

## FREQUENTLY ASKED QUESTIONS

### DO NOT USE WHILST PREGNANT OR BREAST FEEDING

### WHAT DOES BRAZILIAN ECOkeratin TREATMENT DO AND WHY HAS THE POPULARITY OF THIS TREATMENT GROWN WORLDWIDE?

Brazilian ECOkeratin treatment has been designed to replenish and rejuvenate hair which has been depleted of its essential nutrients. Nutrients are normally lacking from the hair due to environmental factors, chemical/thermal damage and daily wear and tear. Brazilian ECOkeratin treatment is very popular worldwide as it gives the hair the ability to return to its natural state, without damage or change to the hair's molecular structure. Due to our climate and lifestyle this treatment is now an important service that salons should offer their clients.

### WHAT RESULTS CAN BE EXPECTED AND HOW SHOULD IT BE DESCRIBED TO CLIENTS?

Our smoothing system leaves the hair totally frizz free, softer and shinier with instant manageability, reducing styling time. The best way to describe the product is a "smoothing reconstructing treatment".

### I LOVE THE BODY/VOLUME IN MY HAIR BUT HATE THE FRIZZ. IS THIS PRODUCT FOR ME?

Yes, it's the perfect treatment for you. This treatment allows you to keep the body/volume while eliminating frizz. Your hair will still react to curling tongs for curls and blow drying if you want straight hair.

### DOES THE NEW & IMPROVED FORMULA PRODUCE VAPOUR/FUMES?

No. There are no irritating fumes like some of the other treatments on the market—no teary eyes or throat irritation.

### CAN YOU DO THE BRAZILIAN ECOKERATIN TREATMENT AFTER COLOURING/HIGHLIGHTING?

As we are working on regenerating the cells we advise to colour one week after treatment. If a client has recently had a colour service, explain that her hair may fade 1-3 shades during the process but can be refreshed one week after.

DO NOT USE COLOURS THAT REQUIRE AN ACTIVATOR, COLOUR SHAMPOOS OR MOUSSES TO TONE THE HAIR ON THE SAME DAY AS THE TREATMENT. We recommend Vitality's Espresso Colour Conditioner balls to be used after treatment to refresh colour. Once the reconstruction treatment is rinsed from the hair, the Espresso colour is applied liberally for up to five minutes. The Espresso is then rinsed lightly, followed by the Brasil Cacau Hydrating Hair Complex to equalize the hair's Ph value and to lock in the reconstruction service.

### CAN YOU DO THE TREATMENT ON PREVIOUSLY CHEMICALLY TREATED AND VIRGIN HAIR?

Yes the Brazilian ECOkeratin can be used on virgin hair and previously chemically treated hair. Both require slightly different attention. As the keratin levels aren't as depleted with a VIRGIN head of hair, we need to work harder to penetrate the treatment into the cuticle. This is normally performed by a higher amount of passes through the hair and a higher temperature on the iron. We also advise after application of product, an absorption time. This can be a period of 20/30 mins. As the hair will naturally resist the treatment, this gives the product more time to penetrate prior to the drying step.

### CAN I SWIM IN A SALT/CHLORINE POOL OR THE OCEAN AFTER MY TREATMENT?

Yes. We recommend you apply a generous amount of Brasil Cacau Leave-In Primer before and after you enter salt/chlorine water. This will aid longevity and provide optimum results.

### HOW LONG DOES THE TREATMENT LAST IN THE HAIR?

The treatment is designed to last up to 6-8 weeks depending on the hair texture/porosity etc. Brazilian ECOkeratin has no re-growth.

### HOW OFTEN CAN I HAVE THE TREATMENT?

Every 4-8 weeks. Brazilian ECOkeratin is a cumulative reconstruction treatment; therefore the more it's done the healthier the hair becomes and the longer the results last.

### ONCE I'VE HAD THE TREATMENT DONE, IS IT POSSIBLE TO RE-FRESH AT HOME?

Yes, to re-fresh the treatment use Brazilian Cacau Hydrating Hair Complex once every 5-7 days. For best results we recommend using the Gamma Piu Active Oxygen Hairdryer. The Active Oxygen Hairdryer produces a revolutionary conditioning and restructuring effect, enhances colour and shine.

## BRASIL CACAU PRODUCT RANGE BRAZILIAN KERATIN TREATMENT



**Brasil Cacau  
ECOkeratin  
Treatment**  
1 Litre – BC01



**Brasil Cacau  
Anti Residue  
Shampoo**  
980ml – BC03



**Brasil Cacau  
Deep Conditioning  
Mask**  
980ml – BC02



**Brasil Cacau  
ECOkeratin  
Treatment Kit**

New  
110ml



**Brasil Cacau  
Anti Frizz Shampoo**  
980ml – BC09  
290ml – BC04



**Brasil Cacau  
Anti Frizz Conditioner**  
980ml – BC10  
290ml – BC05



**Brasil Cacau  
Leave In Primer  
Anti Frizz Treatment**  
110ml – BC06



**Brasil Cacau  
Hydrating Hair  
Complex Mask**  
140ml – BC07



**Brasil Cacau  
Acai Therapy Oil**  
110ml – BC11

ORIGINAL FROM BRAZIL.  
NEW &  
IMPROVED  
FORMULA

### INSTANT RESULTS

The minute you leave the salon you can wash your hair, wear a ponytail, use clips and pins and it will be straighter, smoother, frizz-free and extremely radiant! No need to wait 72 hours!

## BRAZILIAN ECOkeratin BRASIL CACAU

REVOLUTIONARY SUGARCANE CYSTEINE  
KERATIN SYSTEM INFUSED WITH AÇAÍ BERRY

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## THE BRAZILIAN ECOkeratin BRASIL CACAU TREATMENT IS THE MOST INNOVATIVE AND EFFECTIVE PROFESSIONAL SMOOTHING TREATMENT IN THE WORLD!

ORIGINAL FROM BRAZIL.  
NEW &  
IMPROVED  
FORMULA

### AUTHENTIC & GENUINE BRAZILIAN KERATIN TREATMENT MADE IN BRAZIL

The ECOkeratin Brasil Cacau formulation combines rich raw materials and incorporates the latest Brasil Cacau technology. Brazilian ECOkeratin reconstructs with the help of Sugarcane Extract and Cystine. Omega 3 and 6 also have a powerful ability to reconstruct and Açai berry is rich in antioxidants.

The Brazilian ECOkeratin reinforces the internal hair structure, Sugarcane Extract and Cysteine synergize with the hair's natural keratin to condition, reconstruct, smooth and seal the cuticle, while eliminating frizz and providing internal and external protection to hair.

#### HOW BRAZILIAN ECOkeratin WORKS IN 3 IMPORTANT STEPS

- 1 Anti Residue Shampoo (ph9-alkaline).**  
Opens the cuticle.  
Prepares the hair for the application process of the keratin treatment.
- 2 Brazilian ECOkeratin Treatment -** the combination of heat produced from the hair dryer and the appropriate heat from the Diva iron activate the key ingredients in the keratin treatment.
- 3 Deep Conditioning Mask (ph4.5)**  
This beautiful luxurious mask restores the hair's PH levels and closes the cuticle.  
The hair will be smoother, shinier and frizz free.

#### WHY CHOOSE BRAZILIAN ECOkeratin BRASIL CACAU TREATMENT?

- No harsh chemicals
- No formaldehyde
- Resists humidity
- Reconstructs and conditions
- Defrizzes
- Smooths and seals the cuticle
- Enables instant manageability

- Reduces styling time
- Suitable for most hair types and textures
- No more Brassy tones on Blondes-the ECO formulation aids in toning porous blonde and grey hair.
- Is an Instant Smoothing system-clients can return to normal activities immediately after the service such as washing their hair, wearing ponytails and using clips and pins.



BRASIL CACAU  
P R O F E S S I O N A L

## KERATIN CONSULTATION

AFTER BRIEFING YOUR CLIENT ON THE FEATURES AND BENEFITS OF THE BRAZILIAN ECOkeratin SMOOTHING TREATMENT, OBSERVE AND DISCUSS WITH YOUR CLIENT SOME MAJOR HAIR CHARACTERISTICS SUCH AS:

- ELASTICITY
- POROSITY
- DEGREE OF CURL/FRIZZ
- LENGTH OF HAIR
- PREVIOUS/CURRENT CHEMICAL HISTORY

#### TO COMPLETE THE CONSULTATION FOLLOW WITH INFORMATION RELATING TO:

- Expectations of the keratin treatment.
- Difference between chemical straightening and keratin smoothing.
- Explanation of outcome on clients hair type (show before and after shots).
- Chemical history past present and future.
- Strand test (elasticity test to observe hair's strength).
- Maintenance/styling regime now-prior to treatment (thermal tools used, products used, time taken to complete their regime).
- Is a deep cleansing programme recommended for the client prior to the service in salon (to give the hair a thorough cleanse, exfoliate the cuticle layers and remove impurities and build-up from the hair)? Clients who have used products daily or regularly that may cause a build-up on the cuticle should always be advised to pre cleanse prior to any Brazilian ECOkeratin in salon service.
- Explain the time maintenance after the treatment - client can normally halve their normal styling time after the Brazilian ECOkeratin smoothing treatment.
- Explain the importance of the Daily maintenance commitment - our home maintenance retail range is specifically formulated to give optimum results and work in conjunction with our unique formula. We will not guarantee optimum results if other keratin brands are used on the hair.
- Reviewing & discussing all of these points will assist you in determining whether this treatment is suitable for your client.

It will assist you in fine tuning the temperature of the Diva iron during the service and guide you on required passes of the temperature controlled iron.

On average we recommend 8-10 passes of the iron. We have provided you with a guide to heat temperatures on hair types.

THIS IS A GUIDE ONLY AND WOULD BE USED IN CONJUNCTION WITH A FULL CONSULTATION AND STRAND TEST.

HAIR TYPE	PASSES	TEMP
<b>Fine Hair</b> Double Processed Sensitised Hair	6-10 Approx.	150°-200°
<b>Fine-Medium Hair</b> Previous Chemical History	6-10 Approx.	150°-220°
<b>Medium-Coarse Hair</b> Previous Chemical History	8-10 Approx.	170°-230°
<b>Coarse Wiry and Virgin</b> No Chemical History	10-20 Approx.	180°-230°

NB: Virgin hair requires extra passes as more resistant and no chemical damage to the cuticle.

USING THE ABOVE TABLE AS A GUIDE, WE ASK YOU TO DO A TEST STRAND FIRST TO DETERMINE THE MOST APPROPRIATE HEAT REQUIRED FOR YOUR HAIR TYPE/CONDITION.

The hair should never be overheated (start on a reasonable heat and turn iron up by 5 degrees at a time until iron runs through easily and steams).

In all cases the iron should be creating steam, even on a low temperature; a silky shiny appearance should be visible. if this isn't the case, turn your iron up in 5 degree increments, until it is sliding through the hair freely. This will help you determine the most accurate temperature for your client.

The ECOkeratin Brasil Cacau has been designed to assist toning on blondes and grey, but please take into consideration texture, porosity elasticity and the general well being of the hair.

Do not apply unnecessary high temperatures to delicate hair. By taking a test strand, and following manufacturer's instructions, you will eliminate overheating this hair type.

Spending the time conducting a thorough consultation will enable you to achieve sensational results.

## STEP BY STEP GUIDE

### IMPORTANT INFORMATION FOR COLOURED, BLEACHED, HIGHLIGHTED OR GREY HAIR

On some grey and blonde hair types yellowing may occur. Please seek further technical information from your supplier if required. In some cases hair may fade up to 4 shades.

### BRAZILIAN ECOkeratin ON BLONDE AND GREY HAIR

NB: Should you choose to use Brazilian ECOkeratin on Blonde or Grey hair, the following guidelines must be strictly followed:

- On clean & dry hair proceed with test strand. We recommend a discreet section of the hair.
- Apply Brazilian ECOkeratin treatment as per instructions and dry into hair.
- Preheat Diva Iron to 170 degrees. Select the strand & pass iron through as per instructions. After each pass examine hair for any unwanted tonal change e.g. excessive gold tones. The Diva Iron should pass freely through the hair, giving off an acceptable amount of steam. If the iron does not glide freely & there is no tonal change, increase the temperature by 5 degree intervals, still observing any tonal change.
- Ideally the iron should glide freely through the hair & there should be no change in hair tone.

### DO NOT USE WHILST PREGNANT OR BREAST FEEDING

- 1 Prepare the hair – clarify TWICE with Anti Residue Shampoo.**
- 2 Working in sections, dry the hair in a downwards direction with your fingers to approximately 75-80% dry. Very porous hair can be left slightly damper.**
- 3 With a heat resistant comb section the hair into clean quarter sections.** Secure with sectioning clips. Pour a measured amount of Brazilian ECOkeratin into a plastic tint bowl. 30-40ml should be sufficient for shoulder length hair.
- 4 Taking very FINE secondary sections apply the product sparingly and work product through to the very ends.** The formulation will slip through the hair effortlessly. Comb through from roots to ends. Complete the entire head using this procedure – gloves optional. **TIP – for extremely resistant hair and porous hair you can let product soak into the hair up to 30 mins.**
- 5 When application process is complete use a hair dryer on a reasonable heat.** Taking sections of hair and using a downward motion dry the hair 100%. **TIP – take small handful sections of hair at a time - this will cut down your time and keep you working in an organized manner making sure all areas of the hair are dried 100%.** On some hair types and textures a hot tube/bristle brush may be used. Take into consideration the hair is in a brittle state so do not overstretch. **TIP – a nozzle on your dryer will help you achieve a smoother result on the hair.**
- 6 With the hair 100% dry, section the hair again into quarter sections with a heat resistant comb.** Secure with sectioning clips.
- 7 Preheat your Diva iron to the appropriate heat for your client's hair. TIP – if you have conducted your client consultation thoroughly you will know the appropriate/suitable temperature for the hair type you're working with.** We have provided the consultation and a temperature guide to assist you
- 8 Taking very FINE secondary sections with a heat resistant tail comb - iron these sections thoroughly from root area to ends.** Each section should be ironed approximately 8-10 times - depending on your client's hair. **TIP – your consultation will enable you to fine tune your treatment process and produce excellent results.** The hair should appear silky and shiny when this is completed correctly.
- 9 Rinse the hair thoroughly with warm water in one direction.** Do not rough the cuticle. Rinse until the water is clear. **TIP – on thicker hair you may have to rinse for a longer period of time to remove excess product. TIP – this is the appropriate time if you have decided to apply a direct colour pigment to the hair to freshen up colour-we recommend our Vitality's Colour Conditioner balls available in eight colours.** Follow manufacturer's instructions for application and removal. We do not advise you to use demi colours or any colour that may contain ammonia on the day. These colours are suitable 7-10 days after the treatment.
- 10 With a towel gently squeeze the excess water from the hair and do not rough the cuticle.** Apply a generous amount of Brasil Cacau Deep Conditioning Mask to the hair ensuring it is well saturated and comb through with a wide tooth comb. Leave 5-7 minutes then rinse.
- 11 We recomend you apply the Brasil Cacau Leave-In Primer to the hair and proceed to dry the hair completely. TIP – keep the nozzle on the dryer and use your fingers to blast dry the hair, if needed a vent or paddle brush will assist your finish.** It's entirely up to you whether you finish with a flat iron or leave a natural frizz free finish. The hair will now be frizz free, smoother, shinier and more manageable. You may also like to finish the hair with the Brasil Cacau Açai Oil.

P R O F E S S I O N A L