

Maintenance Essentials

available in 250ml, 500ml, and new 50ml duo travel pack



Straight Maintain Shampoo

Specially formulated to gently cleanse the hair whilst maintaining your KeraStraight treatment.

Straight Maintain Shampoo contains **KS Complex** that re-enforces and fortifies the levels of Keratin protein and protects your hair against environmental stresses.

This is a sodium chloride and sulphate free shampoo that is not only kind to your hair but has a delicious tropical fragrance.



Straight Maintain Conditioner

Specifically designed to lightly moisturise the hair via its blend of complex proteins.

It has been developed with a low pH level of 3.5 that enables the conditioner to lock the hair shaft protecting and prolonging the results of the KeraStraight treatment.

Straight Maintain Conditioner also contains **KS Complex** that creates a protective film to protect hair against environmental stresses. Its light tropical fragrance leaves the hair smelling fresh and feeling luscious.



find your local salon at kerastraight.com

For further information and enquiries call **0845 459 0026** or visit us at www.kerastraight.com

"With a clear commitment to safety and results, KeraStraight offers our clientele the best in Brazilian Keratin Treatments."

Trevor Sorbie MBE



KeraStraight®

An Evolution in Straightening & Repair

Is your hair...

dull, dry and damaged?

curly, wavy or frizzy?

or just unmanageable?

Does it take far too long to style?

One application of KeraStraight puts an end to all that.

- Same Day Shampoo
- 100% aldehyde/formaldehyde free*
- Low pH protein
- KS Complex Vapour Capture Technology
- Eliminates Frizz
- Straightens & Repairs Simultaneously
- Benefits for all hair types
- Nano-Molecules of 22 carat gold
- Lasts up to 4 months
- Can be coloured 2 days before or after

*independently verified by INTERTEK

KeraStraight has been designed to simultaneously repair and straighten and gives amazing benefits to all hair types. With the power of keratin, 22 carat gold and new low pH protein, the hair is left luscious, healthy, smoother and stronger and can last up to 4 months.

Keratin is a natural compound and is the protein that gives hair its strength. KeraStraight rebuilds the keratin within the hair that has been lost working on both the internal cortex and external protective layer, the cuticle. The result is hair that has added elasticity, strength, vitality and incredible shine providing a smooth, soft and straightened finish.

The Process is fortified with the addition on nano-molecules of 22 ct gold which attract to negative ions within the hair producing the highest consistency enabling this gentlest of treatments to give the most stunning results.

FAQs

What makes KeraStraight the first choice over alternative products?

Our product is designed by hairdressers who understand the needs of both salons and the clients. It also has the endorsement of some of the greatest award winning hairdressers who value the KS Complex Treatment as not only providing the ultimate results but also in the fact that KeraStraight is completely and certifiably safe for the user and consumer.

Is KeraStraight KS Complex Treatment a permanent straightener?

No, as KeraStraight KS Complex is based on the hair's natural protein Keratin, it will gradually fade out of the hair.

Can KeraStraight be applied on pre-treated or coloured hair?

YES, KeraStraight KS Complex Treatment can be applied to all hair types including highlighted, bleached, coloured and also on hair that has had no history of chemical services (virgin hair).

When can I colour my hair if I want to have a KeraStraight?

Hair can be coloured either 2 days before the service or alternatively 2 days after.

Can KeraStraight be applied on hair that has been permed, chemically straightened or relaxed?

YES, our KS Complex Treatment can be used on any hair that has had previous chemical services.

How long does the KS Complex Treatment keep the hair straightened, smoothed and repaired?

The benefits of the KS Complex Treatment last in the hair for a period of up to 4 months depending on the hair type. On hair that has had previous chemical services the results are more dramatic and last longer. With hair types that are natural with no chemical service history, the KS Complex Treatments results are better and last longer after subsequent treatments.

How long does the service process take?

Usually between 2-4 hours, depending on hair type and length.

When can I shampoo my hair after the KS Complex Treatment?

Once the service is complete you can shampoo and treat your hair as normal on the same day.

Can I use styling products in my hair after the KS Complex Treatment?

YES, but your KeraStraight stylist may recommend an alternative styling product to best suit your newly repaired and straightened hair.

If I am pregnant or breast feeding can I safely have a KeraStraight Treatment?

YES, KeraStraight KS Complex Treatment is completely safe to use during pregnancy and while breast feeding.

When am I able to have the KS Complex Treatment again after the first application?

KeraStraight should last between 2 and 4 months, but can be re-applied after 30 days.

What after care is recommended to ensure best possible results are maintained?

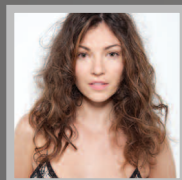
KeraStraight recommends using only the KeraStraight Straight Maintain Shampoo and Conditioner. These products are Sodium Chloride and Sulphate free and have been developed to maximize the longevity of the KS Complex Treatment. They also contain our special KS Complex to support and maintain your treatment and protect against daily environmental stresses.



For any other information requests, please email us at enquiries@kerastraight.co.uk

KeraStraight

Step
by Step



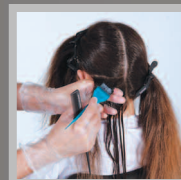
BEFORE



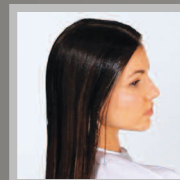
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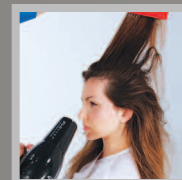
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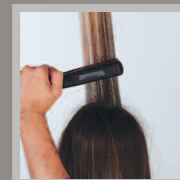
APPLICATION



DEVELOPING



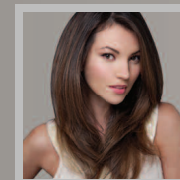
BLOW-DRYING



IRONING



SHAMPOO



THE RESULT