

K18

BIOMIMETIC
HAIRSCIENCE



stylist faq



K18 is free of

- ✗ Parabens
- ✗ Sulfates
- ✗ Silicones
- ✗ Phthalates
- ✗ Sodium Chloride
- ✗ Artificial Colors
- ✗ Formaldehyde and Formaldehyde Donors

K18 is

- ✓ Vegan
- ✓ Color safe
- ✓ Made in Canada
- ✓ Never tested on animals

1. What are the Ingredients in K18?

K18 Mask

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Cetearyl Alcohol, Dicaprylyl Ether, Cetyl Esters, Behentrimonium Chloride, Polysorbate 20, sh-Oligopeptide-78, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Isopropyl Alcohol, Tocopherol, Phenoxyethanol, Potassium Sorbate, Citric Acid, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.

K18 Mist

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Polysorbate 20, sh-Oligopeptide-78, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Phenoxyethanol, Potassium Sorbate, Potassium Hydroxide, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.

2. What is K18's pH?

5.0 - 6.0

K18 Mask

7.5 - 8.0

K18 Mist

3. What is K18?

K18 is a haircare brand with patented hair technology that is clinically proven to undo hair damage caused by chemical services, thermal styling, mechanical styling, and environmental damage.

K18 has two products that are used as a system during all chemical services:

K18 Mask –

a progressive treatment that can either be used at home or with a professional in-salon service

K18 Mist –

a professional-only product used before an in-salon chemical service

4. How does K18 work?

When thinking of hair, the easiest comparison would be to many different ladders that have been twisted to create the keratin chain. These ladders stay in place as a result of disulfide bonds. They are held together and present in the cortex, medulla and cuticle.

When these ladders are damaged, it's not just the singular rungs of the ladder that break, it's the entire ladder including the runners and any connections between these multiple ladders held together by electrostatic attraction.

Most products only focus on creating a temporary bridge between the rungs of a ladder (the ionic crosslink across the broken disulfide bonds). This washes away with any alkaline agent like water or shampoo without any mechanism to support the sides of the ladder (broken keratin chains). The hair then continues to stay weak and limp.

Through a period of 10 years of research (3 years in scanning and in silico design), the keratin proteome covering 1,242 decapeptides, we at K18 patented the first peptide that is most effective at connecting the broken keratin chains. This means that K18 is able to provide lasting results that repair and heal hair in four minutes.

The future of haircare was born in a single patented peptide.

Any chemical process that involves an alkaline environment breaks the keratin chains that keep hair together and strong. K18 is the first product in history

to reconnect the broken keratin chains. It does so by penetrating the cortex and reconfirming the disulfide bonds across the sides of the ladder and so reconnecting the broken keratin chains. Hair is now repaired and restored to a near undamaged state of strength and elasticity.

5. What is K18Peptide?

K18Peptide is a unique sequence of amino acids that penetrates the hair strand and reconfirms disulfide bonds damaged both in-salon and at home. It is clinically proven to return hair to its youthful, elastic state without washing out.

A team of European scientists created K18Peptide after ten years of extensive research and reviewing more than 1,200 possible amino acid sequences covering the entire keratin genome expression of hair.

K18Peptide is exclusive to K18 products.

6. What is the K18Peptide patent number?

EP3058936A2

7. Is the K18Peptide in all K18 products?

Yes.

8. What does K18 Mist do?

K18 Mist is a lightweight mist that strengthens hair before a chemical service. It's clinically proven to repair damaged hair after just one 4-minute in-salon treatment.

The slightly alkaline pH of the formulation (7.5 - 8.0) is designed to shift the cuticle layer, quickly penetrate into the hair's cortex, and hone in on damaged sites. From there, K18Peptide regenerates and restores hair's strength and elasticity.

Just one 4-minute **K18 Mist** pre-treatment before any chemical treatment takes hair to its most resilient and healthy state. This allows hair to withstand damage done during the chemical service. Please remember to always use proper judgement as K18 will not make hair invincible.

9. Who is K18 Mist for?

Everyone.

10. What does K18 Mask do?

K18 Mask is a progressive treatment that can be used with all professional in-salon services or as an at-home treatment for clients.

It's a lightweight formula applied to clean, towel-dried both in-salon and at home. **K18 Mask** is clinically proven to regenerate damaged hair after just one 4-minute treatment.

11. Who is K18 Mask for?

Everyone.

12. Why is K18 Mist applied before bleaching/coloring?




K18 Mist is applied before bleach or color services because it prepares the hair's cuticle layers to make way for K18Peptide to penetrate into the hair's cortex. The **K18 Mist**'s liquid formulation optimizes the efficacy of K18Peptide so that hair is in its strongest and most resilient state during the service. It will not affect the outcome of the chemical service.

After professional in-salon services, **K18 Mask** is applied.

13. How is K18 Mist applied before chemical services?

Follow these steps:

1. Prep hair by lightly misting with water.
2. Apply **K18 Mist** section by section. (The amount required depends on hair type and condition, see chart.)
3. Wait 4 minutes. DO NOT rinse. (This is a good time to mix or prepare for your chemical service.) You may dry after 4 minutes if needed.
4. Apply service directly on top of **K18 Mist**.

	fine/ thin	medium	thick/ course
 short (chin-length or shorter)	1-2 sprays/ section	2-3 sprays/ section	3+ sprays/ section
 medium (shoulder length)	2-3 sprays/ section	3-4 sprays/ section	4+ sprays/ section
 long (mid-back length)	3-4 sprays/ section	4-5 sprays/ section	5+ sprays/ section

Tip: When prepping hair with water, a light mist is all you need. Many stylists spray water into the air above the client's head and let the mist fall onto the hair.

Note: **K18 Mist** is not an additive to chemical services and will not affect processing times or desired tone.

14. Why mist the hair with water before applying K18 Mist?

Misting the hair with water allows the cuticle layers to prepare for optimal penetration of **K18 Mist** into the hair's cortex. Think of how a damp sponge absorbs more water.

15. How much K18 Mist should I use?




The amount of **K18 Mist** necessary depends on your client's hair type, thickness, and condition. See chart below.

16. How else can I use K18 Mist?

K18 Mist can also be used with perming.

Follow these steps:

1. Prep hair by lightly misting with water.
2. Apply **K18 Mist** section by section. (The amount required depends on hair type and condition, see chart.)
3. Wait 4 minutes. DO NOT rinse. (Use this time to prepare your perm solution.)
4. Apply perm solution directly on top of **K18 Mist**.
5. Rinse and follow with neutralizer.
6. Re-apply **K18 Mist**.
7. Wait 4 minutes. DO NOT rinse.
8. Style as usual.

		fine/ thin	medium	thick/ coarse
 short (chin-length or shorter)	mist	1-2 sprays/ section	2-3 sprays/ section	3+ sprays/ section
	mask	1 +/- pump	1-2 pumps	2 pumps
 medium (shoulder length)	mist	2-3 sprays/ section	3-4 sprays/ section	4+ sprays/ section
	mask	1-2 pumps	2 pumps	2-3 pumps
 long (mid-back length)	mist	3-4 sprays/ section	4-5 sprays/ section	5+ sprays/ section
	mask	2 pumps	3 pumps	4 pumps

17. How do you use K18 Mask as part of a lightening/color service?

K18 Mask is used after processing bleach/color.

Follow these steps:




1. Shampoo hair. Skip the conditioner.
2. Towel-dry thoroughly.
3. Apply **K18 Mask**. (The amount required depends on hair type and condition, see chart.)
4. Leave for 4 minutes before styling. DO NOT rinse out.
5. If cutting, begin right away. Make sure to wait 4 minutes before heat styling.
6. If toning, apply toner/gloss on top of **K18 Mask**. Process toner/gloss as required. Shampoo and rinse. Follow with secondary application of **K18 Mask**. Towel-dry thoroughly. Style as usual.

18. Will applying toner on top of K18 Mask affect the outcome of my color?

No! In fact, colorists tell us **K18 Mask** improves their results because it evens out the hairs porosity, making for a more uniform and vibrant color application.

19. How much K18 Mask should I use?

The amount of **K18 Mask** required depends on hair type, thickness, and condition. See chart.

	fine/ thin	medium	thick/ course
 short (chin-length or shorter)	1 +/- pump	1-2 pumps	2 pumps
 medium (shoulder length)	1-2 pumps	2 pumps	2-3 pumps
 long (mid-back length)	2 pumps	3 pumps	4 pumps

20. How do I use K18 Mask during a haircut or as a treatment?

Follow these steps:




1. Shampoo and rinse. Skip the conditioner.
2. Towel dry thoroughly.
3. Apply **K18 Mask**. (The amount required depends on hair type and condition, see chart.)
4. Wait 4 minutes. DO NOT rinse. If cutting, begin right away.
5. Make sure to wait 4 minutes before heat styling or layering styling products. If needed, you may also condition once 4 minutes has elapsed with K18.

21. Can you use K18 with a Sodium Hydroxide Relax?

Yes.

Follow these steps:

1. Prep hair by lightly misting with water.
2. Apply **K18 Mist** section by section. (The amount required depends on hair type and condition, see chart.)
3. Wait 4 minutes. DO NOT rinse.
(Use this time to prepare your relaxer solution.)
4. Apply sodium hydroxide relaxer directly on top of **K18 Mist**.
5. Apply and process as usual.
6. Rinse, towel dry, and follow with **K18 Mask** for 4 minutes. (The amount required depends on hair type and condition, see chart.)
7. Follow with neutralizing shampoo after 4 minutes has elapsed.
8. Towel dry and re-apply **K18 Mask** for 4 minutes.
Style as usual once time has elapsed.




	fine/ thin	medium	thick/ course
 short (chin-length or shorter)	1 +/- pump	1-2 pumps	2 pumps
 medium (shoulder length)	1-2 pumps	2 pumps	2-3 pumps
 long (mid-back length)	2 pumps	3 pumps	4 pumps

22. Can you use K18 with a Japanese Straightener / Thermal Reconditioner?

Yes.

Follow these steps:

1. Prep hair by lightly misting with water.
2. Apply **K18 Mist** section by section. (The amount required depends on hair type and condition, see chart.)
3. Wait 4 minutes. DO NOT rinse. (Use this time to prepare your Japanese Straightener / Thermal Reconditioner.)
4. Apply and process Japanese straightener as usual.
5. Rinse and apply neutralizer.
6. Once neutralizer has processed, rinse, lightly shampoo and towel dry.
7. Follow with **K18 Mask** for 4 minutes. (The amount required depends on hair type and condition, see chart.)
8. Style as usual once time has elapsed.

		fine/ thin	medium	thick/ coarse
 short (chin-length or shorter)	mist	1-2 sprays/ section	2-3 sprays/ section	3+ sprays/ section
	mask	1 +/- pump	1-2 pumps	2 pumps
 medium (shoulder length)	mist	2-3 sprays/ section	3-4 sprays/ section	4+ sprays/ section
	mask	1-2 pumps	2 pumps	2-3 pumps
 long (mid-back length)	mist	3-4 sprays/ section	4-5 sprays/ section	5+ sprays/ section
	mask	2 pumps	3 pumps	4 pumps

23. Can you use K18 with a keratin treatment?

Yes.

Follow these steps:

1. Prep hair by lightly misting with water.
2. Apply **K18 Mist** section by section. (The amount required depends on hair type and condition, see chart.)
3. Wait 4 minutes.
4. Clarify per your keratin treatments instructions.
5. Apply and process keratin treatment as usual.

***Please note, keratin treatments act as a laminate on the hair. We do not recommend using the Mask immediately after the keratin treatment as it will be ineffective. Wait 3-4 shampoos prior to application of Mask either in-salon or at home.

24. Can I use K18 during a perm?

Yes.

Follow these steps:

1. Prep hair by lightly misting with water.
2. Apply **K18 Mist** section by section. (The amount required depends on hair type and condition, see chart.)
3. Wait 4 minutes. DO NOT rinse. (Use this time to prepare your perm solution.)
4. Apply perm solution directly on top of **K18 Mist**.
5. Rinse and follow with neutralizer.
6. Re-apply **K18 Mist**.
7. Wait 4 minutes. DO NOT rinse.
8. Style as usual.

25. What is the suggested amount of times to use K18 to receive optimal results?

We recommend using **K18 Mist** and **K18 Mask** every time your client visits, especially for all chemical services as hair is damaged during these processes.

If your client is not receiving chemical services and does not have damaged hair, or visits once per week, you may use K18 3-4 consecutive times and then every 3-4 visits for maintenance. For these clients, the goal of K18 is to maintain the integrity of the hair instead of repairing.

26. Can I use K18 Mist and Mask together?

The concentrated formulas are intended to be used together. You will use them at separate times during your service.

During a chemical service, **K18 Mist** is applied prior to chemical application. **K18 Mask** is applied immediately after shampooing.

During a perm, **K18 Mist** is applied before applying perm solution. **K18 Mist** is again re-applied after neutralizer – this is to avoid additional weight on newly formed curls from perm application.

27. What would happen if I put K18 Mist or Mask into chemical services?

We have found no benefits from adding K18 to directly into a chemicals service. K18 products were meant to strengthen and protect hair before and after chemical services. They do not need to be added directly in.

28. Do you suggest using a clarifying shampoo before using K18? Will it work if there is a lot of product or buildup on hair?

In most cases, clarifying and/or detoxing is not needed. However, use your judgment as a professional. If there is an extreme coating of product or mineral buildup on the hair, you may choose to use a clarifier before using K18 to ensure the best results.

29. Can you use a built-in bonder lightener with K18?

K18 is compatible with all professional products.

30. Can I use all hydrogen peroxide with K18 products?

Yes, you may use all volume (%) of hydrogen peroxide per the recommendation of the company/manufacturer's instructions. No need to alter timing or increase the volume of developer when using K18 products.

31. What's the difference between acidic toners and K18?

K18 products provide all of the great conditioning and acidic balancing results similar to an acidic toner. They can be added as an additional step before toning for even more benefits.

32. Will alkaline hair color affect the performance?

Alkaline hair color swells hair's cuticle layers and throws pH levels off balance. Using K18 before and after these services will bring the pH level closer to hair's natural pH.

33. Are K18 products keratin treatment safe?

K18 products are safe to use with keratin treatments. K18 is sulfate free. Please keep in mind, keratin treatments act as a laminate on the hair so it is best to wait 3-4 shampoos prior to application of K18 for best results or use prior to application of your keratin treatment after shampooing / prior to clarifying.

34. Is K18 a replacement for a conditioner?

K18's primary goal is to restore hair's strength and elasticity by regenerating disulfide bonds damaged from bleaching or coloring services. Detangling and conditioning benefits are an added bonus. As long as you leave **K18 Mist** or **K18 Mask** in for 4 minutes, you can also add a leave-in conditioner, if desired. Most stylists tell us the **K18 Mask** alone provides all the necessary conditioning.

35. Can I use styling products with K18?

K18 is compatible with all styling products.

36. Aside from bleaching, coloring, and perming, when can I use K18?

K18 can be used on all clients with all services. The strengthening and softening benefits can revitalize any hair type that has been damaged due to chemical processing, thermal styling, mechanical styling, or environmental damage.

37. Why do you use K18 products on towel-dried hair?

Hair needs to be towel-dried and slightly damp so that K18Peptide can deep into the hair cortex. When there's too much water inside the hair cortex, K18Peptide is not able to reconform the broken disulfide bonds.

38. Why do you need to leave K18 Mask in?

K18 Mask is most effective as a leave-in treatment because it works within the hair's cortex.

39. I see wheat listed on both K18 Mist and Mask. What if my client or I have a wheat allergy?

Check with your doctor before using K18 if you have a wheat allergy. If your doctor allows, we recommend testing the product on a small patch of skin to make sure there is no reaction. We will be launching a gluten free formulation in the near future.

40. Is K18 safe to use during pregnancy?

Although K18Hair is free of sulfates, parabens, phthalates, silicones, artificial colors, sodium chloride, formaldehydes, is vegan, and cruelty-free, we recommend that clients always consult their doctors as they will have individualized care plans.

We are happy to provide MSDS sheet.

41. What about allergies?

K18Hair is free of sulfates, parabens, phthalates, silicones, artificial colors, sodium chloride, formaldehydes, is vegan, and cruelty-free. With that being said, anyone can be allergic to anything.

We are happy to provide MSDS sheet.

42. How often should my client use K18?

We recommend clients to use **K18 Mask** 3-4 consecutive times, and then every 3-4 washes for maintenance.

43. What is the PepPower Service?

The PepPower service has three parts:

- **K18 Mist** prior to chemical services.
- **K18 Mask** after all chemical services excluding perms.
K18 Mist applied after perm.
- Client continues treatments at home with 50ml or 5ml of **K18 Mask** called the **K18Peptide Dose**.

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