

WHAT IS FKS?

FKS STANDS FOR FUNCTIONAL KERATIN SERUM

Bioactive technology contained in **FKS** helps repair, rescue, renew and protect hair. **FKS** has the unique ability to actually restructure the hair by imbedding proteins into the hair, providing a permanent conditioning service. This product intelligently repairs the damaged areas of the hair, eliminating frizz, giving shine and health to the hair. To use **FKS** for a permanent conditioning service, the hair must be in reduced state (such as during a chemical service).

DURING THE WAVING PROCESS

1. Wrap perm, apply and process waving lotion.
2. Rinse hair well for at least five minutes.
3. Towel blot hair well. Wait 5 minutes for any residual moisture to resurface. Towel blot hair again.
4. Apply FKS to all the rods, top and bottom.
5. Allow to penetrate 5-10 minutes.
6. Apply neutralizer right over the FKS
7. Wait 5 minute for neutralization, drop the rods, rinse.

DURING COLORING SERVICES

1. Apply color to the hair and process.
2. In the final 5-10 minutes apply FKS over the color treated hair.
3. Add a little water and emulsify the color and the FKS.
4. Rinse them from the hair together and proceed to shampoo and condition if needed to detangle

LIGHTENER SERVICE OR PROTEIN TREATMENT

1. After shampooing any products from the hair, combine FKS with Tressa Clarifying rinse. Apply liberally.
2. Comb to distribute the product.
3. Cover with a processing cap.
4. Allow to penetrate 5-10 minutes (adding heat for 10-15 minutes).
5. Rinse and style as usual.

BENEFITS OF USING FKS

- Repairs the structure of hair.
- Makes hair stronger and more manageable.
- Reduces the look of split ends.
- Imparts shine and softness.
- Helps repair heat damage
- Eliminates frizz.

SCAN ME FOR MORE INFO

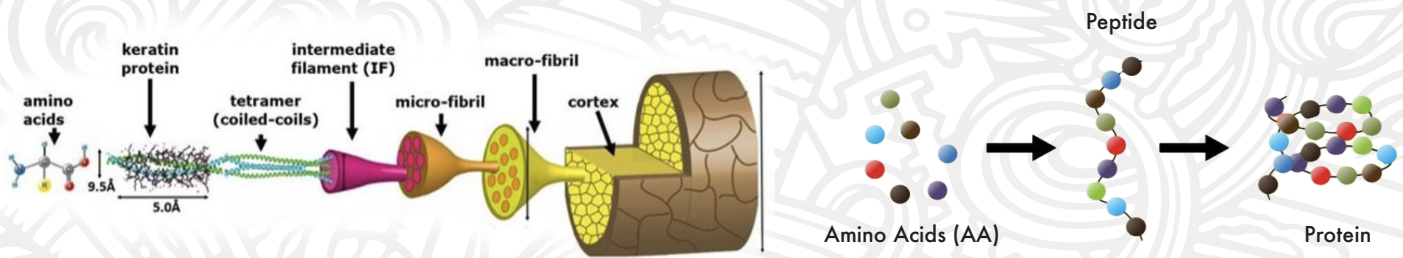


HOW TO USE FKS

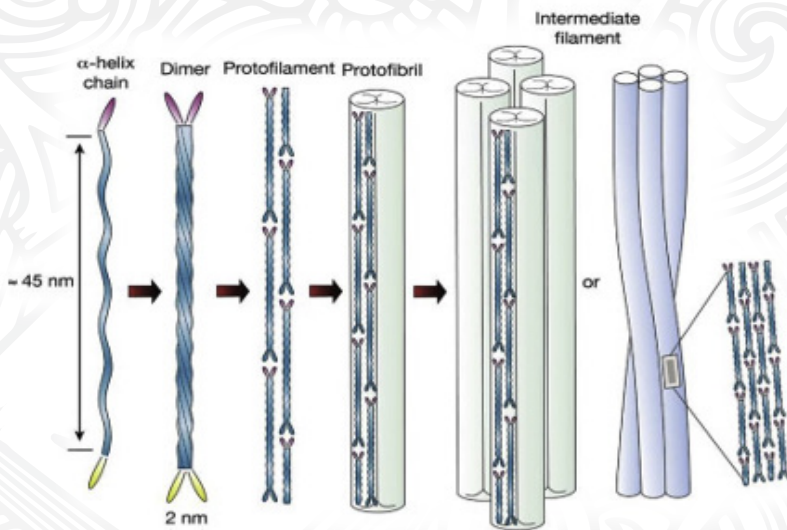


CHEMICAL BONDS IN THE HAIR

HAIR PROTEIN STRUCTURES:



KERATIN



Hair is 95% Keratin proteins. Keratin structure determines hair texture and shape:

- Type of bond
- Amount of bonds
- Distribution of Bonds

To change hairstyles, we rearrange bonds between hair's Amino Acids (AA)

- Keratin is a chain of Amino Acids
- Keratin chains twist together repeatedly
- Connect & stabilize with chemical bonds
- Allows hair to stretch, while retaining shape
- Absorbs impact

Three types of bonds link Keratin chains together.

THE THREE MOST IMPORTANT BONDS THAT GIVE STRENGTH TO THE PROTEIN CHAINS ARE:

DISULFIDE BONDS:

This strong, permanent chemical bond between two sulfur atoms occurs in the amino acid, Cystine. Cystine is the major amino acid in the hair structure, consisting of approximately 17% of the amino acid content. Waving lotion is necessary to shift the disulfide bonds and neutralizer is necessary to rejoin them in their new configuration.

- Strongest bond in hair
 - Only broken with chemical treatments
- Crosslinks keratins
 - Provides Rigidity and Resistance to the Hair Structure
- Shifting Disulfide Bonds influences hair curliness
 - Alters hair's shape permanently
 - Evenly distributed bonds = straighter hair
 - Clustered bonds = curlier hair

IONIC (SALT) BOND

These relatively strong bonds also account for about one-third of the hair's strength.

- Relatively strong
 - Broken by pH changes
- Provides about 1/3 of hair's strength
- Attraction of opposite electric charges on proteins
 - (+) (-)

HYDROGEN BOND

Although relatively weak, the hair is loaded with hydrogen bonds. They provide about a third of the hair's strength when dry. The hydrogen bond is broken by simply wetting the hair.

- Weak bond: "Attracted" more than bonded
 - Most flexible bond
- So numerous it provides about 1/3 of hair's strength.
- Temporary: Affected by heat and water
 - Wet hair: Hydrogen is constantly shifting to available Oxygen to provide structure.
 - Fewer Hydrogen bonds in wet hair = less structure = prone to damage