



Perfect hair is now
a proven science



nanokeratin®
SYSTEM



nanokeratin®

S Y S T E M

NOURISHING RESULTS FOR CLIENTS!

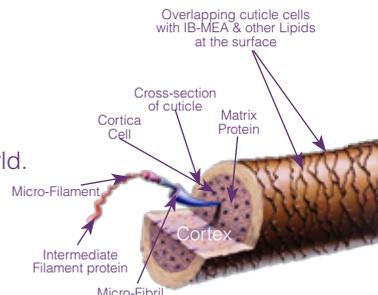
Keeping one's hair healthy is one of the challenges faced by the modern woman. We are constantly surrounded by elements that are harmful to our hair, thus it is important to treat hair periodically to ensure it remains strong, soft and shiny. Introducing the Nanokeratin System – the hair straightening and repair system. Leading chemists at "Nanokeratin system" were the first to develop the Nanokeratin technology, a breakthrough in the field of hair straightening and repair. The system utilizes nano-molecular keratin, whose particles are so minuscule that millions of them can be gathered onto a pin head. The Nanokeratin particles are deposited and locked deep within the damaged hair, enveloping it within a permanent non-soluble coating, precisely mimicking natural keratin. The result is smooth, shiny, silky hair. The Nanokeratin treatment renews your hair and helps it withstand humidity.

The Innovative straightening method that your clients will love!

"Nanokeratin System" is a revolutionary technology in the field of hair straightening which is based on nano-molecules of keratin - your hair's natural building material. The particles mould perfectly into the structure of your hair and provide it with a softer, smoother and silkier look than ever before. You can now offer your clients the most advanced, efficient and healthy straightening method and smooth your way to success...

INNOVATIVE TECHNOLOGY CREATES NANO-MOLECULES OF KERATIN

- A revolutionary breakthrough in the field of hair straightening
- Greatly successful with damaged, lightened, blond and highlighted hair as well
- Straightening that repairs and nurtures your hair
- Promotes beautiful, soft, flexible, shiny and healthy hair
- One of the most exciting developments in the world of professional hair care.
- The system is appropriate for all types of hair!
- A quick process with perfect results in just four steps.
- The fastest and most efficient hair repair system in the world.
- Promotes beautiful, soft, flexible, shiny and healthy hair.
- Gives hair vitality and styling manageability.





nanokeratin®

S Y S T E M



1L

3L

CLARIFYING SHAMPOO / N003

The nanokeratin system utilizes exclusive technology to revitalize and repair your hair. The series products protect and coat your hair with nanokeratin. Improves the flexibility and structure of your hair adds shine and moisture to your hair.

Direction of use: put a generous amount of shampoo on wet hair and lather for 1-2 minutes. Rinse well with water. Repeat process as needed. Coat your hair in nanokeratin hair spa extract and wait 10 minutes, apply magic touch cream and style your hair as you wish. Apply mask once a week. Series of products suited especially for hair that has gone through Brazilian straightening with nanokeratin or Japanese straightening. Recommended for all hair types.



1L

3L

HAIR THERAPY CREAM / N001

Function: contains various amino acids ingredients to rejuvenate dull, tangled and dry hair. This special formula nourishes your hair naturally through the use of heat and penetrates from root to tip, leaving hair smooth and silky. Maintains moisture and PH quickly repair appearance of various types of damage, leaving hair looking conditioned and healthy. contributes to radiant, silky and beautifully flowing hair.

Direction of use:

1. Wash the hair with clarifying shampoo No. 1, dry hair until 100% dry.
2. Apply the hair therapy treatment No.2 with silicon brush, comb hair with fine toothed comb.
3. Wait 30-40 minutes; blow dry hair use your fingers as a comb or wide Nanokeratin wood brush.
4. Use titanium straightening iron ES2400T and Nanokeratin Easy Comb and start flat ironing, repeating until hair shines. Smooth and silk hair achieved.
5. After 72 hours, wash hair with Nanokeratin System Hair Power Shampoo, dry your hair, apply Magic Touch or Soft Keratin, and Style Your hair as desired.



nanokeratin®

S Y S T E M



150ml

NANOKERATIN MAGIC TOUCH / C007

Thermo shield conditioner: activated by heat, helps to repair and protect straightened hair with Nanokeratin.

Leave the hair flexible, easy to style and maintain.

Directions of use: Apply the product after shampooing and drying the hair with a towel, work the product into the lengths and ends.

DO NOT RINSE. Blow dry or use heated styling tool



320ml

SPA KERATIN / C005

The Nanokeratin Hair Power Pure Keratin Hair Spa is a highly concentrated treatment that will have your customers coming back to your salon. This treatment is recommended as a monthly follow up to the straightening process. It will completely repair fissures in hair due to coloring and/or highlighting by coating it with keratin. This treatment renews hair giving it a shiny and supple look.

This treatment can be done on hair that has not been treated with the Brazilian Keratin Treatment.

Directions for use: Wash hair twice with Nanokeratin Hair Shampoo, then lightly dry it with a towel. Apply the Hair Spa Keratin (as explained below), massage and comb it through. Wait 10 minutes, dry hair and finish ironing it with the titanium flat iron (do not rinse the product).

Fill the enclosed applicator bottle with 6-9 ml hot water, mix with the contents of the 3-6 gram Hair Spa Keratin applicator bottle and shake.

Short hair: Mix 3 gram of hot water with 3ml of Hair Spa Keratin and apply the whole vial as stated above.

Medium length hair: Mix 4 gram of hot water with 6ml of Hair Spa Keratin and apply the whole vial as stated above.

Long hair: Mix 6 Gram of hot water with 9ml of Hair Spa Keratin and apply the whole vial as stated above.



TITANIUM FLAT IRON / ES3500TL

This state of the art flat iron has an automatic temperature control system made possible by nano-silver technology. It maintains a constant temperature throughout the treatment process which assures the best results for the straightening process. It straightens at a temperature of 455°F (230°C). The long cord measures 106.3 inches (2.7 meters) allowing the flat iron to be used at full 360° angle.



nanokeratin®

S Y S T E M



680ml

IMPROVING MASK / H001

The Hair Power Improving Mask is the answer to the many people that want to keep their curls but get rid of frizz. It not only relaxes hair but also treats split ends, fragile and damaged hair more efficiently. It balances hair's metabolism and slows aging. It's suited for all hair types leaving hair smooth, glamorous and shiny.

Directions for use: Wash hair with the Clarifying Shampoo, when done dry hair 50%. Apply the IMPROVING MASK to hair-- DO NOT USE TOO MUCH, a little will go a long way.

Wait 30 to 40 minutes, blow dry the hair straight with a brush until is 100% dry. Use the flat iron section by section to make hair straight and flat. Do not wash your client hair for 72 hour, after use Nanokeratin System Hair repairing Shampoo.



120ml

SOFT KERATIN / SK1

soft keratin silk therapy: Reinforces & reconstructs damaged hair from styling tools, to create a smooth soft hair with no frizz. Revitalizes, and rejuvenates hair for soft, supple, shiny result.

Directions of use: apply after using Nanokeratin Repairing Shampoo, spread 3 grams of soft keratin on moist or dry hair, brush it and style your hair as you like.



500ml

GOLD HAIR MASK / H003

The Gold Hair Mask is in effect the Glowing Deep Conditioner of the line. It can be used equally on hair treated with the Nanokeratin System process or without it. This mask works wonders in all hair types, by just pouring out and applying a tiny amount from the sachet. It contains various amino acids Keratin complex ingredients to rejuvenate dull, tangled and dry hair. This special formula nourishes your hair naturally through the use of heat and penetrates from roof to top, leaving hair smooth and silky. Maintains moisture and PH, quickly repairs appearance of various types of damage, leaving hair looking conditioned and healthy. Contributes to radiant, silky and beautifully flowing hair.

Directions for use: 1.Wash hair with Nanokeratin Shampoo and towel dry hair. 2.Apply Nanokeratin Gold Hair Mask evenly on hair. 3.Comb thoroughly with a wide toothcomb for a more even distribution. 4.Heat up with steam on infrared for 20 to 30 minutes to enhance penetration of product. 5.Rinse with lukewarm water. Apply Nanokeratin Magic. Touch and style as desired.



nanokeratin®

S Y S T E M



320ml 550ml 5L

NANOKERATIN HAIR SHAMPOO / S013/S015

This shampoo helps maintain your hair's keratin layer and prevents protein loss from hair strands. This shampoo only makes a light lather, as it does not contain sodium. It gently and effectively cleans scalp and hair without harming the keratin layer. It fights damage and leaves hair manageable by coating hair with a layer of nano-polymer. It works on all types of hair adding great shine.

Directions for use: Wet hair and apply a generous amount of shampoo. Using your fingertips lather for 1- 2 minutes. Rinse well. You don't need to use conditioner with this shampoo. For better results follow with magic touch.

The Result: maintain the Straightening process, hydrate your hair. It will make your hair Shiner, softer, and smoother.

This product has been especially formulated for hair that has been treated with the Brazilian Keratin System.



680ml

MOISTENING & IMPROVING MASK / H002

Nanokeratin system in an exclusive technology that restores and repairs the hair fiber! Nanokeratin adds the required amount of energy to your hair and strengthens your hair by activating the inner hair tissue; Nanokeratin is renewing and coating the hair fiber for a flexible and healthy appearance. The hair preserves the natural nourishment from the inner side of the hair and the hair becomes simple and easy to style.

Way of use: Wash your hair with Nanokeratin shampoo and dry up to 70%. Mix together with 80 grams of mask, 10ml of nourishing solution no. 2 + 10ml of nourishing solution no. Apply the mixture to your hair and comb your hair evenly. Warm your hair when it is covered with the mixture using a hairdryer or straightener for 20-25 min. Wash with lukewarm water after the hair has been naturally cooled. Dry your hair and apply Magic Touch to style.

These products are recommended for all types of hair following Nanokeratin Brazilian and Japanese hair straightening.



nanokeratin®

S Y S T E M



MINERAL TREATMENT W/ CASHMERE KERATIN AND SPIRULINA ALGAE.

Mineral system Spirulina algae and keratin is our new mineral line at hair care products. Luxury dry damaged hair by infusing Nanokeratin and minerals, three times more than the average product.

Mineral Spirulina algae and Nanokeratin therapy contains 60% minerals, 19 of 22 amino acids, protein and 5 different types of vitamins. Helps the hair regenerate herself by envelop the hair fiber and restoring the hair shell that are being damaged from chemical treatments and environmental damage. Infusing the hair with moisture which makes the hair flexible and shiny.

Restoring the hair shell and fiber with the mineral treatment, the hair receives the ability to prolong the hair life (anti-aging) and to have a young and healthy look.

The story of spirulina algae - The Spirulina algae is an organic mineral alga that grows in freshwater lakes. The Spirulina algae contains 70 % minerals, amino acids, protein, vitamin a, vitamin b12, vitamin E, calcium, zinc, beta carotene and magnesium. The Spirulina algae also used for different types of medical treatment.

Strength - bond and repairs the hair from the inside out by infusing Nanokeratin and the Spirulina minerals restoring the hair shell and envelop the hair fiber

Moisture - infuse the moisture in to the hair fiber and by that improving the hair flexibility and provide shiny look.

Protection - provide protection against heat, cold humidity and UV-rays, against pollution. Mineral treatment system will anchor and lock in color for longer lasting color results.

We created this formula that gives a solution for damaged hair from chemical treatments and environmental damage. The combination between keratin and Spirulina algae. Leave in replenishing & reconstructing, treatment, bonds & strengthens the hair inside repairs split ends, protects (heat, UV, cold, pollution), incredible shine.



nanokeratin®

S Y S T E M



GOLD TREATMENT AND CASHMERE KERATIN

The treatment series Gold and Cashmere Keratin for the repair and smoothing of the hair contains gold particles and nano cashmere keratin and Hibiscus esculentus L., suited for damaged blonde hair after highlighting.

Description: Blonde hair that is often highlighted becomes damaged due to the process of bleaching the hair. The bleaching process causes the hair to lose at least half of its vital components, a process which makes the hair weaker, dries and therefore more breakable and less supple.

The gold treatment combines cashmere keratin, Hibiscus esculentus L. and miniscule gold particles infused with increased moisture, the combination of both components repairs and strengthens the hair. Gold is known as one of the strongest and most precious metals, however, aside from that, what is less known about gold is that it has the ability to expedite chemical processes, and maintain and protect against natural oxidation, a process that occurs due to the exposure of fair hair or bleached hair to the environment. Cashmere keratin is the keratin which is derived from the goat's hair fiber and is known to possess repair and treatment abilities for hair types suffering from dryness, dullness, breakage, split ends and provides the hair protection against environmental damages, a full look, strengthens it and its flexibility.

Strengthening, repair and smoothing – the cashmere keratin Hibiscus esculentus L. and gold particles penetrate the hair fiber by using the nanokeratin technology in which the gold particles attach themselves to the nanokeratin particles and in such a way are able to penetrate together into the hair fiber and fill the broken and damaged cavities, and in addition nourish and smooth the hair with amino acids that assist the hair in renewing and strengthening.

Nourishment – bleached hair is often dry, lacking moisture and therefore also more breakable. The addition of increased moisture attaches to the nanokeratin particles and in such a way is able to penetrate into the hair fiber and nourish it. This process ensures that the hair become more supple, softer and healthier.

Protection – bleached hair is weaker and therefore less resistant to environmental damages. The cashmere keratin particles and gold particles create a protective shield around the hair, which prevents the infiltration of external environmental elements into the hair, and provides full protection against environmental damages (heat, cold, dryness, pollution and UV rays).

Look – the protective shield created from the gold particles and nanokeratin penetrate between the pigment particles, and by doing so they maintain the density between the pigments particles, a process which delays the escape of the pigment from the hair and maintains its color over time.



nanokeratin®

S Y S T E M



HERBAL TREATMENT W/ CASHMERE KERATIN AND LINUM USITATISSIMUM.

Herbal therapy with cashmere keratin and Linum Usitatissimum Herbs, made by Nanokeratin technology, is our herbal line of hair care products intended for thin hair.

The herbal line is intended especially for thin hair. The Linum Usitatissimum Herbs and cashmere keratin treatment helps strengthen thin and fine hair, allows rehabilitation and treatment of a dandruff filled, sensitive and irritated scalp. Thin hair is in fact hair that is weaker and less resistant to environmental damages. Treatment with the herbal line helps strengthen the hair by infusing constructing and fortifying elements into the hair fiber. cashmere keratin and Herbs treatment is a rehabilitating and smoothing treatment, by which the cashmere keratin and the Herbs are infused into the hair and fortify it with the amino acids and vitamins necessary for its nourishment and strength, creating a protective shield against environmental damages: (UV rays, heat, cold, and pollution) and allowing your hair to be fuller, more flexible, and softer. Dandruff is created due to a sensitive and irritable scalp, normally because of relatively gentle skin or the use of substances that are not suited to the type of skin (scalp) and cause dryness and peeling at the scalp. The combined treatment of rosemary and cashmere keratin penetrates the top layer of the scalp and treats the irritated skin. Linum Usitatissimum is an herb known for its contribution to the treatment of hair and scalp problems, and is as well known for its ability to assist problems related to hair loss. Cashmere keratin is a keratin that is taken from the hair follicle of the goat, and is known for its rehabilitating abilities, as well as its ability to treat types of hair suffering from dryness, dullness, breakability, and split ends, provides protection for the hair against environmental damage, and gives the hair a full, strong and flexible look.

Strength - Constructs and fortifies the hair inside and out with the cashmere keratin and Linum Usitatissimum herb, thus providing the hair with the strength and durability it lacks.

Nourishment and treatment - Nourishes the hair with amino acids and vitamins and helps treat the sensitivity of the scalp.

Protection - Creates a protective shield around the hair against environmental damages (heat, cold, UV rays and pollution), providing the hair with flexibility and softness and preventing split ends and breakage.

Look - Treatment using cashmere keratin and the rosemary herb gives thin hair a full, shiny and softer look, as well as a scalp and hair that are dandruff-free.

We created this formula that gives a solution for damaged hair that underwent chemical treatments and environmental damage. The combination between keratin and Linum Usitatissimum Leave In replenishes and reconstructs, treats, bonds and strengthens the hair, repairs split ends, protects (heat, UV, cold, pollution), and produces incredible shine.



nanokeratin®

S Y S T E M

ACCESSORIES



NANOKERATIN
EAR PROTECTOR
EP-1



NANOKERATIN
HAIR CLIPS
CP-1



NANOKERATIN
EASY COMB
HC-1



NANOKERATIN
HAIR TOWEL
T-1



NANOKERATIN
HAIR BOWL
C-1



NANOKERATIN
HAIR ECO COMB
HB-1



NANOKERATIN
GIFT BAG
GB-1



NANOKERATIN
SILICON BRUSH
B-1



NANOKERATIN
DVD NANOKERATIN SYSTEM
DVD



NANOKERATIN
APRONS
AP-1



NANOKERATIN
POSTER
P-1



NANOKERATIN
HAIR IRON



nanokeratin®

S Y S T E M

THE FOUR STEP SYSTEM



Prepare the Client for Shampoo

Shampoo her hair twice with shampoo number 1 to remove any residue from the hair and roots. Do not use conditioner.

If the hair is natural and has never gone through any chemical treatment, wash 3 times with shampoo number 1.

Dry the hair without combing or brushing it, until completely dry.



Put on gloves. Shake bottle well and pour 30-50 grams of the Nanokeratin product into a bowl. Divide hair into four sections

Carefully spread the product with a silicon brush, beginning at the nape of the neck, avoiding any contact with the skin or eyes. Spread to a distance of 1.5 cms from the scalp and comb hair downward with a fine-toothed comb.

Complete the back sections and finish with the sides of the head.

Wait 30-40 minutes before moving on to the next step.



nanokeratin®

S Y S T E M



3 Blow dry hair using a flat, square brush

Begin at the nape of the neck, drying the hair from the bottom up, move to the sides of the head and finish with the front section, until all hair is completely dry. There is no need to concentrate on straightening the hair at this point, rather just on getting it 100% dry.



4 Move on to the straightening process

Divide the hair into four sections. Begin at the nape of the neck and work with bundles of hair measuring 2.5 cms each. Treat each bundle with the revolutionary nano-technology based hair straightener, the Titanium ES2400T. This instrument, with its nano-technology titanium surfaces and precise temperature control, allows the nourishing substances to penetrate, straighten and coat each strand of hair and also repair its core. Each bundle of hair can be gone over until the desired level of shine and smoothness are achieved.



nanokeratin®

S Y S T E M

QUESTIONS AND ANSWERS

Q: What is unique about the Nanokeratin System treatment, how is it different than other hair repair systems?

A: The Nanokeratin based treatment is a revolutionary hair repair system. The system utilizes nano-molecular keratin, whose particles are so miniscule that millions of them can be gathered onto a pin head! The Nanokeratin particles are deposited and locked deep within the damaged hair, sealing it naturally, to repair hair and restore it to health. Other types of treatment utilize molecules that are so large that they are unable to penetrate the strands of hair. But the miniscule Nanokeratin molecules penetrate deep within each strand, ensuring the treatment's long lasting results.

Q: Can the Nanokeratin System treatment be used after coloring?

A: Yes, for best results it is recommended to use the treatment immediately after coloring or lightening your hair.

Q: Can the treatment be used on highlighted hair?

A: Yes, the Nanokeratin treatment may be done immediately following highlighting.

Q: Can Nanokeratin System be used on hair that has gone through Japanese straightening?

A: Yes, Nanokeratin can be used on hair after any type of straightening.

Q: Can Nanokeratin treatment be used on children?

A: Yes, but only from age 10 and up.

Q: Can hair be colored after using the Nanokeratin treatment system?

A: Yes, but it is recommended to wait at least two weeks after the treatment before coloring.

Q: Can I shampoo my hair after the treatment and if so, how long should I wait?

A: Yes, but wait four full days after the treatment before shampooing.

Q: Can hair be pulled back with a band or ribbon?

A: Yes, but wait four days after the treatment before doing so.

Q: What should I do if my hair gets wet within the first four days after the Nanokeratin treatment?

A: Dry your hair with a titanium Flat Iron.

Q: Can I swim in a pool or the sea after the Nanokeratin System treatment?

A: Yes, but wait four full days after the treatment before doing so.

Q: What shampoo should I use after the treatment?

A: We recommend Nanokeratin Hair Power shampoo, as it does not contain chloric sodium. It does contain, however, keratin RSF and protects against harmful sun rays.

Q: For my next Nanokeratin System treatment, is a touch-up enough, or do I have to perform the process on my whole head?

A: The process should be performed on your whole head.

Q: When should the treatment be repeated?

A: Treatment should be repeated every six months, or as needed.

Q: Should hair be trimmed prior to using the Nanokeratin System?

A: No, we recommend trimming your hair after treatment, in order to remove split ends.

Q: Can hair spray, gel, mousse, or other hair care products be used after the Nanokeratin System treatment?

A: These products should absolutely NOT be used during the four days following

the treatment, as they might adversely affect the effectiveness of the treatment.

Q: What should I do if my hair becomes wavy during the night or during the four days immediately following the treatment?

A: Use a blow dryer or a titanium Flat Iron to straighten the waves.

Q: What hair mask may be used after the Nanokeratin System hair therapy straightening?

A: Following the straightening, the Nanokeratin Hair Power mask is recommended.

Q: Is it possible to perform Nanokeratin System hair therapy straightening on hair that has been chemically treated?

A: Yes, it may be used on hair that has gone through any type of chemical treatment.

Q: What types of complimentary treatments may be used following Nanokeratin System hair therapy straightening?

A: After the straightening we recommend treatment with Nanokeratin Spa Dipping.

Q: Is the system appropriate for all hair types?

A: Yes, but the system is especially effective for damaged or coarse hair, such as bleached, colored or lightened hair, hair extensions made from natural hair or sun damaged hair.

Q: How effective is Nanokeratin System hair therapy straightening?

A: The system is 100% effective at straightening and repairing damaged hair.

Q: How long does the Nanokeratin System treatment and hair repair take?

A: The system treatment and hair repair take approximately 40 minutes for short hair and 90 minutes for long hair.

