

KERATINCOMPLEX®

TRANSFORM FRIZZ INTO SMOOTH, MANAGEABLE HAIR WITH KCSMOOTH® AND KC IRON

INCLUDES:

- (1) KCSMOOTH Liter System Kit
 - (1) 33.8 oz. KCSMOOTH Smoothing Treatment
 - (32) 5 oz. KCSMOOTH Restorative Leave-in Lotion
- (1) KC IRON Professional Smoothing Iron

\$650.00 / Salon Value: \$835.00

\$185
SAVINGS

WHY WE LOVE KCSMOOTH:



MAXIMUM
Manageability



FASTER,
Easier **BLOW-DRYS**



Heat
PROTECTION

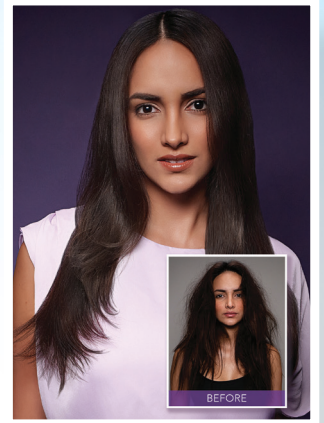


Same Day Style,
ZERO DOWNTIME



Results Last Up To
3 MONTHS

Only available while supplies last



**REVENUE
POTENTIAL \$
(LITER)**

33
applications
x \$275
service price
= \$9,075

Your Beautiful Hair Stories

In this campaign, we follow the journey of each #KCEXPRESSIVE and their model as they bring their vision to life using Keratin Complex's innovative products. The result? Hair that's stronger, smoother, and healthier — and the kind of confidence that made their models feel unstoppable.

REAL HAIR STRUGGLES. REAL RESULTS.

“



“My hair feels
amazing and
healthy!”

- Dana



“I feel like a
superwoman!”

- Sryriah

”

KERATINCOMPLEX®

Scan to watch their stories unfold.



KERATINCOMPLEX®

SUMMER LOOKS BETTER IN COPPER

INCLUDES:

(2) 3.4 oz. KeraLuminous® Permanent Color
7.3/7G, 8.43/8CG



7.3/7G

8.43/8CG

(2) 3.4 oz. KeraBrilliance® Demi-Permanent Color
6.43/6CG, 7.3/7G



6.43/6CG

7.3/7G

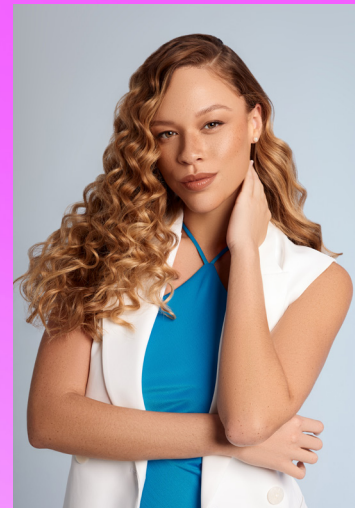
(1) 16 oz. It's a Blonde Thing® Lightener

(1) 5 Vol. Activator

(1) 10 Vol. Developer

(1) 20 Vol. Developer

\$72.00 / Salon Value: \$89.00



DOWNLOAD
THE GOLDEN
COPPER
TECHNIQUE



Only available while supplies last

360° SUPPORT We Go Beyond the Bottle



RESOURCE CENTER

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

FREE VIRTUAL EDUCATION

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



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!

KERATINCOMPLEX®

20% OFF ALL LITERS

KERATINCOMPLEX®



*Vanilla Bean is excluded from the promotion.

Only available while supplies last

20% OFF GALLONS
SAVE BIG ON EVERY OZ.

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.



Only available while supplies last