

pure brazilian®

The Smoothing System of Choice for Stylists!



Certification Course

Name

Email

Course Date

Instructor Name

Course Location



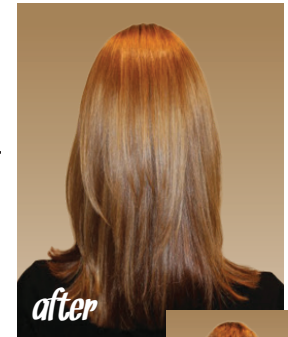
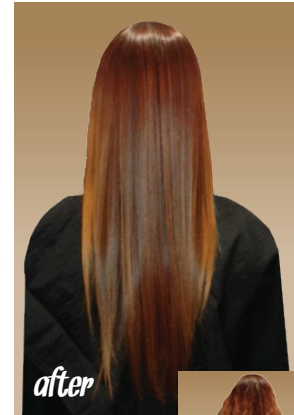
Welcome to the Pure Brazilian Team!

A Healthier & Safer Way to Change Your Clients' Lives!

In this class you will become a certified Pure Brazilian Stylist and learn how to successfully perform a Pure Brazilian Treatment on any client.

What is Pure Brazilian?

- The Pure Brazilian Treatment is a 90 Minute in salon service that will transform your client's hair to silky, smooth, frizz-free and manageable.
- The Pure Brazilian Treatment is not permanent. This is NOT a relaxer. It is a smoothing process that coats hair with a protective barrier of amino acids, making it stronger, MUCH softer and more manageable.
- The treatment lasts approximately 3-5 months, provided you are using the Pure Brazilian home care line.
- Blow dry time is cut in half!
- Color "Pops" as the cuticle is sealed.
- Works great on extensions.
- Washes out in the salon! No Down Time!
- Can be used over relaxers, perms, Japanese treatments and color.
- The Pure Brazilian can be customized to suit your clients desires in terms of curl and wave retention.
- Lastly, this service is ideal for ANYONE who wants to improve the health of their hair.



How to get started...

Who would benefit from a Pure Brazilian Professional Smoothing Treatment?

Upon consultation with your client, would they answer yes to any of these questions?

1. Does the client want to reduce the time spent styling their hair?
2. Does the client want to stop breakage in their hair?
3. Has the client's hair stopped growing past a certain point?
4. Does the client's hair feel coarse or dry?
5. Does the client's hair lack shine or a healthy luster?
6. Does the client have realistic expectations of what this procedure will do for them?

How do you prepare to perform the Pure Brazilian Service?

Gather these essential tools:

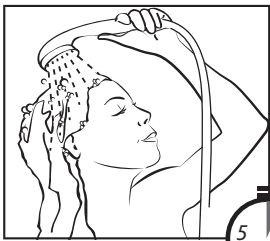
1. Fine tooth comb
2. Gloves
3. Clips
4. Bowl
5. Chemical brush
6. Towels
7. Blow-dryer
8. Round/paddle brush
9. Professional flat iron (able to heat to 450 degrees)

Products:

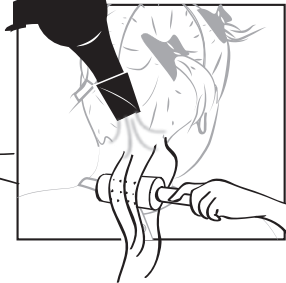
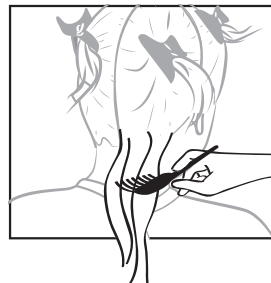
1. Pure Brazilian Anti-Residue Shampoo
2. Pure Brazilian Reconstructor Solution
3. Pure Brazilian Deep Conditioning Masque



Step-By-Step!



5 mins.



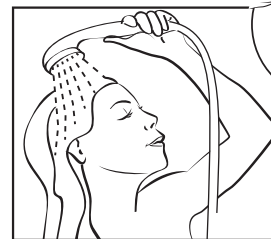
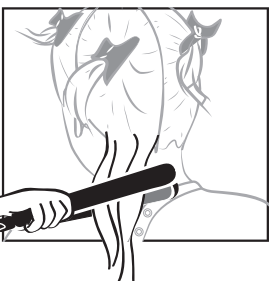
1 Open the cuticle. Wash hair with Pure Brazilian Anti-Residue Shampoo (Step 1). Let sit on hair for 5 minutes to penetrate the cuticle. Repeat if necessary until hair has a "squeaky clean" feeling. Focus on hairline, nape of neck and mid-shaft to end.

2 Towel dry the hair. Hair should be damp, but not "too wet" or "too dry". Use a blow-dryer if needed.

3 Divide the hair into 4 sections using clips. You will start applying from the nape to the top. Measure 1 ounce of Pure Brazilian Reconstructor (Step 2) Solution into your color bowl. Add more if necessary, but this is usually enough.

4 Starting at the nape, using ¼" to ½" subsections, use applicator brush to lightly dust the Reconstructor onto a section of hair. Apply root to end but to not apply directly to the scalp. Comb through with a fine tooth comb to remove excess product. Apply evenly to each section until all hair is coated.

5 Blow-dry hair 100% using a round brush or paddle brush. Get the hair as smooth as possible.



sit 3 mins.



6 Section the hair into 4 sections. Depending on the condition of the hair, the flat iron's temperature should range between 380-450 degrees. Using 2-3 inch sections, flat iron from root to end using consistent pressure. Pass over 5-6 times. If the client desires a straighter effect, pass over 6-8 times.

7 Rinse the Reconstructor Solution from the hair for 2-3 minutes using lukewarm water. (No need to shampoo, just rinse.)

8/9 Apply the Pure Brazilian Deep Conditioning Masque (Step 3) liberally. Let sit for 2-3 minutes. Rinse. This step optional, but recommended.

10 Blow-dry using fingers. Then style as desired.

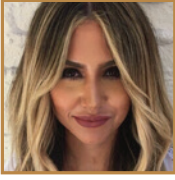
11 Be sure your client uses the Home Care products to optimize treatment and ensure long lasting results!

Important Notes:

- a. "Less is more" with product usage. A little goes a long way!
- b. Each step is important, and can affect the whole process. Take your time and be meticulous with each step.

* Note: These instructions are for the ORIGINAL Reconstruction Solution. Directions for the Express Blowout and CLEAR Solution slightly vary. Please refer to the back of the bottle for specific instructions.

What Stylists Are Saying About Pure Brazilian®



Nidia
Celebrity Stylist
Los Angeles, CA

"I have tried every Brazilian smoothing treatment on the market. As a celebrity stylist in Los Angeles I receive countless samples of every product. I have

done your homework for you.

This is the best product for performance, ease of application and your profit margin. My clients love the results. It turns their hair from frizzy, dry and hard to tame—to sleek, smooth and healthy. It essentially gives wash and wear hair, which is what most women need and want!"



Adam
Celebrity Stylist,
B2V Salon,
West Hollywood, CA

"In a world where EVERY company now has a Brazilian treatment, I am so glad I found Pure Brazilian. From the easy to pour spout to final pass with flat iron, Pure Brazilian is amazing. Virtually odor free and

easy to use. This product is the leader in today's saturated market. Look for the blue bottle!"



Jordana Lorraine
Phenix Salon Suites, Marina
del Rey, CA

"I have been pleasantly surprised with the shine, softness and curl reduction provided by the Pure Brazilian CLEAR. When air-dried, waves are silky and frizz-free with very little effort or product.

Blow-drying it straight is quick and easy, and it holds the style even in humidity. And it's great that it can be used while pregnant or nursing."

Amazing Results Every Time!

