

BRAZILIAN KERATIN TREATMENT

What Is It?

Keratin is a type of protein high in the amino acid “Cystine.” This special amino acid is what makes hair super tough and extremely elastic. Scientists refer to Keratin as a “Biopolymer,” due to its unique structures and interesting properties. Biopolymers are found throughout nature and give form and structure to naturally occurring substances all around the world; everything from leaves to trees, and turtle shells to goose down. Keratin is a classic example of a Biopolymer and it is the main structure building protein in our hair and nails. Useful keratin extracts have been long sought after as highly prized cosmetic ingredients.

How Does It Work?

When it comes to keratin, its extreme toughness is the key. Keratin’s durability and strength protect and improve the hair both inside and out. Our unique biopolymer ingredient is virtually a “liquid form of hair” that gently blends with the hair on your head to help restore what has been lost over time and through environmental stresses. What’s the unique benefit to this ingredient? The small size of the Keratin Biopolymer molecules penetrate under the hair’s cuticle and seep into the inner hair shaft, helping to improve the quality of the hair from the inside. The Keratin fills in the gaps between the cuticle and the inner hair shaft and becomes sealed into the hair’s inner structure by the high heat flat iron.

FAQ:

1. Can I perform this treatment over Japanese straightening?

Yes, you can perform this treatment over any kind of previously straightened hair, as long as the scalp and hair are healthy enough to receive professional salon services.

2. Is this treatment a relaxer?

No, chemical relaxers swell and soften the hair shaft which can cause damage. This treatment does not swell and soften the hair shaft.

3. Can I perform this treatment after coloring the hair?

Yes, this treatment should be performed AFTER coloring the hair.



4. Can I color the hair after the treatment?

Yes, but we recommend to do the color first. Always wait at least 2 to 3 weeks to do the color if you have this treatment done first.

5. Can I perform the treatment over previously relaxed hair?

Yes, the treatment can be applied to any previously relaxed hair, as long as the scalp and hair are healthy enough to receive professional salon services.

6. Can I perform this treatment on previously chemically treated hair?

Yes, this treatment can be performed on any chemically treated hair, as long as the scalp and hair are healthy enough to receive professional salon services.

7. Can I perform this treatment on highlighted hair?

Yes, this treatment can be applied on previously highlighted hair, as long as the scalp and hair are healthy enough to receive professional salon services.

8. Can I perform the treatment on virgin hair?

Yes, but the results won't last as long as a treatment performed on previously colored or chemically treated hair.

9. Can I perform this treatment on teenagers?

Yes, however, we recommend that teenagers under the age of eighteen (18) should produce verifiable parental consent, preferably in writing.

10. Can I wash my hair after the treatment, and if so when?

Yes, but only after the **three or four day** development period has passed following the treatment.

11. Can I wear a ponytail or tie my hair up?

No, during the three or four days following the treatment the hair should not be tied up with any bands or clips.

12. What should I do if my hair gets wet during the first three or four days?



Blow dry the section of hair immediately and/or use a flat iron to re-straighten.

13. Can I go into a swimming pool or the ocean after the treatment?

No, the hair must be kept dry during the entire **three or four day development period** and the first shampoo. You will discover that this can affect the longevity of the treatment. To minimize the effects of salt water and chlorinated pools, you should rinse their hair with fresh water immediately afterward.

14. How long will the results last?

Up to three months on most types of hair; two months when applied to virgin hair.

It depend of wear and tear, life style, home care

15. What shampoos should I use after getting the treatment?

It's best to use our Keratin Biopolymer containing shampoo products since they are specifically formulated for these types of treatments, and are sodium chloride and sulfate free.

16. Do I have to do touch-ups on my next visit or the whole head?

Do not do touchups. Perform the service on the entire head.

17. When should I repeat the treatment?

Every four months or as needed.

18. Can I do the treatment every month?

I will not advise it because excess of protein can hardening the hair and it may produce a breakage point

19. Should I cut my hair before the treatment?

No, cut the hair after the treatment and trim off any overly processed ends.

20. Can I use hair spray, gel, mousse, or any other hair products on my hair during the three or four day period?

No, do not apply any products to your hair during the three or four day development period.

21. I want to keep my curl and eliminate just the frizz, how can I achieve that with the Brazilian Keratin Treatment?

Depending on the texture of the hair, the BKT will minimize the curl pattern any where between 50-80%, and in many cases up to 100%.

22. How can I keep some volume?



Shampoo the hair after only 2 days instead of waiting 3 or 4.

Please note that results will not last as long and the outcome will vary.

23. Can I do the Brazilian Keratin Treatment if I am Pregnant or Breast Feeding?

The choice to use our product, or any other chemical treatment during pregnancy and nursing is a personal one. When in doubt, we recommend that you seek the advice of your physician, and allow him/her to advise you accordingly.

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DO'S and DONT'S

DO'S (Before Shampoo)

1. DO wear hair down all the time.
2. DO use a blow dryer if the hair becomes wet during the initial three or four day development period following the Treatment
3. DO use a flat iron to re-straighten area where needed
4. DO use a silk scarf or Gripas to preserve the straightness of the hair during the three or four day development period.

DO'S (After Shampoo)

1. DO use shampoos and conditioners that are sodium chloride and sulfate free; preferably the Marcia Teixeira line, to prolong the results of the treatment.
2. DO style as desired.
3. DO enjoy your beautiful, smooth, and frizz-free hair.

DONT'S (Before Shampoo)

1. DON'T wash the hair for three or four days so that the treatment can develop fully.
2. DON'T tie the hair into a pony tail or braid. Either can create unwanted dents, waves or curls.
3. DON'T use hair clips, hair bands or bobby pins, since these can affect the straightness of the hair.
4. DON'T sweat excessively. Avoid working out and/or swimming during the three or four day development period.
5. DON'T put your hair behind your ears or use glasses to hold it back.



Consumer Agreement

In order to conduct a patch test, apply a small amount of the product on the inside skin of the wrist.

If you should experience any sensitivity, burning or prickly, tingling sensation, redness or other temporary discoloration of the skin after applying, remove the product from the area where applied with warm water and a damp cloth if necessary. Such responses indicate that the product is not suitable for that particular skin and that it should not be used. If you experience any discomfort at any time during application, discontinue use.

Many people are allergic to a wide variety of foods and natural substances. Medical experts do not always know what triggers those reactions. Despite the rigorous evaluation and safety testing we conduct on our ingredients, we know that a small number of people are sensitive to a variety of specific ingredients. Consumers that have known sensitivities to specific ingredients should always check the ingredient label for the presence of ingredients to which they might have an allergy.

I will perform patch test before service _____

I refuse to do a patch rest before service _____

PLEASE NOTE

. Any stylist or salon involved in the usage or application of any hair product or treatment is solely responsible for the effects of that product, and for the safety systems of the salon space, such as ventilation or environmental monitoring.

All forms of Brazilian Keratin Treatments (also known as Escova Progressiva, Brazilian Straightening, Brazilian Method, BKT, Progressive Blowdry, Keratin Rebonding, Brazilian Rebonding, Japanese Straightening, and Thermal Reconditioning) involve the technical application of chemical formulas at dangerously high heat levels.

Even if you are professionally licensed and have received advanced training, this process should still be considered extraordinarily hazardous. Regardless of your background, if you are uncomfortable with straightening procedures, including the requisite chemical formulations and the noxious vapors/ fumes likely to be released, you should not do this service.

There are a number of keratin formulas on the market claiming to be "formaldehyde free." Technically, this may be correct. Many of these "formaldehyde free" products, however, are likely to contain other "aldehydes," urea, or similar mixes which share the potent characteristics of formaldehyde. Often these compounds convert into a form of raw, unrefined formaldehyde when heated.

More importantly, it is potentially harmful. If stylists are comforted with a false sense of confidence, believing that a product is "formaldehyde free," they may not follow the same stringent safety protocols they would with other powerful salon products. That would be a mistake.



The bottom line is this:

Any formulation that produces a significant volume-reduction in the hair lasting several weeks is a potent salon product. It should always be treated with healthy respect, and handled in compliance with salon safety protocols by licensed hair professionals only.

There are no exceptions to this, and there are no short cuts to achieving the remarkable, long-lasting effects of a Brazilian Keratin treatment. If a product is truly without formaldehyde *or any derivatives*, its effects will most likely last only until the next washing. A beautiful flat-iron and blow-out with some nice keratin-based conditioner might last for several days and make a client happy - but this service is not a Brazilian Keratin treatment.

Keratin Treatment Consent Form

I have received a hair analysis and consultation with a curl and Keratin Treatment specialist.

I have provided all information regarding previous treatments to my curl and/ or color

My stylist has explained to me the process s/ he recommends for my hair type, texture, condition and desired results. _____

I have been given aftercare instructions and product recommendations to best care for, preserve and prolong my treatment results _____



I am not pregnant or nursing _____

Asthma/ Allergies:

I understand that keratin smoothing Treatments are semi-permanent curl antifreeze; which greatly reduce frizz, bulk and curl.

Results vary and I have been advised as to the results I personally can expect from this treatment and how to maintain it.

Keratin smoothing treatments can produce fumes which may cause irritations in some sensitive individuals.

My treatment does NOT contain Formaldehyde, but does contain (stylist circle):

Phenoxyethanol

Less than 0.02 % Formaldehyde releaser (dmdm, salidant plus etc)

Ether

Other:



The service will be performed in a ventilated area and I have been offered the option of a towel or shield for my eyes and face should they become sensitive.

I have read and understand all the information that IBANA VILLASENOR , dba as HAIR HOLISTIC ,Provide me before my service _____

Client signature: _____ Date: _____

Stylist signature: _____ Date: _____



