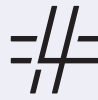




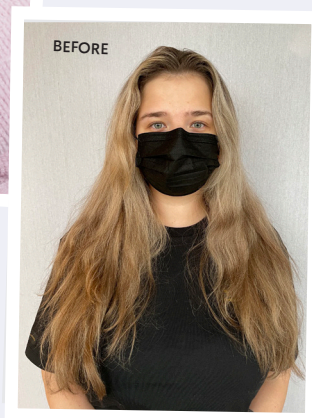
SOFTNESS AND SMOOTHNESS
FOR FRIZZY HAIR



FOUR REASONS

SMOOTHING TREATMENT

- #1 Smoothing, vegan keratin treatment
- #2 The effect lasts for up to 4 months
- #3 Suitable for all hair types
- #4 Fragrance-free



SCAN ME FOR MORE



PERFECTLY SMOOTH AND SOFT HAIR WITH ZERO FRIZZ OR COARSENESS? YES PLEASE!

DREAMS COME TRUE – SILKY SOFT, LONG-LASTING SMOOTHNESS FOR ALL HAIR TYPES

Four Reasons Smoothing Treatment smooths and softens naturally wavy and coarse hair, making the hair more manageable and shiny.

The gentle, easy-to-use semi-permanent smoothing product is suitable for all hair types and won't damage even heavily processed hair. This is a one-size-fits-all kind of product for hair of any type and condition, even lightened hair if the processing time and quantity of strokes is selected based on hair.

The product consists of unique, vegan ingredients that are a perfect substitute for the animal-derived keratin commonly used in straightening products.

Give your clients the chance to enjoy amazingly soft and smooth hair by choosing Four Reasons Smoothing Treatment!

WHAT IS IT?

Four Reasons Smoothing Treatment is a smoothing, vegan keratin treatment designed to be used at the hair salon to smoothen, straighten and soften the structure of the hair, making it easier to detangle and faster to dry. The treatment is done with the help of a styling iron. The entire treatment takes about 2-3 hours, depending on the length and thickness of the hair. The treatment's effectiveness is based on glyoxylic acid, an active ingredient that manipulates the hair's polypeptides, relaxing and straightening the hair structure. The Smoothing Treatment is suitable for any hair type, including lightened hair; the differences in hair type are accounted for by adjusting the temperature of the styling iron and the number of strokes with the iron.

The vegan composition of the product imitates the results of keratin straightening; the product manipulates keratin chains and softens hair structure for up to four months. The treatment makes the hair smooth, straighter and soft. Despite how effective the treatment is at smoothing hair, it won't flatten even fine hair, making it a great fit also for fine hair.



FOUR REASONS

SMOOTHING TREATMENT

BENEFITS FOR HAIR STYLISTS

- #1 Tame frizzy and unruly hair
- #2 Easy to use – one product, different processing times
- #3 Expand your service selection
- #4 Opportunity for additional services with good profit



HOW TO DO A FOUR REASONS SMOOTHING TREATMENT

STEP 1: Wash the hair carefully twice using a deep cleansing shampoo. Dry the hair with a hair dryer.

STEP 2: Divide the hair into four sections. Put on gloves and apply the straightening fluid section by section to dry hair using a foamer, letting the product absorb evenly into the hair. Comb the hair with a fine-tooth comb from the roots to the ends so that the hair is not left wet. Do not apply the product to the scalp. Let the product process for 20 minutes.

STEP 3: Continue without rinsing the hair. Brush the hair. If the hair is still damp, dry the hair lightly with a hair dryer. Take 0.25 – 0.5 in thick sections of hair and process them with a styling iron in accordance with the instructions below.

HAIR TYPE	IRON TEMPERATURE	STROKES
Thick, coarse, naturally curly	390°F – 410°F	15–18 strokes
Normal hair	370°F – 390°F	12–15 strokes
Colored hair	340°F – 360°F	10–12 strokes
Fine, damaged, bleached, naturally blonde, red colored	320°F – 340°F	6–8 strokes

STEP 4: Rinse the hair carefully to remove all product residue from the hair. Apply a moisturizing conditioner to the hair, let it sit for 5 minutes and rinse. Dry the hair with a hair dryer.

WARNINGS

Follow the instructions carefully. Wear appropriate gloves. Do not use the product if the scalp is irritated or damaged. Avoid the product getting into the eyes. If the product gets into the eyes, rinse immediately. If there are any adverse effects, stop using the product immediately and contact a doctor. For external use only. Keep out of reach of children. For professional use only.

HOME CARE INSTRUCTIONS

- Use moisturizing and smoothing cleanse and care products that are suitable for your hair type.
- Avoid washing your hair everyday. By extending the time between washes, you can make the effect of the treatment last longer.
- Blow dry your hair straight after washing.

A4243 | Four Reasons Soothing Treatment 500 ml
B1250 | Four Reasons Foamer



FOUR REASONS

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