



STRAIGHTER,
SMOOTHER, HEALTHIER,
FRIZZ FREE HAIR WITH
RADIANT SHINE

Original From Brazil

AFTER

BRASIL CACAU

P R O F E S S I O N A L

Brazilian **ECO**keratin PROFESSIONAL SMOOTHING TREATMENT



BEFORE



IDEAL FOR ALL HAIR TYPES
INCLUDING BLOWNDES!



KERATIN CONSULTATION

IMPORTANT INFORMATION FOR COLOURED, BLEACHED, HIGHLIGHTED OR GREY HAIR

On some blonde and grey hair types yellowing may occur. Please seek further information from your supplier if required. In some cases hair may fade up to 4 levels. Perform the strand test prior to use: apply the product, leave for 30 minutes, rinse, dry and flat iron. Evaluate the colour, elasticity and strength of the hair fibre.

After briefing your client on the features and benefits of the Brazilian ECOkeratin smoothing treatment, observe and discuss with your client some major hair characteristics such as:

- ELASTICITY
- POROSITY
- DEGREE OF CURL/FRIZZ
- LENGTH OF HAIR
- PREVIOUS/CURRENT CHEMICAL HISTORY

To complete the consultation follow with information relating to:

- Expectations of the keratin treatment.
- Difference between chemical straightening and keratin smoothing.
- Explanation of outcome on clients hair type (show before and after shots).
- Chemical history past present and future.
- Strand test (elasticity test to observe hair's strength).
- Maintenance/styling regime now-prior to treatment (thermal tools used, products used, time taken to complete their regime).
- Is a deep cleansing program recommended for the client prior to the service in salon (to give the hair a thorough cleanse, exfoliate the cuticle layers and remove impurities and build-up from the hair). Clients who have used products daily or regularly that may cause a build-up on the cuticle should always be advised to pre cleanse prior to any Brazilian ECOkeratin smoothing treatment in salon service.
- Explain the time maintenance after the treatment - client can normally halve their normal styling time after the Brazilian ECOkeratin smoothing treatment.
- Explain the importance of the daily maintenance commitment - our home maintenance retail range is specifically formulated to give optimum results and work in conjunction with our unique formula. We will not guarantee optimum results if other keratin brands are used on the hair.
- Reviewing & discussing all of these points will assist you in determining whether this treatment is suitable for your client.

It will assist you in fine tuning the temperature of the Diva iron during the service and guide you on the required number of passes and the temperature of the iron.

On average we recommend 8-10 passes of the iron.

We have provided you with a guide to heat temperatures on hair types.

This is a guide only and would be used in conjunction with a full consultation and strand test.

The hair should never be overheated (start on a reasonable heat and turn iron up by 5 degrees at a time until iron runs through easily and steams).

In all cases the iron should be creating steam, even on a low temperature; a silky shiny appearance should be visible. If this isn't the case, turn your iron up in 5 degree increments, until it is sliding through the hair freely. This will help you determine the most accurate temperature for your client.

The Brazilian ECOkeratin smoothing treatment has been designed to assist toning on blondes and grey, but please take into consideration texture, porosity, elasticity and the general wellbeing of the hair.

Do not apply unnecessary high temperatures to delicate hair. By taking a test strand, and following manufacturer's instructions, you will eliminate overheating this hair type.

Spending the time conducting a thorough consultation will enable you to achieve sensational results.

Using the table as a guide, we ask you to do a test strand first to determine the most appropriate heat required for your hair type/condition.

HAIR TYPE	PASSES	TEMP
Fine Hair Double Processed Sensitised Hair	6-10 Approx.	150°-200°
Fine-Medium Hair Previous Chemical History	6-10 Approx.	150°-220°
Medium-Coarse Hair Previous Chemical History	8-10 Approx.	170°-230°
Coarse Wiry and Virgin No Chemical History	10-20 Approx. NB: Virgin hair requires extra passes as more resistant and no chemical damage to the cuticle.	180°-230°

EXPRESS STEP BY STEP GUIDE

The Brazilian ECOkeratin smoothing treatment reinforces the internal structure and improves the condition of the hair - smooths the cuticle and eliminates frizz, greatly reduces styling time, instantly improves manageability while providing external protection. The end result is straighter, smoother, healthier, frizz-free hair with radiant shine. Ideal for all hair types. Results last up to eight weeks.

- 1 Begin with a thorough consultation with your client. Be sure that the hair is healthy enough for a keratin smoothing service. Explain the importance of the Brasil Cacau home after care maintenance range.
- 2 Prepare the hair – clarify TWICE with Anti Residue Shampoo.
- 3 Working in sections, dry the hair in a downwards direction with your fingers to approximately 75-80% dry. Very porous hair can be left slightly damper.
- 4 Section the hair into 4 parts for application.
- 5 Pour 50-60ml of the Brazilian ECOkeratin smoothing treatment into a clean bowl and apply with a tint brush in sections that enable full saturation of the hair, avoiding the scalp area. Emulsify through with fingers.

- 6 Use a wide tooth comb in a downward motion to eliminate all tangles.
- 7 Process for 30-45 minutes, depending on hair texture/resistance, but DO NOT exceed 45 minutes. No processing cap required.
- 8 Rinse and gently towel dry.
- 9 Apply a generous amount of Brasil Cacau Deep Conditioning Mask to the hair ensuring it is well saturated and comb through with a wide tooth comb. Leave 5-7 minutes then rinse.

We recommend you apply the Brasil Cacau Leave-In Primer to the hair and proceed to dry the hair completely.

- 10 Blow dry hair in a flat and downward motion until 100% dry. Finish must be flat and smooth.
- 11 Divide the hair into 4 equal parts.
- 12 Take fine sections, passing iron evenly through the hair until a smooth, glossy look is achieved (refer to table). Continue until entire head is complete.
- 13 We recommend using the Diva iron as it provides a reliable, adjustable 150-230° temperature for the treatment process.

ORIGINAL AFTER CARE For normal to dry hair



Anti Frizz Shampoo
1 Litre – BC09
300ml – BC04

Anti Frizz Conditioner
1 Litre – BC10
300ml – BC05

Gradual Smooth Serum
215ml – BC21

Pre-Styling Leave-In Primer
110ml – BC06

Shine Serum
65ml – BC30

Hydrating Hair Complex Mask
200ml – BC07

EXTREME REPAIR AFTER CARE For extremely dry damaged hair



Extreme Repair Shampoo
1 Litre – BC22
300ml – BC17

Extreme Repair Conditioner
1 Litre – BC23
300ml – BC18

Extreme Repair Mask
500ml – BC38
200ml – BC19

ECO KERATIN TREATMENT



Anti Residue Shampoo
1 Litre – BC03
ECOkeratin Treatment
1 Litre – BC01
Deep Conditioning Mask
1 Litre – BC02

ECOkeratin 300ml Kit
• Anti Residue Shampoo
• ECOkeratin Treatment
• Deep Conditioning Mask

ECOkeratin 110ml Kit
• Anti Residue Shampoo
• ECOkeratin Treatment
• Deep Conditioning Mask

ORIGINAL STEP BY STEP GUIDE

BRAZILIAN ECOkeratin SMOOTHING TREATMENT ON BLONDE AND GREY HAIR

NB: Should you choose to use the Brazilian ECOkeratin smoothing treatment on Blonde or Grey hair, the following guidelines must be strictly followed:

- On clean & dry hair proceed with test strand. We recommend a discreet section of the hair.
- Apply the Brazilian ECOkeratin smoothing treatment as per instructions and dry into hair.
- Preheat Diva Iron to 170 degrees. Select the strand & pass iron through as per instructions. After each pass examine hair for any unwanted tonal change e.g. excessive gold tones. The Diva Iron should pass freely through the hair, giving off an acceptable amount of steam. If the iron does not glide freely & there is no tonal change, increase the temperature by 5 degree intervals, still observing any tonal change.
- Ideally the iron should glide freely through the hair & there should be no change in hair tone.

DO NOT USE WHILST PREGNANT OR BREAST FEEDING

- 1 Prepare the hair – clarify TWICE with Anti Residue Shampoo.
- 2 Working in sections, dry the hair in a downwards direction with your fingers to approximately 75-80% dry. Very porous hair can be left slightly damper.
- 3 Section the hair into four parts for application. Pour 50-60ml of Brazilian ECOkeratin smoothing treatment into a clean bowl.
- 4 Taking very FINE secondary sections apply the product sparingly and work product through to the very ends. The formulation will slip through the hair effortlessly. Comb through from roots to ends. Complete the entire head using this procedure.
TIP – for extremely resistant, porous and virgin hair you can let the product soak into the hair for up to 30 mins.
- 5 When application process is complete use a hair dryer on a reasonable heat. Taking sections of hair and using a downward motion dry the hair 100%.
TIP – take small handful sections of hair at a time - this will cut down your time and keep you working in an organized manner making sure all areas of the hair are dried 100%.
On some hair types and textures a hot tube/bristle brush may be used. Take into consideration the hair is in a brittle state so do not overstretch.
TIP – a nozzle on your dryer will help you achieve a smoother result on the hair.
- 6 With the hair 100% dry, section the hair again into quarter sections. Secure with sectioning clips.
- 7 Preheat your Diva iron to the appropriate heat for your client's hair.
TIP – if you have conducted your client consultation thoroughly you will know the suitable temperature for the appropriate hair type.
We have provided the consultation and a temperature guide to assist you. STRONGER/RESISTANT hair requires a higher temperature than DELICATE/FRAGILE hair.
- 8 Taking very FINE secondary sections with a heat resistant tail comb - iron these sections thoroughly from root area to ends. Each section should be ironed approximately 8-10 times - depending on your client's hair texture.
TIP – your consultation will enable you to fine tune your treatment process and produce excellent results. The hair should appear silky and shiny when this is completed correctly.
- 9 Rinse the hair thoroughly with warm water in one direction for at least 5 minutes. Do not rough the cuticle. Rinse until the water is clear.
TIP – on thicker hair you may have to rinse for a longer period of time to remove excess product. This is the appropriate time if you have decided to apply a direct colour pigment to the hair to freshen up colour.
TIP – Follow manufacturer's instructions for application and removal. We do not advise you to use demi colours or any colour that may contain ammonia on the day. These colours are suitable 7-10 days after the treatment.
- 10 With a towel gently squeeze the excess water from the hair and do not rough the cuticle. Apply a generous amount of Brasil Cacau Deep Conditioning Mask to the hair ensuring it is well saturated and comb through with a wide tooth comb. Leave 5-7 minutes then rinse.
TIP – apply mask to hairline then work into hair.
- 11 We recommend you apply the Brasil Cacau Leave-In Primer to the hair and proceed to dry the hair completely.
TIP – keep the nozzle on the dryer and use your fingers to blast dry the hair, if needed a vent or paddle brush will assist your finish.
It's entirely up to you whether you finish with a flat iron or leave a natural frizz free finish. The hair will now be frizz free, smoother, shinier and more manageable.