

# KERATIN SALON / DIRECT

## FAQS

### KERATIN SALON/DIRECT (KSD) FREQUENTLY ASKED QUESTIONS

#### **What is KSD?**

KSD is a hair smoothing treatment that reduces frizz and breakage, improves shine and makes hair appear more manageable.

#### **What kind of results can I expect from KSD?**

KSD will reduce frizz and deliver straighter, smoother, more manageable hair.

#### **Who is NOT right for the KSD Keratin Smoothing Treatment?**

If you do NOT want to reduce any curl or waves, KSD is not the right treatment for you. The amount of curl or wave that is reduced depends on the hair type and texture. If you are not sure, do the treatment on a small section at the nape of your neck to test the results. Hair that is extremely dry, damaged, heavily bleached, very delicate or has extensive split ends should consider appropriate moisturizing before using KSD or any other treatment.

#### **How long will KSD last?**

The amount of time KSD will last varies by hair type, texture, and maintenance routine.

#### **Is KSD Paraben Free, Sulfate Free and Formaldehyde-free?**

Yes. It is paraben-free, sulfate-free, and formaldehyde-free.

#### **Is KSD Gluten Free?**

No.

#### **Is it important to completely saturate the ends of the hair during the application?**

Yes. If you do not completely saturate the hair, you may lose some longevity and efficacy.

#### **Is it important it to follow the directions with respect to the amount of time to leave KSD on the hair?**

Yes, but a few minutes longer will not damage hair. It is best to stick with the directions.

#### **When doing the treatment, can you explain the rinse part?**

Follow the rinse instructions EXACTLY. If you rinse too much, you may reduce longevity and efficacy. Be sure to leave some product in the hair as explained in the directions.

#### **If I increase heat and take extra passes with the flat iron, will I get better results. Is this okay?**

No. Follow the instructions. Unnecessarily increasing heat can damage hair. Excessive heat may also activate unwanted lifting of color.

#### **Can I use a blow dryer brush combo or heated straightening brush instead of a flat iron to seal in the treatment?**

For best results, use a flat iron with a temperature control that allows you to get to the temperature you need for your hair type and texture as per the Directions for Use. After the hair is treated following the directions, you can use any tools you want, including blow dryer brush or straightening brush.

#### **How soon can you do the KSD Keratin Smoothing Treatment if you've had a traditional keratin smoothing treatment or a Japanese straightener?**

You can do the KSD Keratin Smoothing Treatment as soon as you wish. If you are currently experiencing breakage or feel your hair is extremely dry, damaged, heavily bleached, very delicate or has extensive split ends as a result of other treatments, you should consider

appropriate moisturizing treatment and hair trims before using KSD or any other treatment. Be careful not use too much heat from the flat iron. There is nothing in the treatment to damage your hair, but a flat iron that is too hot can damage already weakened hair.

### **What does it mean if there is a residual odor in my hair after the treatment?**

The odor will go away and is generally only noticed when the hair is wet. Depending on hair type and texture, some people experience a lingering odor, but it will go away after a few washes. This could be a result of NOT having rinsed enough when you did the treatment before you did the blow dry. If you did not get your hair 100% dry before you flat ironed when you did the treatment, that could also have caused this to occur.

### **When is it best to color hair?**

We recommend coloring your hair after using the treatment. If you color before the treatment, KSD could lift color. How much color lift is a function of the hair type, condition, and texture as well as the color that was used.

### **Will the treatment lift color?**

There is a potential to lift color. Whether or not any color is lifted and how much color is lifted is a function of the hair type and condition as well as the type of color and the temperature of the blow dryer and/or flat iron.

### **If you have blonde or white hair and you notice some yellow or orange in your hair after flat ironing, why did this happen and how can it be avoided?**

There is nothing in the product itself to turn the hair yellow or orange, but blonde or white hair — either bleached or unbleached — has been known to turn yellow or orange for a variety of reasons. This could occur during the treatment,

and it may be outside your control. Causes could include type of color or treatments that are already in your hair, type of water, medication — even an aspirin can affect hair color!

Another thing that can cause a problem at anytime you use a flat iron, with or without a treatment, is a flat iron that is too hot for delicate white or blonde hair. That is why the directions recommend starting at the lowest temperature on your flat iron. Adjust the temperature only to the point where the hair gets easily silky. It is not necessary to do a lot of passes, generally no more than 3. If you should see the hair getting yellow or orange, STOP and turn the temperature down. DO NOT over flat iron the hair. Once the hair is silky there is no reason to continue to flat iron. If you should experience this issue, stylists with whom we discussed this question suggest that blue/violet based shampoo can reduce/eliminate discoloration as can a toner.

### **How soon can the hair be washed and how soon can you use styling products, exercise, or wear ponytails or clips?**

The hair can be washed immediately and there are no restrictions to exercising, wearing your hair up. Styling products may be used immediately.

### **Once you have a KSD treatment, do you always have to use a flat iron?**

No. Many people prefer to air dry or just use a blow dryer. The only time to use a flat iron thereafter is when you want to.

### **Do you need to use sulfate-free shampoo after the treatment?**

You may use any shampoo and conditioner.