

Formaldehyde-Free Keratin Treatments: A Breakthrough System by Pure Brazilian



It's clear as day: clients are getting curious about what goes into their hair products. You've probably been behind the chair fielding questions like "Is this treatment safe for my scalp?" and "Is this color process okay for sensitive skin?"

Maybe your clients even have ingredient-specific concerns—they've definitely heard a lot about formaldehyde lately in the news and online.

More and more, clients want reassurance that their hair products are safe in addition to being effective: and your clients trust you to guide them.

Reimagining Keratin Treatments

It's simply good business to get savvy about products that deliver the results your clients expect without the harsh chemicals that are raising eyebrows (and making headlines).

Keratin treatments have a reputation both in-and-out of the salon as being high-chemical and high-damage with superficial results. Pros like you are demanding safer, cleaner keratin systems which they can feel good about offering their clients.

Pure Brazilian is addressing this need with CLEAR Solution, an all-new customized hair management system which delivers the classic smoothing blowout treatment, and is your go-to for maintaining curls, taming frizz, and reducing styling time for an average of four months depending on home maintenance—using zero harsh chemicals. Don't have curly hair? The Clear Solution leaves hair sleek, healthy, smooth, shiny, and frizz-free.

Pure and Simple

So how does the CLEAR Solution system achieve lasting results without the kind of chemicals that give clients pause?

The answer is simple: with a salon-proven blend of vital hair nutrients (including proteins and vegetable extracts), fortifying amino acids and Brazilian keratin.

That means CLEAR is plant-based and totally free from harmful chemicals.

“ Stylist Zay (@zehairstyles) takes to social to show off the high-shine results she gets from the CLEAR Solution system. “My best advice to any stylist interested in this treatment is: DO IT!” she raves. “I use the CLEAR system five to ten times a week, and I only work four days a week. You will love it. Clients can't believe their eyes! It's the fastest of the many treatments I've used and the results are amazing.”

A Clear Vision

The team at Pure Brazilian knew what they were doing with this one. Brand Educator Heather Jones is definitely on board: “Pure Brazilian CLEAR formula is the perfect solution to make any curl pattern more manageable and reduce the frizz!” she says. “Our CLEAR formula is a plant-derived, all-natural solution gently processed for an average of 90 minutes depending on the length of hair. Pure Brazilian CLEAR solution gives the stylist the flexibility to create customized curls for the client to reach their hair management goals.”

The Clear Solution at a Glance

The CLEAR Solution system by Pure Brazilian locks a layer of keratin and proteins onto the cuticle for an average of four months of smooth, healthy hair...WITHOUT using formaldehyde or other harsh chemicals

- CLEAR uses plant-derived ingredients
- Formulated for all hair types
- Maintains volume
- Cuts blow dry and styling time by 60%
- Locks in essential moisture
- Blocks 90% of frizz
- 0% formaldehyde released before, during or after treatment
- Same day wash capabilities

by MS Staff | May 15, 2024

[Read the Full Article Here](#)