

### Brazilian Keratin Treatment

This treatment is cutting edge technology and provides amazing results that were previously unachievable. Anyone desiring shiny, frizz free smooth hair that is easy to style. This is the service for YOU! The treatment eliminates 95-100% of frizz and most curl. Styling time is minimal and most people will be able to wear their hair completely straight in less than 10 minutes using a paddle brush. BKT lasts 2-5 months and clients must wash their hair with shampoo and conditioner that are sulfate and sodium chloride free.

The Brazilian Keratin Treatment or *escova progressiva* is a revolutionary treatment for all kinds of hair. This is an intense treatment that leaves hair soft, shiny, frizz free, humidity resistant and manageable for up to four months. The BKT is a universal product, safe to use on any type of hair--dry, frizzy, over-processed, color treated, or even virgin hair that has never been processed at all.

Taking care of the hair after the Keratin Treatment is applied is effortless. The amount of time required to style hair will decrease dramatically, in some cases is wash and go. Others require some blow drying and minimum styling time. This treatment restores hair resiliency: humidity, rain or sweat will no longer affect the hairstyle. No more frizzy hair!

What sets BKT apart from the older technology of chemical straighteners and relaxers? The answer is simple- this process doesn't involve breaking down bonds in the hair and restructuring them. Traditional relaxers and straighteners are designed to irreversibly modify and restructure keratin by using products with very high pH levels, usually between 9 and 13. At these high pH levels the hair shaft will soften, and then swell tremendously and thus become damaged. The pH range of the BKT is between 4-5, exactly matching the normal pH of hair itself (water has a pH of 7) There's no softening or swelling of the hair shaft so the hair maintains its strength and structural integrity.

The Brazilian Keratin Treatment uses keratin and other conditioners to transform the hair into its new state. Keratin is a type of protein containing high levels of the amino acid cystine. This special amino acid is responsible for making hair super tough and extremely elastic. Scientists refer to keratin as a biopolymer due to its unique structure and interesting properties. Human hair is comprised of 90% keratin. The keratin in the treatment has an extremely small molecular weight that enables it to penetrate inside the hair cuticle and into the inner hair shaft, helping to improve the quality of the hair from the inside. The keratin fills in the gaps in the cuticle and between the cuticle and the inner hair shaft and becomes sealed into the hair's inner structure by a special flat iron. This process eliminates frizz while adding strength and elasticity and removing most of the curl.

When the product is ironed into the hair it causes the ingredients in the treatment to polymerize. Over the next 3-4 days the treatment is busy building tiny invisible bridges that hold the layers of the hair together to create a super smooth, shiny and super strong hair shaft. All of which occurs while maintaining the integrity of the hair since the hair shaft never becomes softened, swollen, damaged or over processed.

The application process lasts anywhere from 1.5 to 4 hours depending on the length and

thickness of the hair. After product is applied, it is sealed with a hot iron which traps moisture, hydrates the hair and creates a glossy finish. Results are visible immediately after treatment is completed, clients are amazed to say the least. Hair looks healthy and youthful, it resembles children's hair.

Clients should be advised that they should not have this treatment if they have any allergy to cinnamon or formalin, a preservative found in many cosmetics as well as household items, that also has anti-bacterial properties. Also clients should be informed that if they have a home water softener system that it could strip the treatment from the hair faster than usual because the water softener uses sodium chloride to soften the water. Clients must also wash their hair with approved shampoo and conditioner that is sodium chloride and sulfate free.