Brazilian Keratin Treatment
Smoothing, Taming & De-Frizzing Treatments
Keratin smoothing treatment is the latest salon revolution. Not only are these wonder treatments the new code for incredible hair, they build salon loyalty and encourage a high Rand spend per client; the answer to every salon’s prayers.

BRASIL CACAU is a thermal reconstruction treatment that aligns hair cuticles. The result is hair infused with incredible shine, smoothness, enhanced strength and condition while being frizz-free and humidity proofed. The hair’s inner bond structure is not chemically altered or rearranged. MADE IN BRAZIL.

Results are instant! There is no need to wait 72 hours.

The minute your client leaves your salon, they can wash their hair, wear a pony tail, use clips and pins, go to gym or swim. Their hair will be straighter, smooth, frizz-free and extremely radiant.

BRASIL CACAU’s aftercare products ensure long lasting results, up to 3 to 4 months.
BRASIL CACAU KERATIN TREATMENT

PROFESSIONAL PRODUCTS

Disposable visor for cutting & treatments, 30/pkt
6041

Acai Therapy ACAI Oil
110ml
9457

Color Shield & Smooth
A powerful keratin based treatment that ensures reduced frizz & hair color shielding for a period of up to 4 weeks.
A spray on and blow dry in-salon service for a smooth express frizz reduction service - 40 minute service, 20 applications

BRASIL CACAU AFTERCARE

Correct after care of BRASIL KERATIN TREATMENT is essential for optimal quality, integrity and longevity of treatment. Our range of home care products specifically developed to extend the effect of BRASIL CACAU treatment include:

BRASIL CACAU Anti Frizz Shampoo:
mild shampoo containing Keratin
290ml 5905
980ml 6950

BRASIL CACAU Anti Frizz Conditioner:
intensive moisturising conditioner containing Keratin
290ml 5906
980ml 6951

BRASIL CACAU Primer:
daily protection without rinsing
110ml 9455

BRASIL CACAU Hydrating Hair Complex:
for maximum hydration and nourishment
140g 5908
200g 11595

BRASIL CACAU Glamour Precious Fluid
Light formula, leave-in spray. Eliminates frizz, seals the cuticles, and provides the hair with radiant luminosity. Also protects against the heat. Ideal for keratin treated hair. Use on wet hair, before drying and styling to give softness, shine and reduce the frizz.
200ml 7876

Tel: (011) 608 4191  Fax: (011) 608 4543
**FREQUENTLY ASKED QUESTIONS:**

**Q.** Can I use BRAZILIAN KERATIN RECONSTRUCTION after having done a dyeing/ tinting process?

**A.** The BRAZILIAN KERATIN RECONSTRUCTION can be done before or after tinting. In either case, we recommend to do the hair tinting two weeks before or after the BRAZILIAN KERATIN RECONSTRUCTION process in order to allow pigment to set better on hair.

**Q.** Can BRAZILIAN KERATIN RECONSTRUCTION be done after straightening/relaxation processes?

**A.** Yes, for very curly or Afro Ethnic hair, we do recommend to do hair relaxation/ straightening before using BRAZILIAN KERATIN RECONSTRUCTION.

**Q.** Can I apply the product only on the roots if client wishes to keep her hair wavy on the length?

**A.** Yes. Applying the product only on the roots provides a very natural and balanced result. For already straightened lengths, applying the product on the root is also recommended in order to avoid saturation.

**Q.** Can pregnant women use the BRAZILIAN KERATIN RECONSTRUCTION?

**A.** We recommend that pregnant women and children under 12 avoid the process.

**Q.** Is BRAZILIAN KERATIN RECONSTRUCTION compatible with henna?

**A.** No. BRAZILIAN KERATIN RECONSTRUCTION is compatible with any colourant or chemical process.

**Q.** When is the client allowed to wash her hair?

**A.** Whenever she wants, even right after the treatment.

**Q.** Does BRAZILIAN KERATIN TREATMENT work like Japanese straightening, chemical straightener or a perm?

**A.** No. Unlike those chemical processes BRAZILIAN KERATIN does not chemically rearrange the internal disulphide bond structure of the hair and it can be used on coloured, foiled, chemically treated and damaged hair.

**Q.** Can BRAZILIAN KERATIN TREATMENT be applied to virgin hair?

**A.** Yes. The most effective result is obtained when applying BRAZILIAN KERATIN to processed hair. Virgin hair should be washed at least twice with the BRAZILIAN KERATIN Anti Residue Shampoo before applying the BRAZILIAN KERATIN TREATMENT. Two to three further treatments will result in virgin hair showing the same results as processed hair.

**Q.** How long will the BRAZILIAN KERATIN treatment last?

**A.** Three to four months provided the BRAZILIAN KERATIN range of aftercare products are used. BRAZILIAN KERATIN treatment is a cumulative treatment. The more often you have the treatment applied, the healthier your hair will be and the longer the results will last.

**Q.** What happens to my hair after the BRAZILIAN KERATIN treatment is at the end of its life cycle?

**A.** Your hair will revert back to its original state about 12 weeks prior to the treatment. It will be in a better and stronger condition than before the treatment.

**Q.** How will my hair look after the BRAZILIAN KERATIN treatment?

**A.** It will be much shinier, effortless to manage, stronger, straighter, healthier and frizz free. Humidity will no longer be a problem.

**Q.** Will BRAZILIAN KERATIN make my hair dead straight?

**A.** That depends on the type of hair you have. If you have straight, frizzy hair, the treatment will eliminate the frizz and give the hair incredible shine. If your hair is very curly, the treatment will remove most of the frizz, enhancing the natural curl or wave.

**Q.** Can you swim in the sea or pool after BRAZILIAN KERATIN treatment?

**A.** Yes, however please note that regular swimming may compromise the longevity of the treatment. It is recommended that you comb BRAZILIAN KERATIN Primer through your hair prior to swimming to act as a protective barrier.

**Q.** Can you have BRAZILIAN KERATIN treatment if you have hair extensions?

**A.** Yes, provided the extensions are of 100% Remy human hair. It is best if the treatment is applied to your hair before the installation of the extensions. However, if the extensions are already installed, your stylist must ensure that the BRAZILIAN KERATIN THERMAL RECONSTRUCTION treatment does not come in contact with your hair extension bonds or micro-rings.

**Q.** How soon after having the BRAZILIAN KERATIN treatment can I wash my hair?

**A.** Immediately after you leave the salon. You may also wear a pony tail, use clips and pins, go to the gym or swim.

**Q.** Can you have BRAZILIAN KERATIN treatment if you have hair extensions?

**A.** Yes, provided the extensions are of 100% Remy human hair. It is best if the treatment is applied before 10 to 14 days have elapsed since the previous treatment.

**Q.** Can BRAZILIAN KERATIN TREATMENT be applied to any type of damaged or processed hair?

**A.** Yes, it can be applied to all damaged hair types: coloured, highlighted, relaxed, straightened, permed or bleached.

**Q.** Is the BRAZILIAN KERATIN treatment permanent?

**A.** No, it will eventually wash out after 3 to 4 months. The treatment lasts longest on processed hair and provided the BRAZILIAN KERATIN aftercare products are used.
Introducing the most advanced keratin technology in hair straightening without the use of any harsh chemicals.

This three-step, formaldehyde-free, keratin straightening system removes 75 percent or more of the hair’s curl or wave pattern for up to three months. This revolutionary formula is safe for stylists and clients, providing lasting results and uses the newest amino acid and protein technology available today.

It does not contain formaldehyde, methylene glycol, aldehydes, urea, thio, sodium hydroxide or any other harsh chemical.* It is fully compliant with all international health authorities including Canada, Australia, European Community, United Kingdom, Ireland and many others.

It can be used on any and all hair types from curly to wavy, to coloured and/or highlighted. It also keeps frizz in check and unravels even the most tightly coiled curls with adding shine and manageability but without stripping, fading, dulling or removing existing colour and highlights, while leaving the hair straighter and smoother.

PURE RENEWAL treatment is primarily applied by blow-drying with a medium heat iron (200°C) used only to finish off the treatment. After the treatment, your client can wash and style their hair whenever they wish, exercise, swim or tie-back their hair as they desire without having to wait 48 or 72 hours.

Continued use of the Keratherapy aftercare products (shampoo, conditioner, deep-conditioning masque, leave-in conditioner and argan oil) strengthens and moisturizes the hair and ensures the longevity of the treatment.

* Laboratory test results are available.
KERATHERAPY PURE RENEWAL SYSTEM by DIORA PROFESSIONNEL, U.S.A.

KERATHERAPY PURE RENEWAL OPENING ORDER: consists of Steps 1, 2 and 3, 50 customer leaflets, training leaflet and a banner to hang in your salon.
P895

KERATHERAPY PURE RENEWAL STEP 1, 2 & 3 KIT: consists of 10459, 10460 and 10461
P905

KERATHERAPY PURE RENEWAL Step 1: Clean Start Shampoo 473ml
Essential preparation step to purify and detoxify
10459

KERATHERAPY PURE RENEWAL Step 2: Keratin Smoothing Treatment 473ml
Use only about 15 to 20ml per head. De-frizzer, straightener, smoother and repairer.
Activated by blow-drying and finished off with medium heat iron
10460

KERATHERAPY PURE RENEWAL Step 3: Deep Conditioning Mask 473ml
Final step that locks in nourishing benefits
10461

Application:

PURE RENEWAL AFTERCARE: Keratin infused

KERATHERAPY Moisture Shampoo 300ml 7247
KERATHERAPY Moisture Conditioner 300ml 7249
KERATHERAPY Moisture Shampoo 946ml 7248
KERATHERAPY Moisture Conditioner 946ml 7250
KERATHERAPY Leave-in Conditioner 240ml 7253
KERATHERAPY Deep Conditioning Masque 237ml 7292
KERATHERAPY Argan Oil 50.27ml 7251

KERATHERAPY - Treatment straightener

Keratherapy 29mm digital solo titanium iron 230ºC
7650

Keratherapy 29mm digital solo titanium iron 230ºC
7650

KERATHERAPY™
BRAZILIAN KERATIN RENEWAL SYSTEM

12 BRAZILIAN KERATIN SHARECALL: 0860 104411 hair health & beauty
FREQUENTLY ASKED QUESTIONS:

Q. When can I colour my hair if I want the PURE RENEWAL treatment?
A. It is best that you have your hair coloured your just prior to the PURE RENEWAL treatment on the same day or wait at least 2 weeks after the treatment for your next colour service.

Q. Can I perform the PURE RENEWAL treatment over Japanese or relaxed hair?
A. Yes, you can do so over any kind of previously straightened hair, as long as the hair is healthy enough to receive professional salon services.

Q. Is the PURE RENEWAL treatment a relaxer?
A. No it does not contain Sodium Hydroxide or Thioglycolate.

Q. Can I perform the PURE RENEWAL treatment over Japanese or relaxed hair?
A. Yes, you can do so on chemically treated hair, as long as the hair is healthy enough to receive professional salon services. If the hair is very dry and damaged, apply Step 3 Seal to the ends immediately after Step 1 Activate, leave in the hair for 3-5 minutes and rinse thoroughly.

Q. Can I perform the PURE RENEWAL treatment on virgin hair?
A. Yes, but the results will last longer on previously coloured or chemically treated hair.

Q. Can I perform the PURE RENEWAL treatment on any age person?
A. We recommend performing the treatment on ages 12 and older, with parental consent.

Q. Can I receive the PURE RENEWAL treatment if I am pregnant or breast feeding?
A. No, we do not recommend this service unless you first seek the advice of your physician before any salon treatment is performed.

Q. Can I wash my hair after the PURE RENEWAL treatment, and if so, when?
A. Yes, hair can be washed as soon as desired, provided you use the range of KERATHERAPY aftercare products.

Q. Can I swim in a pool or the ocean after the PURE RENEWAL treatment?
A. Yes, however pool and salt water will affect the longevity of the treatment. Apply KERATHERAPY Keratin Infused Leave-in Conditioner prior to swimming and rinse hair in fresh water immediately after swimming.

Q. How long does the PURE RENEWAL treatment results last?
A. About 3 months on most hair types, provided the KERATHERAPY aftercare products are used to maintain the hair. This period might be shorter depending on hair type and lifestyle.

Q. What shampoo and conditioners should be used after the PURE RENEWAL treatment?
A. We will not guarantee the results unless you only use KERATHERAPY aftercare products. These products are purposely designed to maintain the treatment for the period mentioned.

Q. Can I use styling products immediately after the PURE RENEWAL treatment?
A. Yes, you can.

Q. When should I repeat the PURE RENEWAL treatment?
A. As needed.

Q. Should I cut my hair before the PURE RENEWAL treatment?
A. We recommend cutting the hair after the flat ironing process during the the PURE RENEWAL treatment as the hair will be completely smooth and straight and any overly processed ends can be trimmed.

New Maximum Strength Keratin Formula EXTREME RENEWAL without the fumes

Most formaldehyde releasing keratin systems may produce uncomfortable levels of fumes and cause unnecessary discomfort, especially if not used strictly according to the recommended instructions.

EXTREME RENEWAL has been formulated to produce far fewer fumes if used as instructed resulting in a more comfortable experience for you and your clients. EXTREME RENEWAL penetrates thick, course, resistant hair for maximum smoothing power. Pure keratin and silk amino acids virtually eliminate dryness and brittleness while reducing excess volume and frizz.

Recommended for resistant hair types and safe for coloured or highlighted hair. Lasts 12 to 16 weeks, lifestyle dependant and provided recommended after care products are used.

PROFESSIONAL PRODUCTS

Step 1:
Keratherapy Clean start
Pre-Treatment Shampoo 473ml
9080

Step 2:
Keratherapy Extreme Renewal
Smoothing Treatment 473ml
9079

AFTERCARE: Keratin Infused Products

Use the same products as recommended for PURE RENEWAL Treatment (see previous page: 7247, 7249, 7248, 7250, 7253, 7252 and 7251)