

24 Hour Gold Keratin



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Before



After

INSTRUCTIONS

- To begin with, you must put on your work gloves.
- Place a maximum of 2 ounces of the Inova Professional 24 Hour Gold Keratin in a container.
- Wash hair with Inova Professional's Clarifying Shampoo.
- Wait for the hair to lather, rinse, and repeat the process again.

This washing process prepares the hair to open the cuticle and allows the strand to absorb the nutrients from the Clarifying Shampoo application.

IMPORTANT

Wash the hair 2 times - If the hair is normal, dyed, with highlights, or the hair is chemically processed.

Wash the hair 3 times - If the hair is thick, gray hair, or if it is virgin.

- Blow-dry hair and use your hands to separate the client's hair. Do not use a hairbrush at this point. It is important to part the hair with your hands to preserve the natural vertical shape and direction of the hair when drying.

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Before



After

KERATIN APPLICATION

- Starting from the nape of the neck, apply Inova Professional 24 Hour Gold Keratin to the hair strand, at a distance of 1/4 inch from the root of the hair.
- Continue to apply the treatment in small sections, until each strand is covered with the product.
- After application, wait for 20 up to 40 minutes for the hair to absorb all the keratin.

HAIR DRYING INSTRUCTIONS

Note: The use of the iron at a high temperature (hot) is vital in this step, so that the keratin protein can penetrate and seal in the hair strand.

- Blow-dry the hair once more and use your hands again, as you did before, to separate each hair.
- Starting from the nape of the neck, near the root and the scalp, divide the hair in small sections. Start using the iron on the hair at a temperature of 430 degrees Fahrenheit to stretch or straighten the hair from root to tip.

Final Recommendations

Flat Iron Instructions

Use the iron up to 3 times at the root
And up to 7 times on the tips.

Use the iron up to 10 times - If the hair is normal, dyed, with highlights, or the hair is chemically processed.

Use the iron up to 7 times - If the hair is thick, gray hair, or if it is virgin.

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STEPS TO FOLLOW



1. Wash hair with our Clarifying Shampoo



2. Dry hair at the shampoo sink with a towel



3. Dry hair with a blower. Do not use a hair brush at this point.



4. Shake well the bottle and pour in a plastic container



5. Use professional gloves to apply the keratin



6. Divide the hair into sections and apply the 24 Hour keratin



7. Wait 20 up to 40 minutes



8. Dry hair using a blower and a hair brush



9. Finish the hair using the flat iron as needed



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