

## **Keratin Smoothing Treatments**

A Keratin Smoothing Treatment (also called the Brazilian Blowout, keratin straightening or BKT) is a method of temporarily straightening hair and adding a tremendous amount of shine by sealing the hair with a special liquid keratin solution with a flat iron. The Brazilian Keratin Treatment is a long-term blow dry for hair that lasts about three months. Pioneered in Brazil, the Brazilian Keratin Treatment is able to be performed on all types of chemically treated hair (bleached, hi-lights, colored, permed, relaxed or previously straightened). It is used on frizzy, damaged, unhealthy, dull and mistreated hair.

A keratin treatment will eliminate frizz, unruly curls and waves without making it too flat. Straightening irons are used to close the product into the hair cuticle. This treatment gradually washes out over time.

Treatments last around 10–12 weeks and repeating the treatment every few months will allow re-treatment of the new growth. This system does not guarantee completely straight hair. It can relax between 50 and 90 percent of the curl depending on texture, if done correctly and reduces the time spent on styling drastically.

### **Keratin Treatment FAQ**

Q. Who is the best candidate for keratin smoothing treatment?

A. Mostly anyone is a good candidate for the keratin smoothing treatment. It is effective on all hair types including: thick, thin, dry, chemically damaged, straight, wavy and curly. This professional service will make the hair healthier as it smoothes the cuticle and eliminates frizz and creates shine.

Q. Can I still receive a keratin smoothing treatment if my hair is highlighted or colored?

A. Yes, the keratin smoothing treatment works great with highlighted and colored hair. It will enhance the color, eliminate frizz and make the hair look healthier overall.

Q. Will the keratin smoothing treatment reduce my hair's volume?

A. No, your hair will still have volume after your keratin smoothing treatment. You will still be able to use a curling iron and/or round brush to create body and volume.

Q. Is the keratin smoothing treatment going to make my hair straight?

A. It depends on what the natural texture of your hair is. For example, if your hair is wavy, the treatment will most likely allow your hair to dry straight. If your hair is curly, then it will eliminate the frizz as it enhances the definition of the natural curl. If your hair is straight, the treatment will eliminate frizz and give your hair a shiny, healthy look. Finally, the treatment will cut down drying time on all hair to 1/3 of the usual time.

Q. How long will the keratin smoothing treatment last?

A. The results will vary depending on the individual's hair type. and how often they wash their hair. Normal results last for up to 12 weeks but wave can return sooner although it will still be way easier to blow dry. It is also essential to use the proper support products. This treatment is cumulative so the more treatments you receive, the longer a client can go between treatments.

Q. Can you apply the keratin smoothing treatment directly on top of other relaxers or perms?

A. Absolutely. The keratin smoothing treatment works great on chemically treated and damaged hair. The proteins and nutrients help to seal the cuticle and leave the hair looking healthy.

Q. Will I be able to have my color done on the same day as my keratin smoothing treatment?

A. Yes, ideally you will want to do the color service the same day because the cuticle is already open. If you do have the keratin smoothing treatment and then decide to do color, you will want to wait 2 weeks before having a color service.

Q. What steps can I take to prolong the life of my keratin smoothing treatment?

A. The most important thing you can do is use the appropriate aftercare product line that your salon or stylist offers. The more often you wash your hair, the less time your treatment will last so you may want to try to wash your hair around 3 times per week if possible.

Q. Will swimming in the ocean or pool compromise my keratin smoothing treatment?

A. Swimming in the ocean or pool is fine, but the life of your treatment may be compromised if you swim regularly. A leave in serum or conditioner is a great product to apply before swimming to protect the hair from the elements such as chlorine and salt in the water.

Q. How long do I need to wait to wash my hair after the keratin smoothing treatment?

A. There is no waiting period using the Pure Brazilian type and a three-day waiting period for other types.

Q. Am I still a candidate for the keratin smoothing treatment if I am platinum blonde?

A. Yes. Your stylist has been trained on how to perform a keratin smoothing treatment and has learned to turn the heat of the flat iron down to 380-400 degrees depending on the condition of your hair.

Q. Can the keratin smoothing treatment be administered on hair extensions?

A. Yes. Actually this treatment is a great solution to the common issue of hair extensions becoming excessively dry due to the lack of natural oils from the scalp. Ideally, it is easiest to perform the treatment before the extensions are put in the hair. However, if they are in the hair, it is not a problem. Extreme caution should be used around the bond or cylinder area to.

Q. Is the keratin smoothing treatment permanent or will it grow out?

A. No, the treatment is not permanent nor will it "grow out". The treatment gradually and evenly washes out so there is no "line of demarcation". This treatment does not change the inner structure of the hair, but rather creates a protein layer overlay on the cuticle which protects the hair. As the hair is protected for an extended time, the condition of the hair is improved.

Q. Can the keratin smoothing treatment be performed on clients who are pregnant or breastfeeding?

A. Since there have not been any studies or tests on the possible effects, we recommend to air on the side of caution and not perform the service on pregnant clients. Clients should get their doctor's approval which is up to your discretion.