



# KERATREAT

## APPLICATION GUIDE



# KERATREAT



**Keratreat Pre-Straightening Clarifying Shampoo** provides a **deep and instant cleanse**, removing product buildup, excess oil, and pollution accumulated in the hair fiber. It **prepares the hair for the straightening process** and is suitable for **all hair types**.

# KERATREAT



**The Keratreat Progressive Smoothing Cream** promotes hair alignment through a combination of ingredients that can **straighten, reduce volume, and define curls while caring for all hair types.**

Its formula, enriched with vegetal keratin, murumuru butter, and glyoxylic acid, ensures **smooth, strong, and healthy hair**, while maintaining the hair's natural movement, **reducing frizz, and providing enhanced shine and softness.**

## HAIR WASHING

1. Apply **Keratreat Pre-Straightening Clarifying Shampoo** to wet hair.
2. Gently massage the scalp using circular motions.
3. Rinse thoroughly.
4. Repeat if necessary.





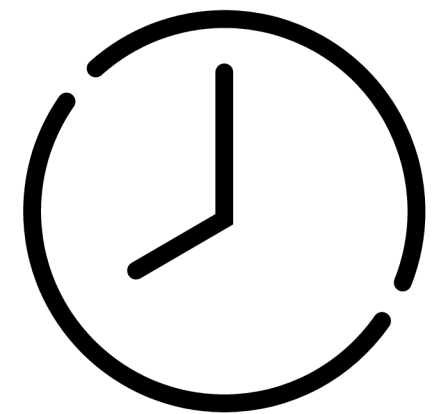
## PRODUCT APPLICATION

1. After washing your hair with shampoo, use a hairdryer to dry it completely, removing all moisture.
2. Wear gloves and divide your hair into six sections:
  - Separate your hair into two vertical sections (left and right).
  - Further divide each side into three horizontal sections.
  - Secure each section with a clip.
3. Pour a sufficient amount of Keratreat Progressive Straightening Cream into a container.
4. Using a brush, apply **Keratreat Progressive Straightening Cream** in thin sections, maintaining a 0.5 cm distance from the scalp.
5. Spread the product evenly from root to tip with a fine-tooth comb, ensuring full coverage on all strands.



## PRODUCT APPLICATION

6. Let the product sit for **40 minutes**.
7. After the processing time, select the treatment that best suits your desired result:
  - **SEALING (Discipline and Treatment)**
  - **BOTOX (Alignment and Volume Reduction)**
  - **PROGRESSIVE STRAIGHTENING (Perfectly Straight Hair)**



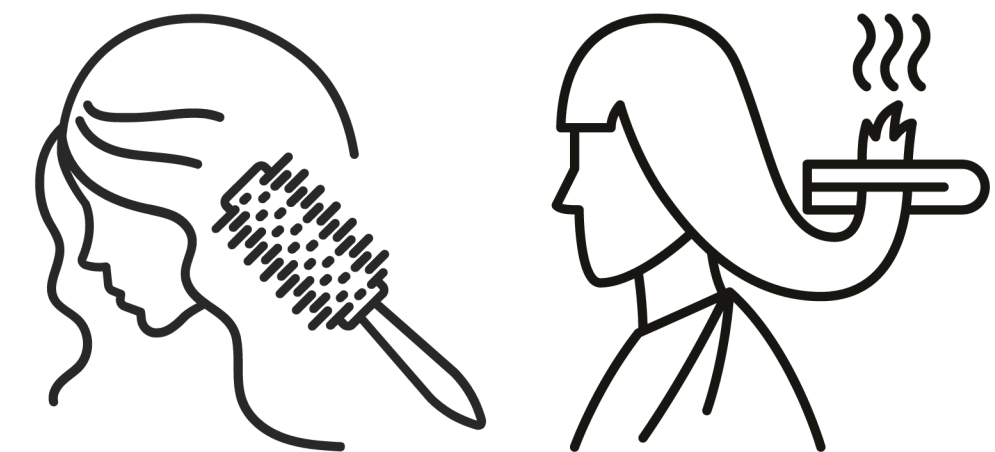
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## SEALING

### SEALING (Discipline and Treatment)

1. After the recommended processing time, rinse the product thoroughly from the hair using only water.
2. Dry the hair completely (100%). Use a brush to detangle the hair, and if necessary, apply a small amount of leave-in with thermal protection to assist with detangling.
3. Use a flat iron on wide sections of hair at a temperature between 180°C and 200°C. Pass the flat iron three to four times per section to align the cuticle and achieve a disciplined, smooth finish.

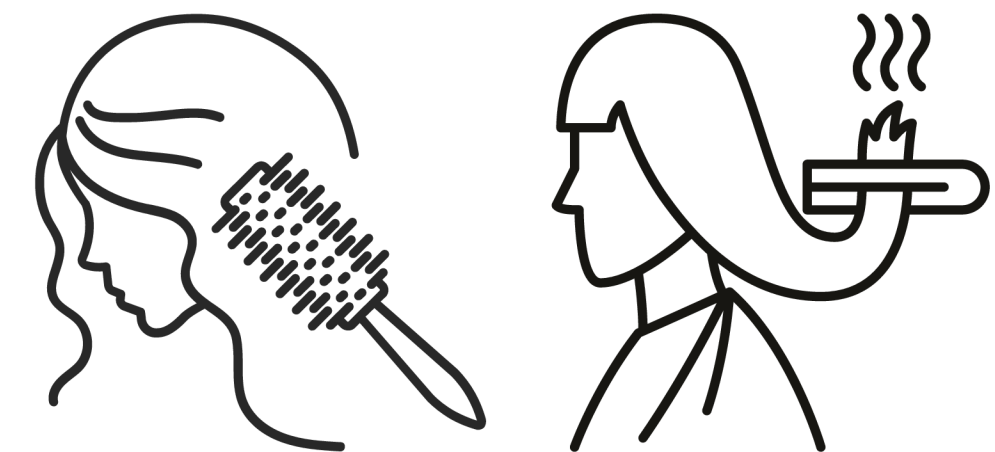


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# BOTOX

## **BOTOX (Alignment and Volume Reduction)**

1. After the recommended processing time, gently rinse the hair, ensuring some product remains on the strands.
2. Dry the hair and perform a blow-dry (brushing).
3. If needed, apply a small amount of leave-in to facilitate blow-drying.
4. Use a flat iron on medium-sized sections at a temperature between 200°C and 230°C, passing it four to eight times per section to achieve volume reduction.

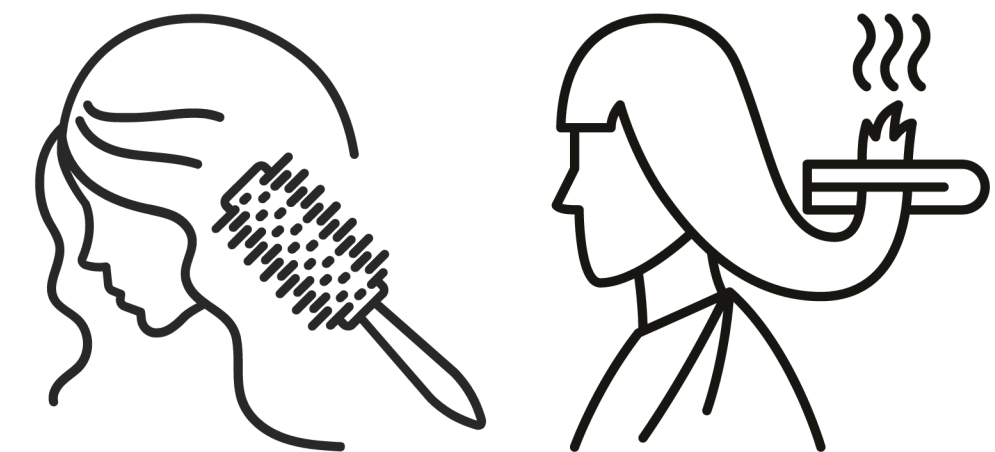


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## PROGRESSIVE STRAIGHTENING (Perfectly Straight Hair)

1. After the recommended processing time, minimally rinse the product from the hair.
2. Dry the hair completely and perform a blow-dry, ensuring the roots, mid-lengths, and ends are well smoothed.
3. If needed, apply a small amount of leave-in to facilitate blow-drying.
4. Use a flat iron on medium-sized sections at a temperature between 200°C and 230°C, passing it twelve to twenty times per section to achieve perfectly straight hair.



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## FREQUENTLY ASKED QUESTIONS

### WHAT IS KERATREAT PROGRESSIVE STRAIGHTENING?

It is an innovative Brazilian straightening treatment enriched with Murumuru butter, providing perfectly smooth hair and intense shine with a professional finish.

### CAN I USE KERATREAT PROGRESSIVE STRAIGHTENING IF I HAVE HAD OTHER CHEMICAL STRAIGHTENING TREATMENTS?

If your hair has undergone chemical straightening, always perform a strand test before application. After using Keratreat straightening, we do not recommend applying guanidine hydroxide or ammonium thioglycolate.

### CAN I USE KERATREAT PROGRESSIVE STRAIGHTENING ON COLORED HAIR?

Yes, but be aware that some color fading may occur.

### SHOULD I COLOR/BLEACH MY HAIR BEFORE OR AFTER THE STRAIGHTENING TREATMENT?

Since the straightening formula contains glyoxylic acids, which can alter hair color, it is best to straighten first and color afterward.

We recommend waiting at least two washes and using hydrating products before coloring.



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## FREQUENTLY ASKED QUESTIONS

### HOW LONG DOES KERATREAT PROGRESSIVE STRAIGHTENING LAST?

The straightening effect can last up to 12 weeks, depending on your hair type and proper use of a blow dryer and flat iron. To maintain results, we recommend using post-treatment care products and heat styling when needed.

### DOES KERATREAT RELEASE VAPOR DURING THE PROCESS?

Yes, it is normal for vapor to appear. This is caused by moisture evaporation from the hair when exposed to heat. The formula does not contain any prohibited substances for cosmetic use.

### CAN KERATREAT PROGRESSIVE STRAIGHTENING CAUSE SCALP ITCHING?

Only if the Progressive Straightening Cream comes into direct contact with the scalp. To prevent this, we recommend applying the product 0.5 cm away from the roots.

### HOW OFTEN CAN I USE KERATREAT PROGRESSIVE STRAIGHTENING?

We recommend the following application intervals:

- Sealing Treatment: every 30 days
- Botox Treatment: every 45 days
- Progressive Straightening: every 60 days

If used correctly, reapplication before 50 days is usually unnecessary.



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## TECHNICAL RECOMMENDATIONS

For external use only. Keep this product out of reach of children and pets. Do not apply if the scalp is irritated or injured. Avoid contact with eyes. In case of contact, rinse immediately with plenty of water. If irritation occurs, discontinue use and seek medical advice. Do not expose this product to direct sunlight or excessive heat.

- **Strand Test:** We recommend performing a **strand test** before each application of the straightening cream.
- **Hair Health:** This product is **not recommended** for hair that is severely damaged due to excessive bleaching or chemical straightening, which can make strands **highly porous and brittle**. We suggest undergoing Hydration, Nutrition, and Reconstruction treatments to restore hair health before using Keratreat Progressive Straightening Cream.
- **Sensitivity Test:** A **patch test** must be performed **24 hours before application** to check for hypersensitivity to the product.
  - a. On **clean skin**, use a cotton swab to apply a small amount (**1 cm**) of **Keratreat Progressive Straightening Cream** to the inner forearm (elbow crease) or behind the ear.
  - b. Wait **40 minutes**, then rinse the area.
  - c. Observe the skin for **24 hours**. If any abnormal reaction occurs, **DO NOT** use the product.
- **Chemical Compatibility:** Do **not** apply **guanidine hydroxide** or **ammonium thioglycolate** after using Keratreat Progressive Straightening Cream.



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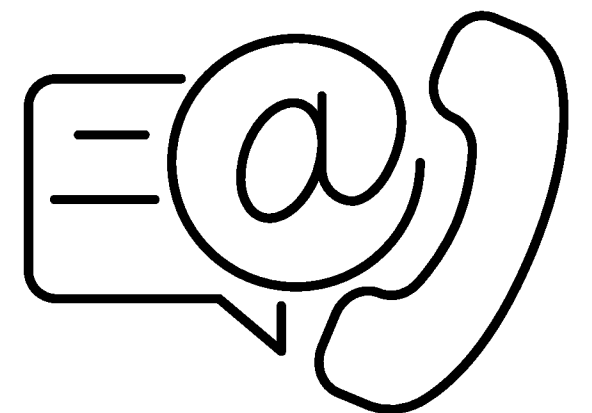
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