

Brazilian Keratin Treatment

What is it?

Keratin is a type of protein high in the amino acid "Cystine". This special amino acid is what makes hair super tough and extremely elastic. Scientists refer to Keratin as a "Biopolymer", due to its unique structures and interesting properties. biopolymers are found throughout nature and give form and structure to naturally occurring substances all around the world, everything from leaves to trees, and turtle shells to goose down. Keratin is a classic example of a Biopolymer and it is the main structure building protein in our hair and nails. Useful keratin extracts have been long sought after as highly prized cosmetic Ingredients.

How does it work?

When it comes to keratin, it's extreme toughness is the key. Keratin's durability and strength protect and improve the hair both inside and out. The unique biopolymer ingredient is virtually a "liquid Form of hair" that gently blends with the hair on your head to help restore what has been lost over time and through environmental stresses. What's the unique benefit of this ingredient? The small size of the Keratin Biopolymer molecules penetrate under the hair's cuticle and seep into the inner hair shaft, helping to improve the quality of the hair from the inside. The Keratin fill in the gaps between the cuticle and the inner hair shaft and becomes sealed into the hair's inner structure by the high heat flat iron.

FAQ:

- 1. Can I perform this treatment over Japanese straightening?**
Yes, you can perform this treatment over any kind of previously straightened hair, as long as the scalp and hair are healthy enough to receive professional salon services.
- 2. Is this treatment a relaxer?**
No. Chemical relaxers swell and soften the hair shaft, which can cause damage. This treatment does not swell and soften the hair shaft.
- 3. Can I perform this treatment after coloring the hair?**
Yes, this treatment should be performed AFTER coloring the hair and also helps decrease coloring fading.
- 4. Can I color the hair after the treatment?**
Yes, we recommend to do the color first. Always wait at least 2 to 3 weeks to do the color if you have this treatment done first.
- 5. Can I perform the treatment over previously relaxed hair?**
Yes, the treatment can be applied to any previously relaxed hair, as long as the scalp and hair are healthy enough to receive professional salon services.
- 6. Can I perform this treatment on previously chemically treated/highlighted hair?**
Yes, this treatment can be performed on any chemically treated/highlighted hair, as long as the scalp and hair are healthy enough to receive professional salon services.
- 7. Can I perform this treatment on virgin hair?**
Yes, but the results won't last as long as a treatment performed on previously colored or chemically treated hair.
- 8. Can teenagers have this service performed?**
Yes, however, we recommend that teenagers under the age of eighteen (18) should produce verifiable parental consent, in writing.
- 9. Can I wash my hair after the treatment, and if so when?**
Yes, but the time before hair can be washed will vary according to the type of keratin treatment you choose. With our **Simply Smooth Keratin System**, hair can be washed only **after the three day development period** has passed, as this additional "curing" time is crucial for keratin treatment results.
With our **Brazilian Blowout Treatment™**, hair will be fully cured immediately upon service completion and **hair may be washed immediately**.

- 10. Can I wear a ponytail or barrette/bobby pin in my hair?**
No, during the three day development period if **Simply Smooth Keratin Service** is performed.
Yes, immediately after **Brazilian Blowout Treatment™** is performed.
- 11. Can I use hair spray, gel, mousse, or any other hair products on my hair during the three or four day development of my Simply Smooth Keratin Service?**
No, do not apply any products to your hair during the three day development period with Simply Smooth Keratin Services.
- 12. What should I do if my hair gets wet during the first three days?**
With Simply Smooth Keratin Service, any dampness in hair should be blown dry that section should be flat ironed immediately.
With Brazilian Blowout Treatment™, no special treatment is required.
- 13. Can I go into a swimming pool/ocean or workout after the treatment?**
If the Simply Smooth system is used, the hair must be kept dry during the entire three day development process. This step is crucial.
With both systems, salt (sodium chloride) hastens the breakdown of the keratin amino acids and it is recommended to protect hair from salt to ensure the longevity of the treatment. Immediately rinse hair with fresh water after swimming in ocean or pool water or working out.
- 14. What shampoos should I use to increase the longevity after the treatment?**
It's best to use one of our keratin replacement shampoos, since they are formulated to not only protect the keratin service, but to help deposit small amounts of keratin that are lost in everyday heat styling, sun damage, etc. It is imperative to use only shampoos that are sodium chloride-free.
- 15. Do I have to do touch-ups on my next visit or the whole head?**
Keratin Treatments are not permanent and keratin protection will slowly and evenly wear off of the hair shaft. For this reason, each keratin service is performed on the entire head.
- 16. When should the treatment be repeated?**
Every four months, or as needed.
- 17. I want to keep my curl and eliminate just the frizz? Are keratin treatments the right choice for me?**
Depending on the texture of the hair, keratin treatments will minimize curl pattern any where between 50-80%, and in many cases up to 100%.
- 18. How can I keep some volume in my hair?**
The Simply Smooth Keratin Service is recommended for those who would like to keep volume in the hair. You can increase the service's volume by shampooing the hair 2 days after the service instead of three.
- 19. Can I have keratin services if I am pregnant or breast feeding?**
The choice to have a keratin service performed during pregnancy or nursing is a personal decision. When in doubt, we recommend you seek the advice of your physician and allow him/her to advise you accordingly.

