

STEP 03

STRAIGHTENING

20. Divide the hair into sections and secure each section with a clip. Separate a fine and linear strip of hair and straighten each length form root to tip.



It is important to only use the CROC2 Titanium Thermal Keratin straightening iron. Please ensure that you use a temperature setting that is appropriate for the hair type and condition. Continuously monitor throughout the straightening process the effect on the hair and, if required, adjust the heat setting.

- For damaged, bleached, gray or fine hair straighten the length of each strip 6 to 8 times at 200° to 210°C.
- For colour treated, chemically processed or highlighted hair pass the iron 7 to 10 times over each section at 210° to 220°C.
- For virgin, extremely curly, coarse or resistant hair straighten each section 7 to 10 times at 220° to 230°C.

If the ends of the hair are damaged or split, cautiously pass over the ends fewer times than the rest of the hair length. This will also avoid artificially straight ends on all hair types and conditions.

21. Hold each section firmly with your hand and pass the iron over the section in order to get that desired straight look.



22. For better results, the straightener should start its pass as close to the roots as possible at a 90° angle to the scalp.



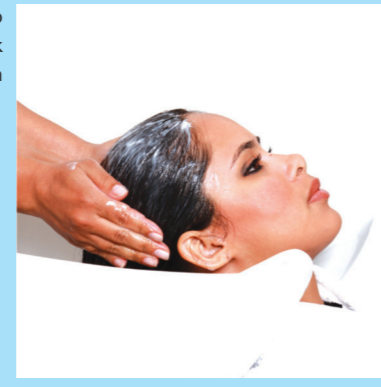
STEP 04

FINISHING

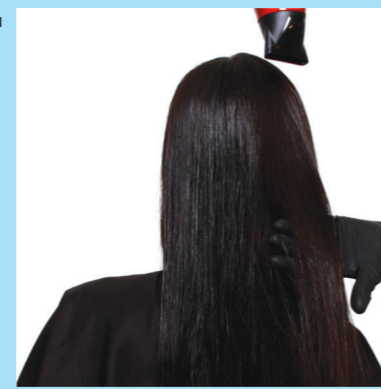
23. Rinse the hair thoroughly.



24. Apply the Deep Conditioning Mask and work it through the hair. Leave on for 5 minutes. Rinse again.



25. Dry the hair with a hairdryer.



26. During this final process the hair will dry straight and with incredible shine without frizz.



KEEPING IT UP AT HOME

Use BRASIL CACAU home care line to ensure longer lasting results of BRAZILIAN KERATIN RECONSTRUCTION TREATMENT. Its products are prepared specifically to keep the hair frizz-free. Enriched by keratin and cocoa, they guarantee radiantly shiny, smooth and healthy hair.



- Anti Frizz Shampoo**
 - Mild Shampoo containing Keratin & Cocoa
 - pH 4.5 - slightly acid
- Anti Frizz Conditioner**
 - Intensive conditioning containing Keratin
 - pH 4.5 - slightly acid
- Anti Frizz Leave-in**
 - Daily protection without rinsing
 - Extreme softness
- Deep Conditioning mask**
 - Weekly use for maximum hydration
 - pH 4.5 slightly acid
- Smoothing Shine Serum**
 - Hair protection and extreme brightness

FREQUENTLY ASKED QUESTIONS

- 1. Can I use BRAZILIAN KERATIN RECONSTRUCTION after having done a dying/tinting process?**
The BRAZILIAN KERATIN RECONSTRUCTION can be done before or after tinting. In either case, we recommend to do the hair tinting one week before or after the BRAZILIAN KERATIN RECONSTRUCTION process in order to allow pigment to set better on hair.
- 2. Can BRAZILIAN KERATIN RECONSTRUCTION be done after straightening/relaxation processes?**
Yes, for very curly or Afro Ethnic hair, it is recommended to do hair relaxation/straightening before using BRAZILIAN KERATIN RECONSTRUCTION.
- 3. Can I apply the product only on the roots if client wishes to keep her hair wavy on the length?**
Yes. Applying the product only on the roots provides a very natural and balanced result. For already straightened lengths, applying the product on the root is also recommended in order to avoid saturation.
- 4. Can pregnant women use the BRAZILIAN KERATIN RECONSTRUCTION?**
BRAZILIAN KERATIN RECONSTRUCTION is not a chemical product, however we recommend that pregnant women and children under 12 avoid the process.
- 5. Is BRAZILIAN KERATIN RECONSTRUCTION compatible with henna?**
Yes. BRAZILIAN KERATIN RECONSTRUCTION is compatible with any colourant or chemical process.
- 6. Is it necessary to test the product on a tress before using it?**
Yes. We do recommend to perform a strand test because, although uncommon, some people may present reaction to one of the formula's ingredients.
- 7. Can I do the forehead first?**
Keeping in mind the client's maximum comfort, it is much better to do the process from back to front. While drying and straightening hair, avoid letting hair fall in contact with face skin. Always position hair and air flow backwards, away from the face.
- 8. Once I have completed the straightening process, is it possible to consider the process done and to allow the client to wash her hair at home?**
No. To achieve the expected results, the whole Brazilian Keratin Reconstruction procedure from hair wash with Anti Residue Shampoo until the Deep Conditioning Mask must be done by the hairdresser on the same day.
- 9. Is the BRASIL CACAU treatment permanent?**
No, it will eventually wash out after 3 to 4 months. The treatment lasts longest on processed hair and provided the BRASIL CACAU aftercare products are used.
- 10. When is the client allowed to wash her hair?**
Whenever she wants, even right after the treatment. Unlike other systems, there is no waiting time.
- 11. Is there any important information I have to be aware of when applying BRAZILIAN KERATIN RECONSTRUCTION?**
Yes. During steps 2 and 3, when you apply, dry and straighten the frontal sections, you must avoid contact of hair or wind with the client's face. Also ensure that the product does not come in contact with the scalp.
- 12. If I apply a great deal of the BRAZILIAN KERATIN RECONSTRUCTION to fine strips of hair, will that improve its performance?**
No. It is better to apply a normal amount to broad sections to ensure quick and comfortable application for both the stylist and the client. For best results, simply apply the amount needed to cover the hair evenly.
- 13. Can I apply BRAZILIAN KERATIN RECONSTRUCTION to the whole head of hair and then dry the hair with a dryer?**
No. Our tests indicate that the hair drying procedure should be done in stages as shown in this guide. This will keep the product from forming smoke and releasing fumes.
- 14. What happens if BRAZILIAN KERATIN RECONSTRUCTION is applied to the scalp?**
This should be avoided. If this occurs in the case of people with sensitive skin, there may be light flaking in this region because of the acid pH of the product. The problem can be resolved by washing with saline solution and Anti-Frizz Shampoo.

TECHNICAL GUIDE

BRASIL CACAU PROFESSIONAL BRAZILIAN KERATIN RECONSTRUCTION



BEFORE



4 PRODUCTS IN 1

- Frizz control • Brilliant shine • Restores hair health • Humidity proofing

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TECHNICAL GUIDE

BRASILIAN KERATIN RECONSTRUCTION FORMALDEHYDE FREE AND GLUTARALDEHYDE FREE

What is it?

BRASIL CACAU KERATIN is a heat-activated restructuring process that can be used on all hair types and conditions to make the hair radiantly straight and frizz-free for 3 to 4 months.



Indications:

Curly, damaged, frizzy hair with or without previous chemical treatment.

Results:

Eliminates hair frizz, reduces volume, restores hair health, humidity proofs and adds incredible shine.

Main active ingredients:

Keratin, cocoa and acetic acid (responsible for making the formula acid, with a pH of 2.8)

How it works:

The acid pH (2.8) of BRASIL CACAU KERATIN and the heat of the straightening iron are responsible for fixing the formula's active ingredients into the hair. It realigns the cuticles, making hair surface even and smooth to reflect the light, and imparts sparkling shine.

pH action:

The treatment result is attributed to the acid pH action on the hair cuticle. For this reason, the treatment doesn't modify the internal strand structure.

STEP 1: Anti Residue Shampoo: Alkaline pH (9.0)

Helps to open up cuticles allowing penetration of the BRASILIAN KERATIN RECONSTRUCTION'S active ingredients.

STEP 2: Brazilian Keratin Reconstruction: Acid pH (2.8)

Its acid promotes an intense straight effect. The acetic acid in the formula acts as an acidulant responsible for the product's low pH.

STEP 3: Deep conditioning mask: Slightly Acid pH (4.5)

Important step to rebalance hair pH.

Required material:

- Professional hair dryer
- Straightening iron (temperatures between 180°C and 230°C)
- Hair clamps
- Vinyl gloves
- Tint bowl
- Fine-tooth comb
- Brush



Tip for hair with problematic roots:

After the straightening process with the iron (before rinsing), we recommend applying the product once again on hair roots, just on the front part, dry with the hairdryer, and straighten again with the iron.

STEP BY STEP

To be followed precisely

PROFESSIONAL USE ONLY

STEP 01

PREPARATION

1. Wash hair with Anti Residue Shampoo and leave for 5 minutes.



2. Rinse hair normally. If necessary, repeat points 1 and 2 for virgin hair or resistant hair.



3. Use a hair dryer and hands to leave the hair about 80% dry. Some moisture is required on the hair to help spread the Brazilian Keratin Treatment evenly and completely through all the hair.



4. Divide hair into six equal parts and secure each section with a clamp.



STEP 02

APPLICATION | DRY

5. Pour about 20 to 40ml of Brazilian Keratin Reconstruction in a tint bowl according to hair length and volume. Do not apply more product than necessary, only enough to just coat the hair. Less is better than more!



Start applying the product from the back of the neck, unclamping one part of the hair at a time.

6. Wearing gloves, apply Brazilian Keratin Reconstruction with a tint brush all over the tress base, close to the root, keeping a 0.5cm distance from the scalp.



Prevent the product from coming in contact with the scalp.

7. To cover the whole root homogeneously, divide the same tress in half and apply the Brazilian Keratin Reconstruction on the upper inner parts.



8. Apply the product on the bottom inner part of the tress as shown.



APPLICATION | DRY

9. Spread the product with a fine-tooth comb through the entire section, from the roots to the ends.



10. Make sure that the whole tress is homogeneously covered with the product.



Repeat the process on the other tress at the back of the neck.

11. Completely dry both tresses at the back of the neck with a medium temp hairdryer without brushing.



It is essential to dry just these two sections after the product application to ensure comfort to both the stylist and the client. By doing so, smoke and fumes are reduced to a minimum.

12. Repeat steps 6 to 11 on the second two tresses on the back of the head.

Remember that it is important to dry just these two sections as well after the product application to ensure that smoke and fumes are reduced to a minimum to maximise client comfort.

APPLICATION | DRY

13. Apply the product to the two frontal sections of hair using the same technique.



For client comfort ensure that the coated hair does not come in contact with and is kept away from the client's face at all times.

14. Apply the product on the parts close to the tress's root.



15. Divide each tress in half



16. Apply the product with the brush on the upper and bottom parts of the tress.



APPLICATION | DRY

17. With a fine-tooth comb spread the product down to the tips of the tress, keeping the coated hair away from the client's face.



18. Make sure that the whole tress is homogeneously covered with the product.



19. Using the hairdryer set to cold, take care to dry these sections in a backward motion to keep hair and wind from coming into contact with the client's face.



Repeat steps 13 to 19 on the other frontal tress.

Discard any left-over product.

