

APPLICATION GUIDE

KERATIN+COLLAGEN PLATINUM GELÉE TREATMENT

Gel Suavizante Platino



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PLATINUM GELÉE TREATMENT

Platinum Gelee “Gel” is an amazing break-through formula that performs like no other smoothing product. Perfect for every hair type, Platinum Gelee is easy to apply, requires less product, provides long lasting shine, virtually eliminates smoke and fumes and delivers amazing results for 3-4 months, depending on home care and lifestyle of your client. Safe for color treated hair.

All Keratin Republic products are formulated with our exclusive **KERATIN + COLLAGEN BLEND**.

This proprietary blend has been created with the key ingredients, keratin and collagen to insure the maximum performance from all of our treatments and after-care products. This blend also includes the following ingredients to impart long lasting smoothing, shine, frizz control and is proven to extend the longevity of hair color.

KERATIN + COLLAGEN



Argan Oil



Açaí Berry Extract



Shea Butter



Walnut Oil Extract



Chestnut Oil Extract



Wheat Protein & Wheat Germ Oil



Jojoba Seed Oil

TREATMENT GUIDELINES

- Use in a well ventalated space.
- Never use on pregnant/nursing client.
- Never use on person under the age of 12 years.

FOR BEST CLIENT EXPERIENCE

Follow Measuring Instructions and pour treatment into a bowl **10 to 15 minutes** prior to application. This will dramatically reduce fumes during service.

1 / CLEANSE:

Shampoo the hair with Kertin Republic Clarifying Shampoo **2-3 times**, making sure the hair is clean and free from oil and all product residue. Rinse well.

(**NOTE:** If using directly after color or hihlight service go directly to step #2 with towel dried hair)

Towel Dry the hair to remove excess water.

2 / PREPARE:

Section the hair into 3-4 large parts. Shake the bottle of Treatment very well and pour a small amount into a color bowl. Start with a small amount and add more to the bowl as needed. Always remember **LESS is MORE**.

- Short Hair - 1/2 oz
- Medium Hair - 1/2 to 3/4 oz
- Long Hair - 3/4 to 1oz

3 / APPLICATION:

- Take a small section of hair and apply treatment from roots to ends with a color applicator brush.
- Massage keratin treatment into each section to ensure all hair has been treated.
- Comb the section with a fine-tooth comb to remove excess treatment. Continue this process until treatment has been applied to all sections.

DO NOT over saturate.



4 / BLOW DRY:

Using the MEDIUM heat setting, blow dry the hair straight and smooth with a thermal or boar bristle brush until completely dry. Be sure to use tension while blow drying to remove as much curl as possible, while smoothing the cuticle.



DO NOT touch the dryer nozzle on the hair or brush while blow drying as this will create smoke and can burn the hair.

5 / FLAT IRONING:

Flat ironing is the most important step of the process as it seals the treatment into the hair.

- Section the hair into **3 large parts**.
- Take very small sections of hair (**1/4" to 1/2" sections**) and iron each section slowly until smooth and shiny.
- Use consistent pressure while ironing the section and increase the tension while ironing the ends of hair.
- The temperature of the iron and the total passes of the iron per section varies depending on the condition and resistance of the hair.
- Recommended iron temperature is between **400F–450F**, on normal to resistant hair types.
- If the hair texture is fine, reduce the iron temperature to **380F**.



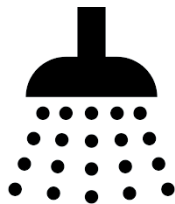
When Completed through step 5 the service is finished. Advise client to wait until next day before shampooing.

OPTIONAL STEPS IF CLIENT WISHES TO SHAMPOO AND RESUME NORMAL STYLING THE DAY OF TREATMENT

6 / RINSE:

Once the flat ironing is complete, rinse the hair thoroughly with warm water for 1-2 minutes ensuring that all the keratin treatment has been removed.

Towel dry. DO NOT shampoo the hair.



7 / MASK:

Apply Keratin Republic Hydrating Mask from roots to ends and comb through. Leave in for 2 minutes, then rinse well.



8 / STYLING:

Apply a small amount of the Keratin Republic Smoothing Crème to the hair and comb through. Blow dry and style the hair as desired. Your client can enjoy daily activities and can use hair clips or put hair up in a ponytail. There is no down time or waiting period before shampooing.



WARNING: This product contains formaldehyde. Health information is readily available on Safety Data Sheets from Employer, Distributor and Manufacturer.