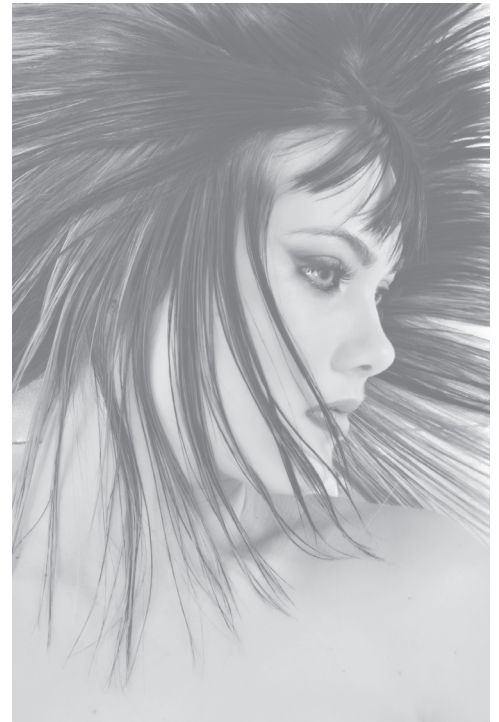


# Kera Lish

*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 compulsory 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.