



Keyraliss

Keyra Straightening Treatment Kit

THE PRODUCT

Straightening kit FORMOL AND DERIVATIVES FREE. Naturally straightens, reconstructs the hair fibre, deeply moisturizes and removes frizz. Composed of 5 essential products for professional straightening.

STEP 1. PRE STRAIGHTENING SHAMPOO.

Cleanses and prepares the hair for better penetration of the straightening cream.

STEP 2. STRAIGHTENING CREAM.

Penetrates the hair, modifying the internal structure of the hair fibre, leaving a natural, reconstructed, moisturized and frizz-free straight finish.

STEP 3. POST STRAIGHTENING MASK.

Conditions the hair and maintains the previously applied straightening process. Helps to repair, restructure and provide strength, resistance and density to the hair.

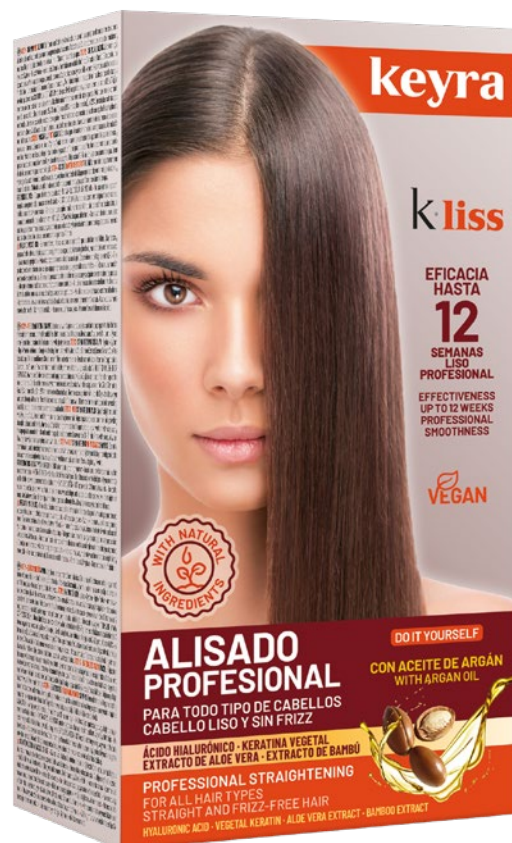
STEP 4. POST STRAIGHTENING MAINTENANCE SHAMPOO.

It deeply cleanses the hair while maintaining and protecting the straightening process. Sulphate-free, it respects the hair fibre and is ideal for daily use.

PRODUCT BENEFITS

Straight natural finish for up to 12 weeks. Vegan. No formaldehyde or derivatives. Noticeable results from the 1st application.

With advanced Hyalurox System + Hiplax Protein + Aminoacids Complex technology. Thanks to its exclusive formula and active ingredients such as Hyaluronic Acid, Bamboo Extract, Flax Extract, Aloe Vera Extract, Argan Oil, Arginine and conditioners, it straightens naturally, rebuilds the hair fibre, moisturizes in depth and removes frizz. Helps to increase the strength and quality of the hair, eliminating frizz, improving flexibility and repairing it for a smooth, silky and shiny finish.



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APPLICATION

STEP 1. PRE STRAIGHTENING SHAMPOO.

Apply to wet hair, emulsify and rinse. Repeat the application for 5 minutes, rinse with plenty of water.

STEP 2. STRAIGHTENING CREAM.

Divide into sections and apply the smoothing cream (25 to 75 g) in 1 cm strands from the nape of the neck to the front. Distribute the cream evenly from roots to ends. Avoid contact with the scalp. Leave on for 25 to 30 min. **DO NOT RINSE.** Remove excess product with a comb. Dry with a hairdryer and comb through with a brush. Pass the iron over each strand 7 to 10 times. Wait 10 minutes for the hair to cool down before washing. Read carefully the precautions for use in the enclosed leaflet. **CONSULT APPLICATION SHEET ACCORDING TO HAIR TYPE AND RESULT.**

STEP 3. POST STRAIGHTENING MASK.

After flat ironing hair and after 10 minutes to cool down, wet hair with water, apply the appropriate amount of mask and comb through from roots to ends. Leave on for 10 - 15 min. Rinse with plenty of water. Blow-dry hair with a hair dryer, going over it with a brush.

STEP 4. POST STRAIGHTENING MAINTENANCE SHAMPOO.

Apply to wet hair, emulsify and rinse. Rinse with plenty of water.



APPLICATION SHEET ACCORDING TO HAIR TYPE AND RESULT

HAIR TYPE	DRY HAIR BEFORE APPLYING THE CREAM	HOW LONG TO LEAVE PRODUCT ON	DRYING METHOD	FLAT IRON TEMPERATURE	NUMBER OF FLAT IRON STROKES
THICK, CURLY HAIR	100% dry	45 min	Brush + Flat Iron	230 °C	15 times per section
NORMAL, CURLY HAIR	100% dry	35 - 45 min	Brush + Flat Iron	230 °C	15 times per section
NORMAL, WAVY HAIR	75% dry	30 - 35 min	Flat Iron Only	220 - 230 °C	10 - 15 times per section
FRAGILE, CURLY HAIR	Roots around 75% dry, middle and ends around 50% dry	25 - 30 min	Brush + Flat Iron	190 - 220 °C	10 times per section
FRAGILE, WAVY HAIR	50% dry	20 - 25 min	Flat Iron Only	180 - 190 °C	5 - 10 times per section

Recommended amounts: For short hair 25-35 g / For medium hair 45-55 g / For long hair 60-75 g. May vary depending on the amount of hair.



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REMEMBER

- Determine the type of hair and its condition to ensure the final result of the treatment. A porosity test should be carried out.
- Once you have finished applying the STRAIGHTENING CREAM, apply the MASK and rinse thoroughly with water. Do not shampoo. Dry the hair with a hairdryer, going over it with a brush.

RECOMENDATIONS

- DO NOT WASH HAIR FOR 48 HOURS after the straightening treatment.
- Do not use rubber bands or hairpins that could crease the hair.
- KEYRA STRAIGHTENING KIT is suitable for all hair types - dyed, bleached or with highlights.
- If you need to dye or bleach the hair, we recommend to do so before the KEYRA STRAIGHTENING KIT or to wait for 24 hours afterwards.
- Due to the vapour produced by the shower, our hair can take on an unwanted shape, and so it is advisable to blow dry and straighten it immediately afterwards in order to help with the healing process, although this will only be necessary for the first 48 hours.

PRECAUTIONS FOR USE:

Follow all application steps as specified in the leaflet: hair type diagnosis, amounts preparation and exposure times, ironing technique, temperature variation, etc. / Wear suitable gloves. / Avoid skin contact with the straightening cream. The cream contains a low pH level of between 1,5 and 2. / In case of contact with eyes, rinse with plenty of water and consult your doctor. / If you notice an adverse reaction, stop using. / Take particular care when using with damaged or very porous hair. / Avoid contact with the scalp. / Do not use if scalp is irritated or if the client has ever had an allergic reaction to

this type of product. / Do not use on hair treated with other straightening products. / Hair shade may vary moderately on blonde hair, turning it slightly more golden. / Use plastic materials only. Do not use metallic materials. / Store in a cool, dry place. / Keep out of reach of children.

AVAILABLE FORMATS

STRAIGHTENING TREATMENT KIT consisting of:

- STEP 1. PRE STRAIGHTENING SHAMPOO 30ml
- STEP 2. STRAIGHTENING CREAM 100ml
- STEP 3. POST STRAIGHTENING MASK 30ml
- STEP 4. POST STRAIGHTENING MAINTENANCE SHAMPOO 30ml
- GLOVES
- INSTRUCTIONS LEAFLET

Pack info: 12 kits/box.
Unit sales.

