

*It's easy not to be frizzy!*



 **NANOKERATIN SYSTEM**®  
HAIR THERAPY TREATMENT

# NANOKERATIN SYSTEM®

NOURISHING RESULTS FOR CLIENTS!

Keeping one's hair healthy is one of the challenges faced by the modern woman.

We are constantly surrounded by elements that are harmful to our hair, thus it is important to treat hair periodically to ensure it remains strong, soft and shiny.

Introducing the Nanokeratin System – the hair straightening and repair system.

Leading chemists at “Nanokertin system” were the first to develop the Nanokeratin technology, a breakthrough in the field of hair straightening and repair.

The system utilizes nano-molecular keratin, whose particles are so minuscule that millions of them can be gathered onto a pin head. The Nanokeratin particles are deposited and locked deep within the damaged hair, enveloping it within a permanent non-soluble coating, precisely mimicking natural keratin.

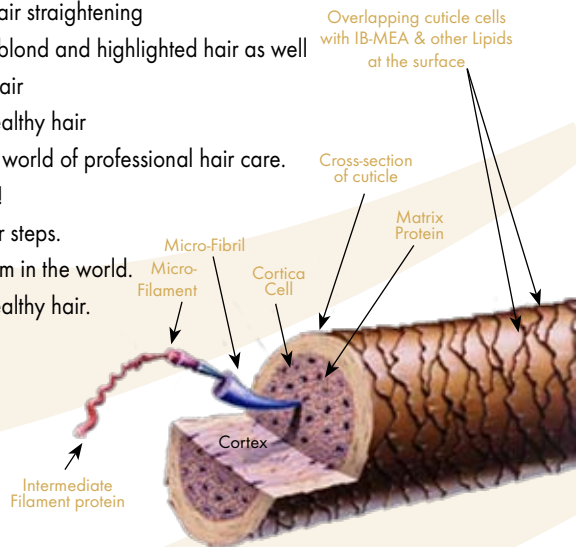
The result is smooth, shiny, silky hair. The Nanokeratin treatment renews your hair and helps it withstand humidity.

The Innovative straightening method that your clients will love!

“Nanokeratin System” is a revolutionary technology in the field of hair straightening which is based on nano-molecules of keratin - your hair's natural building material. The particles mould perfectly into the structure of your hair and provide it with a softer, smoother and silkier look than ever before. You can now offer your clients the most advanced, efficient and healthy straightening method and smooth your way to success...

## INNOVATIVE TECHNOLOGY CREATES NANO-MOLECULES OF KERATIN

- A revolutionary breakthrough in the field of hair straightening
- Greatly successful with damaged, lightened, blond and highlighted hair as well
- Straightening that repairs and nurtures your hair
- Promotes beautiful, soft, flexible, shiny and healthy hair
- One of the most exciting developments in the world of professional hair care.
- The system is appropriate for all types of hair!
- A quick process with perfect results in just four steps.
- The fastest and most efficient hair repair system in the world.
- Promotes beautiful, soft, flexible, shiny and healthy hair.
- Gives hair vitality and styling manageability.





1L

3L

## CLARIFYING SHAMPOO

The Clarifying Shampoo is the first step to the treatment as it prepares hair for the straightening process. It thoroughly cleanses hair and scalp and opens the outer layer of the hair so the keratin is better absorbed.

**Directions for use:** Wash hair twice with clarifying shampoo.



1L

3L

## HAIR THERAPY CREAM

Hair Therapy is the second step to the treatment. It is a revolutionary technology in the field of hair straightening which is based on nano-molecules of keratin - the primary constituent of hair. The particles mould perfectly into the structure of the hair achieving a softer, smoother and silkier look. With this system you can now offer your clients the most advanced, efficient and healthy straightening method.

**Directions for use:** Shake bottle before each use. After drying hair apply Hair Therapy as if you were applying hair colour. Leave for 30 minutes. Dry hair and flat iron it.



320ml

550ml

## NANOKERATIN HAIR SHAMPOO

This shampoo helps maintain your hair's keratin layer and prevents protein loss from hair strands. This shampoo only makes a light lather, as it does not contain sodium. It gently and effectively cleans scalp and hair without harming the keratin

layer. It fights damage and leaves hair manageable by coating hair with a layer of nano-polymer. It works on all types of hair adding great shine.

**Directions for use:** Wet hair and apply a generous amount of shampoo.

Using your fingertips lather for 1-2 minutes. Rinse well. You don't need to use conditioner with this shampoo. For better results follow with **Magic Touch**. **The**

**Result:** maintain the Straightening process, hydrate your hair. It will make your hair Shiner, softer, and smoother.

**This product has been especially formulated for hair that has been treated with the Brazilian Keratin System.**



## MOISTENING & IMPROVING MASK

Nanokeratin system in an exclusive technology that restores and repairs the hair fibre! Nanokeratin adds the required amount of energy to your hair and strengthens your hair by activating the inner hair tissue; Nanokeratin is renewing and coating the hair fibre for a flexible and healthy appearance. The hair preserves the natural nourishment from the inner side of the hair and the hair becomes simple and easy to style.

**Directions for use:** Wash your hair with Nanokeratin shampoo and dry up to 70%. Mix 80 grams of mask, shake well the two vials, add them to the cream and mix well.

Apply the mixture to your hair and comb your hair evenly.

Warm your hair when it is covered with the mixture using a hairdryer or straightener for 20-25 min. Wash with lukewarm water after the hair has been naturally cooled.

Dry your hair and apply Magic Touch to style. These products are recommended for all types of hair following Nanokeratin Brazilian and Japanese hair straightening.



680ml



## GOLD HAIR MASK

The **Gold Hair Mask** is in effect the **Glowing Deep Conditioner** of the line. It can be used equally on hair treated with the Nanokeratin System process or without it. This mask works wonders in all hair types, by just pouring out and applying a tiny amount from the sachet. It contains various amino acids Keratin complex ingredients to rejuvenate dull, tangled and dry hair. This special formula nourishes your hair naturally through the use of heat and penetrates from roof to top, leaving hair smooth and silky. Maintains moisture and PH, quickly repairs appearance of various types of damage, leaving hair looking conditioned and healthy. Contributes to radiant, silky and beautifully flowing hair.

**Directions for use:** 1. Wash hair with Nanokeratin Shampoo and towel dry hair. 2. Apply Nanokeratin Gold Hair Mask evenly on hair. 3. Comb thoroughly with a wide toothcomb for a more even distribution. 4. Heat up with steam on infrared for 20 to 30 minutes to enhance penetration of product. 5. Rinse with lukewarm water. Apply Nanokeratin Magic Touch and style as desired.



500ml



## WAXY CREAM

Make coarse, dry hair soft and silky with NanoKeratin system® Waxy Cream Clean Texture - The perfect balance of conditioners, styling agents and shine enhancers provides a soft, flexible hold to shape and separate. Moisturizes, Strengthens and Protects - Moisturizing, emollient conditioners and NanoKeratin help to hydrate, fortify and safeguard hair. Helps Prevent UV Damage - UV absorbers help to prevent damage caused by the sun. Adds Energy and Soft Style - A soft, glossy styling agent enhances body and provides light hold.

**Directions of use:**

Apply After Shampoo Nanokeratin System towel Dry, Work a dap or two into damp or dry hair and get styling!



## SOFT KERATIN

soft keratin silk therapy: Reinforces & reconstructs damaged hair from styling tools, to create a smooth soft hair with no frizz. Revitalizes, and rejuvenates hair for soft, supple, shiny result.

**Directions of use:** apply after using Nanokeratin Repairing Shampoo, spread 3 grams of soft keratin on moist or dry hair, brush it and style your hair as you like.

120ml



## NANOKERATIN MAGIC TOUCH

This leave-in conditioner straightens, repairs and coats hair with Nanokeratin.

**Directions for use:** Towel dry hair, rub cream on both hands and apply evenly from roots to end.

**The Result:** Stronger hair that is easy to style. Damaged hair is coated with Nanokeratin and repaired, leaving it protected, shiny and vibrant. This product prevents static and protects hair when heat is applied. Also can be used before blow drying.

100ml



320ml

## SPA KERATIN

The Nanokeratin Hair Power Pure Keratin Hair Spa is a highly concentrated treatment that will have your customers coming back to your salon. This treatment is recommended as a monthly follow up to the straightening process. It will completely repair fissures in hair due to coloring and/or highlighting by coating it with keratin. This treatment renews hair giving it a shiny and supple look. This treatment can be done on hair that has not been treated with the Brazilian Keratin Treatment.

**Directions for use:** Wash hair twice with Nanokeratin Hair Shampoo, then lightly dry it with a towel. Apply the Hair Spa Keratin (as explained below), massage and comb it through. Wait 10 minutes, dry hair and finish ironing it with the titanium flat iron (do not rinse the product). Fill the enclosed applicator bottle with 6-9 ml hot water, mix with the contents of the 3-6 gram Hair Spa Keratin applicator bottle and shake. Short hair: Mix 3 gram of hot water with 3ml of Hair Spa Keratin and apply the whole vial as stated above. Medium length hair: Mix 4 gram of hot water with 6ml of Hair Spa Keratin and apply the whole vial as stated above. Long hair: Mix 6 Gram of hot water with 9ml of Hair Spa Keratin and apply the whole vial as stated above.



## TITANIUM FLAT IRON

This state of the art flat iron has an automatic temperature control system made possible by nano-silver technology. It maintains a constant temperature throughout the treatment process which assures the best results for the straightening process. It straightens at a temperature of 455°F (230°C). The long cord measures 106.3 inches (2.7 meters) allowing the flat iron to be used at full 360° angle.

- ACCESSORIES -



NANOKERATIN  
EAR PROTECTOR



NANOKERATIN  
HAIR CLIPS



NANOKERATIN  
EASY COMB



NANOKERATIN  
HAIR TOWEL



NANOKERATIN  
HAIR BOWL



NANOKERATIN  
HAIR ECO COMB



NANOKERATIN  
GIFT BAG



NANOKERATIN  
SILICON BRUSH



NANOKERATIN  
DVD NANOKERATIN SYSTEM



NANOKERATIN  
APRONS



NANOKERATIN  
POSTER

## QUESTIONS AND ANSWERS

**Q:** What is unique about the Nanokeratin System treatment, how is it different than other hair repair systems?

**A:** The Nanokeratin based treatment is a revolutionary hair repair system.

The system utilizes nano-molecular keratin, whose particles are so miniscule that millions of them can be gathered onto a pin head! The Nanokeratin particles are deposited and locked deep within the damaged hair, sealing it naturally, to repair hair and restore it to health.

Other types of treatment utilize molecules that are so large that they are unable to penetrate the strands of hair. But the miniscule Nanokeratin molecules penetrate deep within each strand, ensuring the treatment's long lasting results.

**Q:** Can the Nanokeratin System treatment be used after coloring?

**A:** Yes, for best results it is recommended to use the treatment immediately after coloring or lightening your hair.

**Q:** Can the treatment be used on highlighted hair?

**A:** Yes, the Nanokeratin treatment may be done immediately following highlighting.

**Q:** Can Nanokeratin System be used on hair that has gone through Japanese straightening?

**A:** Yes, Nanokeratin can be used on hair after any type of straightening.

**Q:** Can Nanokeratin treatment be used on children?

**A:** Yes, but only from age 10 and up.

**Q:** Can hair be colored after using the Nanokeratin treatment system?

**A:** Yes, but it is recommended to wait at least two weeks after the treatment before coloring.

**Q:** Can I shampoo my hair after the treatment and if so, how long should I wait?

**A:** Yes, but wait four full days after the treatment before shampooing.

**Q:** Can hair be pulled back with a band or ribbon?

**A:** Yes, but wait four days after the treatment before doing so.

**Q:** What should I do if my hair gets wet within the first four days after the Nanokeratin treatment?

**A:** Dry your hair with a titanium Flat Iron.

**Q:** Can I swim in a pool or the sea after the Nanokeratin System treatment?

**A:** Yes, but wait four full days after the treatment before doing so.

**Q:** What shampoo should I use after the treatment?

**A:** We recommend Nanokeratin Hair Power shampoo, as it does not contain chloric sodium. It does contain, however, keratin RSF and protects against harmful sun rays.

**Q:** For my next Nanokeratin System treatment, is a touch-up enough, or do I have to perform the process on my whole head?

**A:** The process should be performed on your whole head.

**Q:** When should the treatment be repeated?

**A:** Treatment should be repeated every six months, or as needed.

**Q:** Should hair be trimmed prior to using the Nanokeratin System?

**A:** No, we recommend trimming your hair after treatment, in order to remove split ends.

**Q:** Can hair spray, gel, mousse, or other hair care products be used after the Nanokeratin System treatment?

**A:** These products should absolutely NOT be used during the four days following the treatment, as they might adversely affect the effectiveness of the treatment.

**Q:** What should I do if my hair becomes wavy during the night or during the four days immediately following the treatment?

**A:** Use a blow dryer or a titanium Flat Iron to straighten the waves.

**Q:** What hair mask may be used after the Nanokeratin System hair therapy straightening?

**A:** Following the straightening, the Nanokeratin Hair Power mask is recommended.

**Q:** Is it possible to perform Nanokeratin System hair therapy straightening on hair that has been chemically treated?

**A:** Yes, it may be used on hair that has gone through any type of chemical treatment.

**Q:** What types of complimentary treatments may be used following Nanokeratin System hair therapy straightening?

**A:** After the straightening we recommend treatment with Nanokeratin Spa Dipping.

**Q:** Is the system appropriate for all hair types?

**A:** Yes, but the system is especially effective for damaged or coarse hair, such as bleached, colored or lightened hair, hair extensions made from natural hair or sun damaged hair.

**Q:** How effective is Nanokeratin System hair therapy straightening?

**A:** The system is 100% effective at straightening and repairing damaged hair.

**Q:** How long does the Nanokeratin System treatment and hair repair take?

**A:** The system treatment and hair repair take approximately 40 minutes for short hair and 90 minutes for long hair.

## THE FOUR STEP SYSTEM

### STEP 1



#### **Prepare the Client for Shampoo**

Shampoo her hair twice with shampoo number 1 to remove any residue from the hair and roots. Do not use conditioner. If the hair is natural and has never gone through any chemical treatment, wash 3 times with shampoo number 1.

Dry the hair without combing or brushing it, until completely dry.

### STEP 2



**Put on gloves. Shake bottle well and pour 30-50 grams of the Nanokeratin product into a bowl. Divide hair into four sections. Carefully spread the product** with a silicon brush, beginning at the nape of the neck, avoiding any contact with the skin or eyes. Spread to a distance of 1.5 cms from the scalp and comb hair downward with a fine-toothed comb.

Complete the back sections and finish with the sides of the head. Wait 30-40 minutes before moving on to the next step.

## STEP 3



### **Blow dry hair using a flat, square brush.**

Begin at the nape of the neck, drying the hair from the bottom up, move to the sides of the head and finish with the front section, until all hair is completely dry. There is no need to concentrate on straightening the hair at this point, rather just on getting it 100% dry.

## STEP 4



### **Move on to the straightening process.**

Divide the hair into four sections. Begin at the nape of the neck and work with bundles of hair measuring 2.5 cms each. Treat each bundle with the revolutionary nano-technology based hair straightener, the Titanium ES2400T. This instrument, with its nano-technology titanium surfaces and precise temperature control, allows the nourishing substances to penetrate, straighten and coat each strand of hair and also repair its core. Each bundle of hair can be gone over until the desired level of shine and smoothness are achieved.

# NANOKERATIN SYSTEM® HAIR THERAPY TREATMENT



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