

- NO ammonia
- NO formaldeide
- NO flat

Kera
lish
cheratina

GB

TOTAL STRAIGHTENING SYSTEM

Kera Lish is a revolutionary treatment that permanently eliminates volume and frizz. Finally, a system for obtaining straight, ultra luminous hair, even from originally curly or unruly hair.

No More Iron!

Kera Lish allows you quickly and easily to style hair into smooth, straight lines without the need of a flat iron! It's like being born with naturally straight hair...

Maximum gentleness on the hair

Kera Lish, thanks to its new A:D:C reduction system (Active Delivery Complex) + Cysteamine, containing a modified hair keratin amino acid, gently and delicately reduces volume without damaging the hair.

The combined effect of the A.D.C. system with the keratin amino acids and thermal trace elements actually reconstructs the hair while it is being styled.

Thanks to this revolutionary technology, the hair is strengthened and restructured, reducing environmental moisture absorption to a minimum.

The Result:
Long-lasting straight hair
and total elimination of
frizz.

Kera
lish
cheratina



no ammonia - no formaldehyde - no flat iron

PRODUCT RANGE

Kera Lish technicians

Kera Lish fix mask	250ml
Kera Lish action light	250ml
Kera Lish action strong	250ml



Kera Lish post treatment

Creamy, delicate but also reinvigorating, the Kera Lish treatment is available in two versions, to be combined with the neutralizing mask. One for frizzy, wavy or regular hair, the other for extremely curly, hard, ethnic or hair that is resistant to standard straightening techniques. The neutralizing mask is vital for the final stage of treatment, as it instantly restores the sulphur bonds permanently relocating them in their new position, thus ensuring long-lasting, resistant straight hair.



Kera Lish activator shampoo	500ml
Kera Lish smoothing shampoo	250ml-500ml
Kera Lish conditioner	250ml-500ml
Kera Lish serum silk	150ml

**Kera
lish**
cheratina



regeneration

regenerating protective for colors and bleached hair

Kera Lish Pre-Treatment

Kera lish regeneration 250ml

A protective keratin cream. Builds a protective, non-fatty screen on the hair stem. Penetrates deep into damaged structures, reconstructing the keratin fibres. High quantities of nutritional substances and softeners protect and reinforce chemically treated hair prior to straightening.

HOW TO USE:

After using the Activator Shampoo, eliminate excess water and apply a small quantity of Kera Lish Regeneration along the length of the hair and on the tips. Comb and rub in evenly. Next apply the straightening product.

DO NOT RINSE.



no ammonia - no formaldeide - no straightener

Why have any doubts?

Questions and answers

1. What makes Kera Lish different from other straighteners?

Traditional straighteners often use compounds like ammonia, thioglycolates, caustic soda etc.; these substances wear out the hair structure leaving it very dry, and the hair then tends to break easily. Instead, Kera Lish actually uses an innovative natural reduction system (a chemical reaction that allows separating the sulphur bonds) that reinvigorates and strengthens the hair during treatment and causes no damage.

2. How long does the Kera Lish treatment take?

It varies according to hair length and structure, but it generally takes no longer than a traditional treatment.

3. Are straighteners safe on hair that has already been treated chemically?

Traditional straighteners can cause damage, even serious damage, to the hair if it has already been treated chemically; furthermore, straighteners are not recommended on bleached or streaked hair. Kera Lish, instead, thanks to its innovative formula, causes no harm to treated hair and, with the appropriate precautions, can even be used after the hair has been bleached.

4. Can I colour my hair on the same day I use Kera Lish?

It is best to wait at least 4/5 days before colouring your hair or undergoing any other treatment.

5. How long does the Kera Lish treatment last?

The treated portion of the hair remains straight virtually forever. The hair that grows in the following months will require treatment; however, waiting approximately 4/5 months from the last use is recommended.

6. Is it best to first do the straightening or the colouring?

Because it is best not to do both treatments on the same day, it is advisable to first straighten and then, after a few days, colour the hair.

7. Can a heat source be applied during treatment?

It is best to use the product at room temperature. Only when the hair is naturally extremely curly and difficult can a heat source be applied after covering the hair with a cap.

8. Can hair that has been treated with Kera Lish be ironed?

If the hair has already been treated, using a flat iron should be unnecessary since Kera Lish delivers perfectly straight hair. However, if you still want to iron your hair, there won't be any problems.

9. After treating the hair with Kera Lish, how soon can I shampoo?

You need to wait at least 24/48 hours, to give the bonds enough time to set completely and guarantee best results.

10. Can Kera Lish cause any allergic reactions?

Although no cosmetic treatment can really be considered non-allergenic, Kera Lish, being developed without ammonia, thioglycolic acid and its salt by-products, is definitely less prone to cause allergic reactions or hypersensitivity problems.

11. What does the hair look like after a Kera Lish treatment?

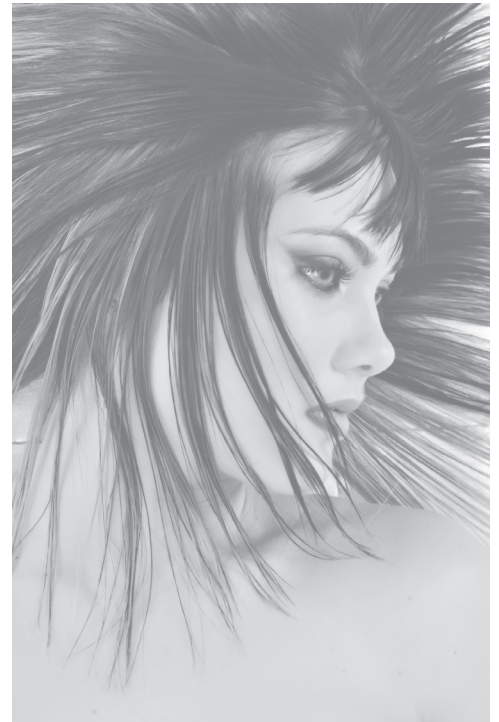
The hair will look perfectly straight and full of shine, and will feel pleasantly and naturally smooth.

no ammonia - no formaldehyde - no flat iron

Kera Lish

Tutorial

ABSOLUTE STRAIGHT !



Kera Lish is an enduring hair straightening system according to an advanced technology operating without ammonia, thioglycolates or other damaging agents. The system controls all highly curled, ethnic, kinky and / or difficult hair.

RESULT: it creates perfectly straight flat shapes with healthy resistant hair structure.

Kera Lish is available in cream packed in 250 ml tube, to be used compulsorily with the paired **FIX MASK**.

USE PRECAUTIONS: to be held out of reach of children. Some people might be sensitive to this kind of product. Wear suitable disposable gloves during the whole straightening. Don't apply if scalp is sensitive, irritated or not unscathed. Avoid product contact with eyes. Rinse eyes immediately and abundantly in case of contact with product and call a doctor. Don't apply product on lengths and tips previously straightened presenting evident damage conditions.

PROFESSIONAL USE ONLY

Don't apply on hair strong decoloured, elastic, split or treated with henna or metallic salts.

In case of scalp irritation rinse immediately. If irritation persists call a doctor. Make the fixing by following the given instructions. Make a preliminary test on one or two locks of hair before applying on the whole hair. If the hair are weakened or if scalp is irritated after test, don't apply Kera Lish. If after your test you decide to apply the product, don't apply again on tested locks of hair.

Don't use shampoo or other cosmetic products 24 hours after treatment.

Don't make colourings the same day of treatment.

IMPORTANT RECOMMENDATIONS - DON'T APPLY ON CHILDREN

Choose with care the product suitable for the hair type to be straightened:

ETHNI- FRIZZ: unique formula for very curly, ethnic, kinky, difficult hair

(if hair are natural, coloured or decoloured/ streaked change application time. See table)

CURLY : unique formula for curly, wavy, fine hair

(if hair are natural, coloured/ decoloured/ streaked change application time. See table)

KEEP THE USE INSTRUCTIONS WITH CARE - USE INSTRUCTIONS

Application of straightening cream

Make a light preparing **Activator shampoo** technical service without rubbing the scalp. Complete technical diagnosis previously made for the right product choice by checking the hair elasticity degree on lengths and tips. Pour the straightening product in a plastic bowl to start application by means of a flat brush. Divide hair into 4 sections, from forehead to nape of the neck and from an ear to the other.

Wear disposable gloves during the whole straightening. Proceed with product application from the rear part and distribute starting from 1 cm from scalp until tips.

Attention: it is important that hair are dabbed (eliminate water in excess) and that there is a product quantity covering the whole hair. Immediately after product application on lock comb hair with a large teeth comb make sure not to remove the product and keep the lock straightened and stretched in the best possible way. (avoid touching scalp during application).

Proceed with product application on the whole rest of hair. At the end of application comb hair again backwards trying to keep them always straightened and stretched (especially in the area of face contour and temples). If hair have already been previously straightened apply product only on the hair part just grown. Leave product act by keeping to the application time and to checks at regular intervals as suggested. (In case during the service you find net and evident elasticity, rinse immediately the product). In case hair is particularly healthy and resistant it is possible to apply an hair protection bonnet and if necessary to use a heat source for some minutes.

APPROXIMATE APPLICATION TIME SCHEDULE

<i>Kera Lish Ethni - Frizz</i>	<i>TYPE OF HAIR</i>	<i>CONDITION</i>	<i>APPLICATION TIME</i>	<i>CHECK TEST</i>
	Very curly, ethnic, kinky	NATURAL	30-40 min. max	Every 10-15 min.
	Very curly, ethnic, kinky	Coloured until 30vol.	20-25 min. max	Every 10 min.
	Very curly, ethnic, kinky	Bleached/Streakened	Make resistant test	Every 5 min.

<i>Kera Lish Curly Hair</i>	<i>TYPE OF HAIR</i>	<i>CONDITION</i>	<i>APPLICATION TIME</i>	<i>CHECK TEST</i>
	Curly, wavy	NATURAL	30-40 min. max	Every 10-15 min.
	Curly, wavy	Coloured until 30vol.	20 min. max	Every 10 min.
	Curly, wavy	Bleached/Streakened	Make resistant test	Every 5 min.

Three/five minutes before end of application time comb hair again in different directions by keeping it always in stretched condition.

Application of **FIX MASK**, remove excessive water with a bath towel. Apply **FIX MASK** on hair roots, lengths and tips. Make a massage following the hair growth sense (from roots towards tips). Comb hair to uniform application by keeping it as much as possible straight. Wait at least 5 minutes, then rinse abundantly.

TECHNICAL REPORT POST-STRAIGHTENING TREATMENTS

To get the best possible results from the Kera Lish straightening system, after rinsing the **Fix Mask**, apply the **Conditioner Mask**, let it sit for 4/5 minutes, rinse thoroughly and then dry hair.

To maintain the smoothing effect, it is also recommended that the hair be washed with the **Smoothing Shampoo (allow at least 24 hours to pass following the straightening operation before using it for the first time)**. After applying the shampoo, spread the **Kera Lish Conditioner Cream** on the hair, let it to take effect for a few minutes and rinse. To optimise and complete the treatment, apply **Silk Serum** without rinsing.