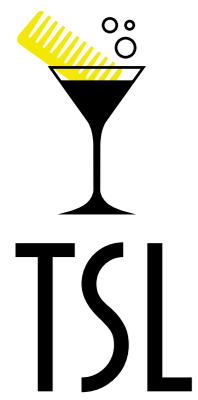


# pinch to zoom in the details of our hair treatments

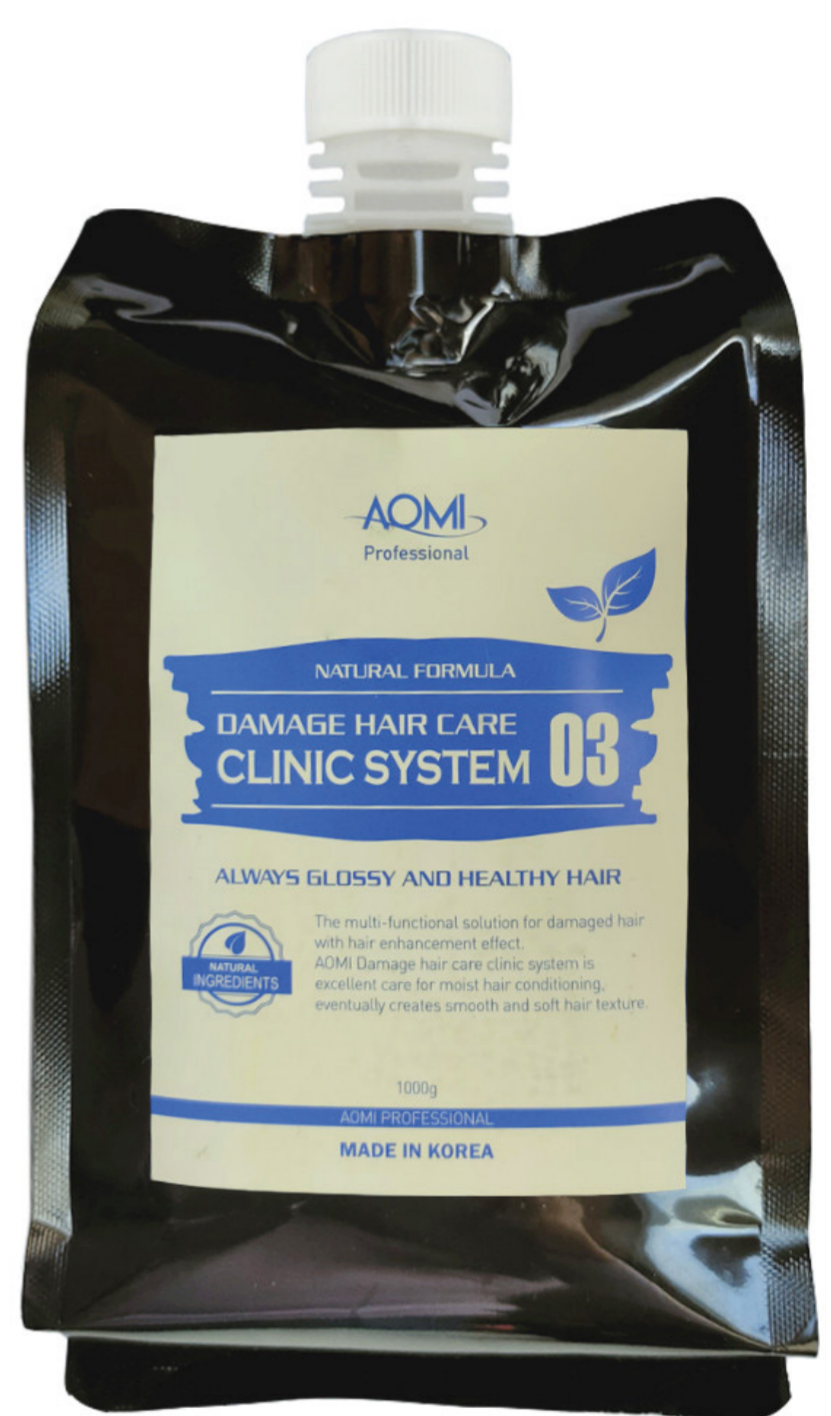


| Type of Treatment           | Keratin Research  | YOGI Care Nanoplastia  | Floractive Nanoplasty  | Shiseido Straightening  | Hair Filler Treatment   |
|-----------------------------|---|--|--|---|---|
| Best for                    | Frizzy, wavy, dry hair  | All types, include fragile/colored   | Coarse, Afro hair Mediterranean,   | Curly, resistant, very frizzy hair  | Damaged, dry, bleached hair   |
| Result & Straightness Level | <b>8/10 Straightness Level</b><br>Smooths frizz, adds shine natural waves remain  | <b>5-6/10 Straightness Level</b><br>Natural smoothness, shine, keeps some movement       | <b>6-8/10 Straightness Level</b><br>Sleek, nearly 100% straight                  | <b>10/10 Straightness Level</b><br>Permanent, pin-straight  | <b>0/10 Straightness Level</b><br>Repairs, smooths, reduces frizz             |
| Lasts                       | 3-4 months  | 3-5 months   | 4-5 months   | Permanent (retouch 6-9 month)   | 3-4 week  |
| Salon Experience            | Smoky, formaldehyde fumes (stylists often use fans/masks)                         | Gentle, low fumes, no formaldehyde   | No smoke, no formaldehyde  | Long service (3-5 hrs), chemical smell  | Comfortable, no fumes   |
| Swim After                  | 3 days  | Same/ next day   | Same day   | 48-72 hrs   | 3 days after  |
| Color & Timing              | Color 1 week before<br>May cause fading/ brassiness esp. reds/ fashion tones      | Color 1 week before or 2 weeks after.<br>May slightly lighten/ dull color                | Color 1 week before or 2 weeks after. Can reduce vibrancy of reds/fashion shades | Color 2 weeks after only. Doing color before will strip pigment                                       | +/- 1 Week Typical, Some Same Day   |
| Safe for Blondes?           | Can shift blonde tones, recommend purple shampoo after                            | Safer for blondes, but may warm tone, use purple mask.                                   | May slightly dull blondes, purple aftercare advised                              | High risk of dryness for blondes, recommend bond builders (Olaplex/K18)                               | Excellent for blondes Restores shine & Reduces dryness                        |
| Key Actives                 | Hydrolyzed keratin, methylene glycol, silicones                                   | Tannin acids, amino acids, argan oil, hydrolyzed keratin                                 | Organic acids, ozone protein coconut oil   | Ammonium thioglycolate, hydrogen peroxide   | Keratin polypeptides, amino acids, collagen, oils                             |
| Aftercare                   | Sulfate-free shampoo, avoid chlorine  | Sulfate-free care, hydrating masks   | Sulfate-free care, hydration masks essential                                     | Sulfate-free care, deep conditioning, regular trims   | Sulfate-free care, frequent masks   |
| Tips (Stylist Feedback)     | Great for frizz reduction but not full straightening. Manage client expectations. | Stylists report better for smoothing than full straightening. Good for medium/fine hair. | Strongest nano. Stylists stress hydration masks/oils are key to prevent dryness. | Stylists call this the gold standard for Japanese straightening but warn it can be drying on blondes. | Stylists confirm Botox = repair, not straightening. Great add-on post-bleach. |



**0/10 Straightness Level**

**Repairs, smooths, reduces frizz**



**0/10 Straightness Level**

**Repairs, smooths, reduces frizz**



**6-8/10 Straightness Level**  
**Sleek, nearly 100% straight**



**5-6/10 Straightness Level**

**Natural smoothness, shine,  
keeps some movement**