Technical bulletin: Keratin Smoothing Treatment

Easy 5-step process with a spectacular result.

- Essential parts of native keratin
- New level of conditioning
- Result lasts for 2 to 3 months.
- 100% Formaldehyde Free!
- Glamorous hair for months

Types of straightening system.

1. Keratin treatments (formaldehyde free)
   These products provide no straightening qualities. Instead they act as an intensive hair repair treatment but any apparent straightening will not last.

2. Relaxers
   Traditional relaxers use a very high pH to straighten hair. This results in the most damage.

3. Japanese straightening products
   The Japanese technique relies on opening the hairs disulfide bridges. Flat irons are then used to straighten the hair before the bonds are closed again.

4. Brazilian-keratin type of products
   The formaldehyde in the product cross-links keratin from product and hair. Straightening irons are essential to this process however formaldehyde is released during this process and is believed to be carcinogenic when inhaled.

   **Keune uses the Japanese technique to create the conditioning Brazilian Keratin feel**

   This means the results achieved will be more durable than Brazilian-keratin type and provide the conditioning benefits of the Keratin treatment

   **Keune is first firm using active keratin in the Japanese technique.**
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Active Keratin mix contains,

High density active disulphide bridges which will bind to the open disulfide bridges of the hair.

Keratin chains of different lengths to improve the condition of the hair inside and out.

Aftercare

Care Line Keratin Smoothing Shampoo

Contains Keratin and Provitamin B5 that nourish and give shine and moisture to the hair. Quat Complex protects against breakage.

Care Line Keratin Smoothing Conditioner

Contains Keratin, Provitamin B5 and Shea butter that detangle the hair and leave it shiny and easy to manage. Quat Complex protects during flat ironing and protects against breakage.

Care Line Keratin Smoothing Treatment

A very intensive treatment that will add Keratin and Keravis to the hair, thus improving the strength of the hair.
**Step 1**

<table>
<thead>
<tr>
<th></th>
<th>Normal Hair</th>
<th>Sensitive Hair</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Smoothing cream mixture</strong></td>
<td>Keune Smoothing cream</td>
<td>Keratin Moisturiser</td>
</tr>
<tr>
<td><strong>Short Hair</strong></td>
<td>75 ml</td>
<td>37 ml</td>
</tr>
<tr>
<td><strong>Medium Length Hair</strong></td>
<td>150 ml</td>
<td>75 ml</td>
</tr>
<tr>
<td><strong>Long Hair</strong></td>
<td>225 ml</td>
<td>112 ml</td>
</tr>
<tr>
<td><strong>Re-Growth</strong></td>
<td>75 ml</td>
<td>37 ml</td>
</tr>
</tbody>
</table>

1. Divide the hair into 4 sections.

Wear suitable disposable gloves during the straightening process and while rinsing of the products

2. Rapidly apply smoothing cream mixture, according to the scheme, with a colour brush, section by section, beginning at the nape. Keep Smoothing Cream Mixture 0.5cm (0.2inch) from the scalp.

3. Smooth frequently with fingers or wide tooth comb to ensure product is evenly distributed and the hair remains straight. Avoid tension on the hair.

4. – For short hair, apply entire head in one - For medium to long hair application begin at the nape and work to the crown.
- For regrowth application, apply only to the regrowth area (go on to visual 7).

Keep Smoothing Cream Mixture 0,5cm (0,2inch) from the scalp! Never leave Smoothing Cream (1) Mixture in contact with the hair for more than 25 minutes!

5. Set timer and process back section for 5 to 20 minutes, depending on the hair structure. The application time must be counted as part of the total processing time!
6. Apply front part rapidly, while back part is processing.

7. Set (2nd) timer and process (front section) for 5 to 20 minutes, depending on the hair structure. The application time must be counted as part of the total processing time!

8. Check regularly with fingers or a wide tooth comb to determine if the hair stays straight. The application time must be counted as part of the total processing time! Never leave Smoothing Cream (1) Mixture in contact with the hair for more than 25 minutes!

9. After processing time, rinse (the back part of) the hair thoroughly with warm water for 10 minutes. The water should not come into contact with the eyes.

For short hair or regrowth application go to visual 11.

10. After processing time, rinse the front part of the hair thoroughly with warm water for 10 minutes.

11. Gently towel dry the hair.

**Step 2**

![Keratin Smoothing Mask](image)

<table>
<thead>
<tr>
<th>Length</th>
<th>Keratin Smoothing Mask</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Hair</td>
<td>37ml</td>
</tr>
<tr>
<td>Medium Length Hair</td>
<td>75ml</td>
</tr>
<tr>
<td>Long Hair</td>
<td>112ml</td>
</tr>
<tr>
<td>Re-Growth</td>
<td>37ml</td>
</tr>
</tbody>
</table>

1. Apply Keune Keratin Smoothing Mask (2) to entire head and process for 3 minutes.

2. Rinse thoroughly.

3. Gently towel dry the hair
Step 3

<table>
<thead>
<tr>
<th></th>
<th>Smoothing serum capsules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Hair</td>
<td>1 capsule</td>
</tr>
<tr>
<td>Medium Length Hair</td>
<td>1 or 2 capsules</td>
</tr>
<tr>
<td>Long Hair</td>
<td>2 or 3 capsules</td>
</tr>
<tr>
<td>Re-Growth</td>
<td>1 capsule</td>
</tr>
</tbody>
</table>

1. Apply the Smoothing Serum Capsule(s) and blow-dry the hair 98% dry.

2. Beginning at the nape slowly iron small sections of hair from scalp to ends into its natural fall. Iron each section 6 to 8 times. Use a ceramic or similar straightening iron set to 180°C (360 degrees F). Do not keep the iron in one place for longer than 3 seconds.

Step 4

<table>
<thead>
<tr>
<th></th>
<th>Neutralising Mixture</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Neutralising balm</td>
</tr>
<tr>
<td>Short Hair</td>
<td>75ml</td>
</tr>
<tr>
<td>Medium Length Hair</td>
<td>150ml</td>
</tr>
<tr>
<td>Long Hair</td>
<td>225ml</td>
</tr>
<tr>
<td>Re-Growth</td>
<td>75ml</td>
</tr>
</tbody>
</table>

1. Beginning at the nape, apply Neutralizing mixture section by section. Regrowth application: Apply only to regrowth.

2. Process for 10 minutes.

3. Comb or smooth the hair frequently with the fingers to keep the hair straight during the processing time.

4. Rinse thoroughly.

5. Gently towel dry the hair.
Step 5

<table>
<thead>
<tr>
<th>Keratin Smoothing Mask</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Hair</td>
</tr>
<tr>
<td>Medium Length Hair</td>
</tr>
<tr>
<td>Long Hair</td>
</tr>
<tr>
<td>Re-Growth</td>
</tr>
</tbody>
</table>

1. Apply Keune Keratin Smoothing Mask (2), process for 3 minutes.
2. Rinse thoroughly.
3. Blow dry the hair.
4. Use a straightening iron to style the hair as desired. For extra care and shine use a few drops of Keune Design Defrizz Serum or Care Line Ultimate Shine Repair.

It is recommended not to shampoo the hair for 48 hours or to pull the hair back or up.

Care Line Keratin Smoothing shampoo, conditioner and treatment for home use

Safety instructions

- Do not use on sensitive, irritated or damaged scalp.

- To avoid hair loss or breakage, burns or skin lesions, we recommend not using this treatment on extremely damaged, pre-lightened, highlighted hair, or hair treated with henna or metallic salts. If the hair is damaged, apply one part Keune Smoothing Cream with one part Keune Smoothing Mask.

- Wear suitable disposable gloves during the straightening process and rinsing of the products.

- Use non-metallic tools, such as comb, brush and bowl.

- Always use a ceramic or similar straightening iron with precise temperature control.

- Avoid contact with eyes. In the event of contact with eyes, rinse immediately with plenty of water and seek medical advice.

- Keune Smoothing Cream contains thioglycolate.

- To use on colour treated hair, wait at least 2 weeks after the colour service before using the Keune Smoothing Cream.

- Do not use on hair that is damaged or fragile due to repeated colouring.

- Under no circumstances should Keune Smoothing Cream be applied to hair that has been previously treated with an alkali relaxer containing Sodium Hydroxide. This also applies to “Sodium Hydroxide-free” products containing Potassium Hydroxide, Lithium Hydroxide or Guanidine Carbonate.

- It is essential to use Keune Neutralizing Balm when Keune Smoothing Cream has been applied.

- It is important to follow the instructions.

- For professional use only.

- Product not for resale to the public.

- Do not use heat or cover the hair during processing time!

- Smoke may appear when using a hot iron after applying Keune Keratin Smoothing Mask, but the hair will not burn.

Before use

Prior to the treatment always test the product on a hair strand. Only proceed with the treatment if the condition of the hair allows. If the hair breaks or the scalp is irritated after the test, do not use Keune Smoothing Cream or another straightener.