oz. Blondeshell® Debrass Shampoo
- (1) 33.8 oz. Blondeshell® Debrass Conditioner

\$158.00 / Salon Value: \$200.00

Your Beautiful Hair Stories.

Our 2025 campaign celebrates the artistry of our #KCEXPRESSIVES stylist community, highlighting the transformative power of our Keratin treatments, professional hair color, and premium care products. Discover how both stylists and clients can elevate their hair—and business—through our innovative services. Join us on this exciting journey through 2025 and make our services a signature part of your offerings.



#KCEXPRESSIVES

Scan to learn more!



STRONGER, STRAIGHTER, SMOOTHER HAIR

PURCHASE

(1) 33.8 fl. oz. KCMAX™ Maximum Keratin Smoothing System Kit

INCLUDES

- (1) 33.8 oz. KCMAX Maximum Pre-Treatment Shampoo
- (1) 33.8 oz. KCMAX Maximum Smoothing Treatment
- (32) 5 oz. KCMAX Daily Treatment Sprays

\$555.00 / Salon Value: \$695.00



*The KCMAX™ Maximum Keratin Smoothing System Kit is not available for purchase in California or Maryland.

INCREASES STRENGTH
of Damaged Hair

Straighter,
SMOOTHER RESULTS

NO WAIT
Time

Results Last Up To
3 MONTHS

\$140
SAVINGS



REVENUE
POTENTIAL \$
(LITER)

33
applications
x \$300
service price
= \$9,900

32 included in the
KCMAX Liter
Intro Kit.



LIGHTEN THE BLONDE, STRENGTHEN THE BOND!

PURCHASE

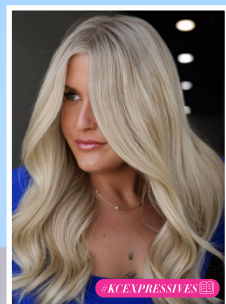
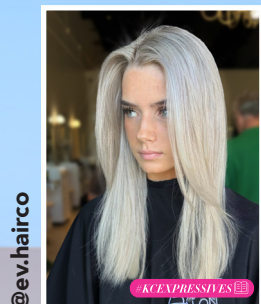
(3) 16 oz. It's a Blonde Thing® Keratin Lightening System

RECEIVE FREE

(1) 4 oz. Vitalshot® Bond Rebuilder

\$78.00 / Salon Value: \$122.00

The perfect duo for flawless blonde results rebuilds bonds and protects blonde and fragile hair while lightening.



FREE
4 OZ.
VITALSHOT



FLAWLESS BRUNETTE TECHNIQUE BY #KCEXPRESSIVE, MOLIKA!

Create flawless brunettes with Keratin Complex. This technique delivers dimensional color to enhance all styles, which can be tailored and customized for each client.

INCLUDES

- (1) 16 oz. It's a Blonde Thing Keratin® Lightening System
- (5) 3.4 oz. KeraBrilliance® Demi-permanent Hair Color Shades
- (1) 33.8 oz. Vol. 5 Activator

\$58.00 / Salon Value: \$72.50



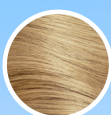
8.01/8NA
Light Natural
Ash Blonde



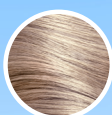
8.03/8NG
Light Natural
Golden Blonde



9.23/9VG
Lightest Violet
Golden Blonde



9.0/9N
Lightest Neutral
Blonde



8.32/8GV
Light Beige
Blonde



Watch Mackenzie's & Molika's interview.



BEFORE



AFTER



SAVE BIG ON EVERY OZ.
20% OFF GALLONS

KERATIN CARE SIGNATURE SCENT

A fusion of fresh floral greens inspired by tropical gardens surrounding the brand's headquarters in Florida. With top notes of leafy greens, lime and peach, this scent embodies timeless elegance.



PERFECT FOR ON-THE-GO!

DISCOVER THE SECRET TO #BEAUTIFULHAIREVERYDAY!

PURCHASE

(5) Healthy Hair Trio

KIT INCLUDES

- (1) 3 oz. Keratin Care Smoothing Shampoo
- (1) 3 oz. Keratin Care Smoothing Conditioner
- (1) 1.7 oz. Keratin Obsessed™ Multi-Benefit Treatment Spray

RECEIVE FREE

(1) Healthy Hair Trio

\$70.00 / Salon Value: \$84.00

PRO TIP FOR SALON MERCHANDISING:

Place the Healthy Hair Trio Kit at the counter or near the entrance to grab attention.



TRAVEL-FRIENDLY SIZES



STRONGER, MORE VIBRANT HAIR INSTANTLY!

PURCHASE

(9) 1.7 oz. Keratin Obsessed™ Multi-Benefit Treatment Spray

RECEIVE FREE

- (3) 1.7 oz. Keratin Obsessed™ Multi-Benefit Treatment Spray
- (1) Salon Counter Display

\$67.50 / Salon Value: \$90.00

MSRP: \$15 PER SPRAY

TOTAL POTENTIAL REVENUE: \$180.00

KERATIN OBSESSED:

- Weightless spray helps repair and strengthen hair
- Immediate frizz-fighting results
- Imparts glass-like shine with a soft, silky finish
- Intensifies hair color vibrancy



TRAVEL-FRIENDLY SIZES



Resource Center
Education
Salon Resources
Marketing
Social Media
Education Videos
...and more!

Free Certification

Watch the online videos and take a short quiz to become certified and take your business to the next level.

KCEXPRESSIVES Stylist Community

Join KCEXPRESSIVES and elevate your artistry—a community of stylists transforming the industry. Be part of the movement!

Free

Virtual Education

Join us every Monday for free virtual education classes designed exclusively for salon professionals.