

# KCMAX™

Maximum Keratin  
Smoothing System

## Platinum

EARN UP TO \$10,532 IN TREATMENT & RETAIL REVENUE!

39%  
savings

### PURCHASE

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

Includes:

- (1) 33.8 oz. KCMAX™ Maximum Keratin Pre-Treatment Shampoo
- (1) 33.8 oz. KCMAX™ Maximum Keratin Smoothing Treatment
- (1) 8 oz. KCMAX™ Maximum Keratin Treatment Spray
- (8) 5 oz. KCMAX™ Daily Treatment Spray (1 in-salon display)
- (1) 33.8 oz. Keratin Care Shampoo
- (1) 33.8 oz. Keratin Care Conditioner
- (1) 33.8 oz. Color Care Shampoo
- (1) 33.8 oz. Color Care Conditioner
- (1) 33.8 oz. Blondeshell® Debrass Shampoo
- (1) 33.8 oz. Blondeshell® Debrass Conditioner
- (1) 33.8 oz. Timeless Color® Fade-Defy Shampoo
- (1) 33.8 oz. Timeless Color® Fade-Defy Conditioner
- (1) 33.8 oz. Keratin Volume Amplifying Shampoo
- (1) 33.8 oz. Keratin Volume Amplifying Conditioner
- (1) 33.8 oz. Vanilla Bean Deep Conditioner
- (1) 4 oz. Infusion Keratin Replenisher
- (1) 1.5 oz. Intense Rx® Repair Serum
- (1) 5 oz. Keratin Obsessed™

### RECEIVE FREE

#### Retail

- (8) 5 oz. KCMAX™ Daily Treatment Spray (1 in-salon display)
- (2) 13.5 oz. Keratin Care Shampoo
- (2) 13.5 oz. Keratin Care Conditioner
- (2) 13.5 oz. Color Care Shampoo
- (2) 13.5 oz. Color Care Conditioner
- (2) 13.5 oz. Blondeshell® Debrass Shampoo
- (2) 13.5 oz. Blondeshell® Debrass Conditioner
- (1) 13.5 oz. Timeless Color® Fade-Defy Shampoo
- (1) 13.5 oz. Timeless Color® Fade-Defy Conditioner
- (1) 13.5 oz. Keratin Volume Amplifying Shampoo
- (1) 13.5 oz. Keratin Volume Amplifying Conditioner
- (2) 3 oz. Color Care Travel Duo

#### Tools & Brushes

- (1) Stealth V Smoothing and Straightening Iron
- (1) Ceramic + Ionic Vent Brush

#### Accessories Box To Include

- (1) Cape
- (1) Alligator Hair Clips (4-pack)
- (1) Carbon Heat-Resistant Rat Tail Comb
- (1) Mixing Bowl
- (1) Applicator Brush
- (5) Shopping Bag
- (1) Window Cling
- (1) Smoothing Treatment Guide
- (10) Consumer Brochure



Salon Cost: \$862.50

Total Salon Value: \$1,416.50

# Gold

**EARN UP TO \$4,968 IN TREATMENT & RETAIL REVENUE!**

**33%**  
savings

## PURCHASE

(1) 16 oz. KCMAX™ Maximum Keratin Smoothing System  
Includes:

- (1) 16 oz. KCMAX™ Maximum Keratin Pre-Treatment Shampoo
- (1) 16 oz. KCMAX™ Maximum Keratin Smoothing Treatment
- (1) 4 oz. KCMAX™ Maximum Keratin Treatment Spray
- (4) 5 oz. KCMAX™ Daily Treatment Spray
- (1) 33.8 oz. Keratin Care Shampoo
- (1) 33.8 oz. Keratin Care Conditioner
- (1) 33.8 oz. Color Care Shampoo
- (1) 33.8 oz. Color Care Conditioner
- (1) 33.8 oz. Vanilla Bean Deep Conditioner
- (1) 4 oz. Infusion Keratin Replenisher
- (1) 1.5 oz. Intense Rx® Repair Serum
- (1) 5 oz. Keratin Obsessed™

## RECEIVE FREE

### Retail

- (4) 5 oz. KCMAX™ Daily Treatment Spray (1 in-salon display)
- (2) 13.5 oz. Keratin Care Shampoo
- (2) 13.5 oz. Keratin Care Conditioner
- (2) 13.5 oz. Color Care Shampoo
- (2) 13.5 oz. Color Care Conditioner
- (2) 3 oz. Color Care Travel Duo

### Accessories Box To Include

- (1) Cape
- (1) Alligator Hair Clips (4-pack)
- (1) Carbon Heat-Resistant Rat Tail Comb
- (1) Mixing Bowl
- (1) Applicator Brush
- (5) Shopping Bag
- (1) Window Cling
- (1) Smoothing Treatment Guide
- (10) Consumer Brochure

*Salon Cost: \$478.50*

**Total Salon Value: \$713**

# Try Me Kit

**EARN UP TO \$660 IN TREATMENT REVENUE!**

## INCLUDES

- (1) 3 fl. oz. KCMAX Maximum Keratin Pre-Treatment Shampoo
- (1) 3 fl. oz. KCMAX Maximum Keratin Smoothing Treatment
- (1) 4 fl. oz. KCMAX Maximum Keratin Treatment Spray
- (2) 5 fl. oz. KCMAX Daily Treatment Spray

## FREE BONUS RETAIL SAMPLES!

- (2) .34 fl. oz. Color Care Shampoo and Conditioner Packettes

*Salon Cost: \$70*



# Platinum

**EARN UP TO \$8,050 IN TREATMENT REVENUE!**

**40%**  
savings

## PURCHASE

(1) 33.8 oz. NKST Banded Duo

Includes:

- (1) 33.8 oz. NKST
- (1) 33.8 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 33.8 oz. Keratin Care Shampoo
- (1) 33.8 oz. Keratin Care Conditioner
- (1) 33.8 oz. Color Care Shampoo
- (1) 33.8 oz. Color Care Conditioner
- (1) 33.8 oz. Blondeshell® Debrass Shampoo
- (1) 33.8 oz. Blondeshell® Debrass Conditioner
- (1) 33.8 oz. Timeless Color® Fade-Defy Shampoo
- (1) 33.8 oz. Timeless Color® Fade-Defy Conditioner
- (1) 33.8 oz. Keratin Volume Amplifying Shampoo
- (1) 33.8 oz. Keratin Volume Amplifying Conditioner
- (1) 33.8 oz. Vanilla Bean Deep Conditioner
- (1) 4 oz. Infusion Keratin Replenisher
- (1) 1.5 oz. Intense Rx® Repair Serum
- (1) 5 oz. Keratin Obsessed™

## RECEIVE FREE

### Retail

- (2) 13.5 oz. Keratin Care Shampoo
- (2) 13.5 oz. Keratin Care Conditioner
- (2) 13.5 oz. Color Care Shampoo
- (2) 13.5 oz. Color Care Conditioner
- (1) 13.5 oz. Blondeshell® Debrass Shampoo
- (1) 13.5 oz. Blondeshell® Debrass Conditioner
- (1) 13.5 oz. Timeless Color® Fade-Defy Shampoo
- (1) 13.5 oz. Timeless Color® Fade-Defy Conditioner
- (1) 13.5 oz. Keratin Volume Amplifying Shampoo
- (1) 13.5 oz. Keratin Volume Amplifying Conditioner
- (2) 3 oz. Color Care Travel Duo
- (2) 7 oz. Vanilla Bean Deep Conditioner
- (1) 9 oz. Flex Hold Hairspray
- (1) 5 oz. Texturizing Spray
- (1) 8 oz. Volumizing Foam
- (1) 8 oz. Styling Gel
- (1) 3 oz. Shine Spray

### Tools & Brushes

- (1) Stealth V Smoothing + Straightening Iron
- (1) Ceramic + Ionic Vent Brush

### Accessories Box to Include

- (1) Cape
- (1) Alligator Hair Clips (4-pack)
- (1) Carbon Heat-Resistant Rat Tail Comb
- (1) Mixing Bowl
- (1) Applicator Brush
- (5) Shopping Bag
- (1) Window Cling
- (1) Smoothing Treatment Guide
- (10) Consumer Brochure



*Salon Cost: \$732.50*

**Total Salon Value: \$1,225.50**

**NKST**  
Natural Keratin  
Smoothing Treatment

*Gold*

**EARN UP TO \$3,850 IN TREATMENT REVENUE!**

**27%**  
savings

**PURCHASE**

(1) 16 oz. NKST Banded Duo

Includes:

- (1) 16 oz. NKST
- (1) 16 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 33.8 oz. Color Care Shampoo
- (1) 33.8 oz. Color Care Conditioner
- (1) 33.8 oz. Blondeshell® Debrass Shampoo
- (1) 33.8 oz. Blondeshell® Debrass Conditioner
- (1) 4 oz. Infusion Keratin Replenisher
- (1) 1.5 oz. Intense Rx® Repair Serum
- (1) 5 oz. Keratin Obsessed™

**RECEIVE FREE**

**Retail**

- (1) 13.5 oz. Color Care Shampoo
- (1) 13.5 oz. Color Care Conditioner
- (1) 13.5 oz. Blondeshell® Debrass Shampoo
- (1) 13.5 oz. Blondeshell® Debrass Conditioner
- (1) 3 oz. Color Care Travel Duo
- (1) 7 oz. Vanilla Bean Deep Conditioner

**Accessories Box To Include**

- (1) Cape
- (1) Alligator Hair Clips (4-pack)
- (1) Carbon Heat-Resistant Rat Tail Comb
- (1) Mixing Bowl
- (1) Applicator Brush
- (5) Shopping Bag
- (1) Window Cling
- (1) Smoothing Treatment Guide
- (10) Consumer Brochure



*Salon Cost: \$375.50*

*Total Salon Value: \$510.50*

# NKSTB

Natural Keratin  
Smoothing Treatment  
For Blonde Hair

## Platinum

EARN UP TO \$8,050 IN TREATMENT REVENUE!

40%  
savings

### PURCHASE

(1) 33.8 oz. NKSTB Banded Duo

Includes:

- (1) 33.8 oz. NKSTB
- (1) 33.8 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 33.8 oz. Keratin Care Shampoo
- (1) 33.8 oz. Keratin Care Conditioner
- (1) 33.8 oz. Color Care Shampoo
- (1) 33.8 oz. Color Care Conditioner
- (1) 33.8 oz. Blondeshell® Debrass Shampoo
- (1) 33.8 oz. Blondeshell® Debrass Conditioner
- (1) 33.8 oz. Timeless Color® Fade-Defy Shampoo
- (1) 33.8 oz. Timeless Color® Fade-Defy Conditioner
- (1) 33.8 oz. Keratin Volume Amplifying Shampoo
- (1) 33.8 oz. Keratin Volume Amplifying Conditioner
- (1) 33.8 oz. Vanilla Bean Deep Conditioner
- (1) 4 oz. Infusion Keratin Replenisher
- (1) 1.5 oz. Intense Rx® Repair Serum
- (1) 5 oz. Keratin Obsessed™



### RECEIVE FREE

#### Retail

- (2) 13.5 oz. Keratin Care Shampoo
- (2) 13.5 oz. Keratin Care Conditioner
- (2) 13.5 oz. Color Care Shampoo
- (2) 13.5 oz. Color Care Conditioner
- (1) 13.5 oz. Blondeshell® Debrass Shampoo
- (1) 13.5 oz. Blondeshell® Debrass Conditioner
- (1) 13.5 oz. Timeless Color® Fade-Defy Shampoo
- (1) 13.5 oz. Timeless Color® Fade-Defy Conditioner
- (1) 13.5 oz. Keratin Volume Amplifying Shampoo
- (1) 13.5 oz. Keratin Volume Amplifying Conditioner
- (2) 3 oz. Color Care Travel Duo
- (2) 7 oz. Vanilla Bean Deep Conditioner
- (1) 9 oz. Flex Hold Hairspray
- (1) 5 oz. Texturizing Spray
- (1) 8 oz. Volumizing Foam
- (1) 8 oz. Styling Gel
- (1) 3 oz. Shine Spray

#### Tools & Brushes

- (1) Stealth V Smoothing + Straightening Iron
- (1) Ceramic + Ionic Vent Brush

#### Accessories Box to Include

- (1) Cape
- (1) Alligator Hair Clips (4-pack)
- (1) Carbon Heat-Resistant Rat Tail Comb
- (1) Mixing Bowl
- (1) Applicator Brush
- (5) Shopping Bag
- (1) Window Cling
- (1) Smoothing Treatment Guide
- (10) Consumer Brochure

*Salon Cost: \$732.50*

**Total Salon Value: \$1,225.50**

# EBO

Express Blow Out®  
Smoothing Treatment

# Platinum

EARN UP TO \$4,950 IN TREATMENT REVENUE!

42%  
savings

## PURCHASE

(1) 33.8 oz. EBO Banded Duo

Includes:

- (1) 33.8 oz. EBO
- (1) 33.8 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 33.8 oz. Keratin Care Shampoo
- (1) 33.8 oz. Keratin Care Conditioner
- (1) 33.8 oz. Color Care Shampoo
- (1) 33.8 oz. Color Care Conditioner
- (1) 33.8 oz. Blondeshell® Debrass Shampoo
- (1) 33.8 oz. Blondeshell® Debrass Conditioner
- (1) 33.8 oz. Timeless Color® Fade-Defy Shampoo
- (1) 33.8 oz. Timeless Color® Fade-Defy Conditioner
- (1) 33.8 oz. Keratin Volume Amplifying Shampoo
- (1) 33.8 oz. Keratin Volume Amplifying Conditioner
- (1) 33.8 oz. Vanilla Bean Deep Conditioner
- (1) 4 oz. Infusion Keratin Replenisher
- (1) 1.5 oz. Intense Rx® Repair Serum
- (1) 5 oz. Keratin Obsessed™

## RECEIVE FREE

### Retail

- (1) 13.5 oz. Color Care Shampoo
- (1) 13.5 oz. Color Care Conditioner
- (1) 13.5 oz. Blondeshell® Debrass Shampoo
- (1) 13.5 oz. Blondeshell® Debrass Conditioner
- (1) 13.5 oz. Timeless Color® Fade-Defy Shampoo
- (1) 13.5 oz. Timeless Color® Fade-Defy Conditioner
- (1) 13.5 oz. Keratin Volume Amplifying Shampoo
- (1) 13.5 oz. Keratin Volume Amplifying Conditioner
- (2) 7 oz. Vanilla Bean Deep Conditioner
- (1) 9 oz. Flex Hold Hairspray
- (1) 5 oz. Texturizing Spray
- (1) 8 oz. Volumizing Foam
- (1) 8 oz. Styling Gel
- (1) 3 oz. Shine Spray

### Tools & Brushes

- (1) Stealth V Smoothing and Straightening Iron
- (1) Ceramic + Ionic Vent Brush

### Accessories Box To Include

- (1) Cape
- (1) Alligator Hair Clips (4-pack)
- (1) Carbon Heat-Resistant Rat Tail Comb
- (1) Mixing Bowl
- (1) Applicator Brush
- (5) Shopping Bag
- (1) Window Cling
- (1) Smoothing Treatment Guide
- (10) Consumer Brochure



*Salon Cost: \$662.50*

Total Salon Value: \$1,146.50

**EBO**  
Express Blow Out®  
Smoothing Treatment

*Gold*

**EARN UP TO \$2,400 IN TREATMENT REVENUE!**

**29%**  
savings

**PURCHASE**

(1) 16 oz. EBO Banded Duo

Includes:

- (1) 16 oz. EBO
- (1) 16 oz. KC PRIMER Keratin Pre-Treatment Shampoo
- (1) 33.8 oz. Color Care Shampoo
- (1) 33.8 oz. Color Care Conditioner
- (1) 33.8 oz. Keratin Volume Amplifying Shampoo
- (1) 33.8 oz. Keratin Volume Amplifying Conditioner
- (1) 4 oz. Infusion Keratin Replenisher
- (1) 1.5 oz. Intense Rx® Repair Serum
- (1) 5 oz. Keratin Obsessed™

**RECEIVE FREE**

**Retail**

- (1) 13.5 oz. Color Care Shampoo
- (1) 13.5 oz. Color Care Conditioner
- (1) 13.5 oz. Keratin Volume Amplifying Shampoo
- (1) 13.5 oz. Keratin Volume Amplifying Conditioner
- (1) 3 oz. Color Care Travel Duo
- (1) 7 oz. Vanilla Bean Deep Conditioner

**Accessories Box To Include**

- (1) Cape
- (1) Alligator Hair Clips (4-pack)
- (1) Carbon Heat-Resistant Rat Tail Comb
- (1) Mixing Bowl
- (1) Applicator Brush
- (5) Shopping Bag
- (1) Window Cling
- (1) Smoothing Treatment Guide
- (10) Consumer Brochure



*Salon Cost: \$335.50*

**Total Salon Value: \$470.50**

# KERATIN COMPLEX

Beautiful hair every day

NEW

Liter Intro Kit worth **\$6,900** in revenue + retail built in!



## PBO Personalized Blow Out® Smoothing Treatment

DEFINE CURLS OR GET SMOOTHER RESULTS WITH OUR CUSTOMIZABLE KERATIN TREATMENT!

Kit Includes:

*Step 1:* (1) 33.8 oz. KC PRIMER Pre-Treatment Shampoo

*Step 2:* (1) 33.8 oz. PBO Smoothing Treatment

*Step 3:* (24) 4 oz. PicturePerfectHair™ Bond Sealing Masque

Salon Cost: **\$695**



*New!*

BUILD IN AFTERCARE PRODUCT INTO THE PRICE OF THE SERVICE AND HELP GUARENTEE TREATMENT RESULTS!

**Here's how:**

Use step 3 (PicturePerfect Hair) as the final step in the service and then gift your client the remainder of the tube to go home with to maintain the results and longevity of the treatment for up to 3 months.

### Why We ♥ PBO

- 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 and delivers radiant shine
- Defines curl while smoothing frizz
- Zero downtime—hair can be pulled back or styled same day
- Cumulative results
- No change to curl pattern
- Results last up to 3 months

#PersonalizedBlowOut

REVENUE  
POTENTIAL \$  
(3 OZ)

23  
applications  
x \$300  
service price  
= **\$6,900**



# KERATIN COMPLEX®

Beautiful hair every day

NEW

Liter Intro Kit worth **\$9,075** in revenue + retail built in!



## KCSMOOTH™

Heat Activated Smoothing System

MAXIMUM MANAGEABILITY TREATMENT THAT LASTS UP TO 3 MONTHS.

Kit Includes:

*Step 1:* (1) 33.8 oz. KCSMOOTH Smoothing Treatment

*Step 2:* (32) 5 oz. KCSMOOTH™ Restorative Leave-in Lotion

Salon Cost: **\$695**



### New!

BUILD IN AFTERCARE PRODUCT INTO THE PRICE OF THE SERVICE AND HELP GUARANTEE TREATMENT RESULTS!

**Here's how:**

Use step 2 (KCSMOOTH™ Restorative Leave-in Lotion) as the final step in the service and then gift your client the remainder of the bottle to go home with to maintain the results and longevity of the treatment for up to 3 months.

Why We ♥ it

- Delivers maximum manageability in less time
- Same-day style with zero downtime
- Cumulative results
- Tames frizz and restores shine
- Makes blow-drying faster and easier while providing heat protection
- Quick service that takes 2 hours or less
- Results last up to 3 months
- Clients go home with KCSMOOTH Restorative Leave-In Lotion to maintain longevity and effectiveness of the treatment

#KCSMOOTH

REVENUE  
POTENTIAL \$  
(LITER)

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