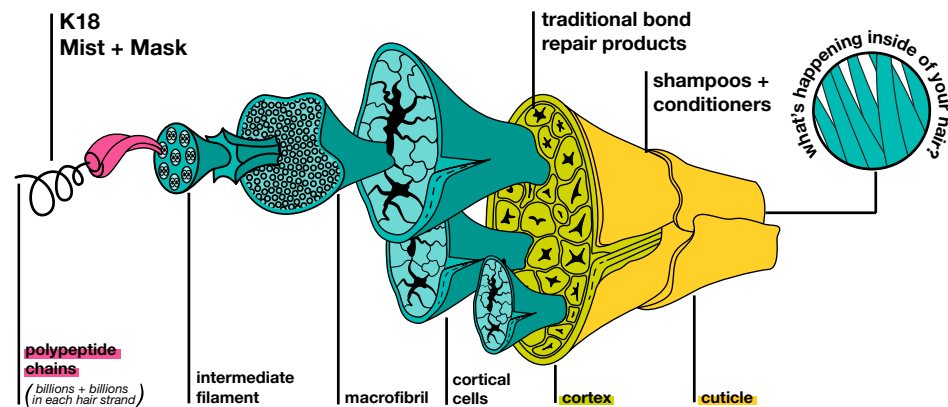


## what do you really know about hair?

When hair gets damaged, the polypeptide chains (keratin chains) that make up the inner structure of hair strands become weakened and break. When these are damaged, hair's core structure responsible for elasticity and strength is compromised. As a result, hair loses its resiliency and shine—or the look and feel of healthy hair.

Traveling into the inner-most layers of hair to reach the core polypeptide chains (keratin chains), our revolutionary K18Peptide™ is just the right size and makeup to fit in and reconnect broken chains. Restoring strength and elasticity for hair like new.



*your freedom  
of expression  
deserves to be  
liberated*

**K18**  
BIOMIMETIC  
HAIRSCIENCE

Show us your transformations @k18hair #k18results

**K18**  
BIOMIMETIC  
HAIRSCIENCE

we're on a crusade to  
**LIBERATE  
HAIRCARE**



# where biotech meets haircare

After spending a decade in the lab scanning and testing all amino acid sequences searching for a breakthrough within the entire keratin genome that makes up hair, we discovered one unique sequence that brings damaged hair back to its **original, youthful state** – our patented K18Peptide™.

**K18Peptide™ is the patented molecular breakthrough clinically proven to reverse hair damage (in just 4 minutes) from:**



bleach + color



chemical services



heat

## K18Peptide™ molecular repair treatment




### how to use

#### IN the shower

1. Shampoo, skip the conditioner (K18 has you covered post-shower).

#### OUT of the shower

2. Towel dry hair until damp.
3. Start with one pump and add more as needed depending on length, thickness, and condition. P.S. Our concentrated formula means a little goes a long way.
4. Work evenly into hair, one pump at a time, working from ends to roots.
5. Leave for 4 minutes to activate, do not rinse out.
6. Style as usual once the 4-minute window is up.

|  | <b>fine/thin</b> | <b>medium</b> | <b>thick/coarse</b> |
|--|------------------|---------------|---------------------|
|  <b>short</b><br>(chin-length or shorter) | 1 +/- pump       | 1-2 pumps     | 2 pumps             |
|  <b>medium</b><br>(shoulder length)       | 1-2 pumps        | 2 pumps       | 2-3 pumps           |
|  <b>long</b><br>(mid-back length)         | 2 pumps          | 3 pumps       | 4+ pumps            |

1 pump = 1ml = 1 dime size

works in 4 minutes

reverses damage

easy leave-in

patented science

lasting results

vegan & cruelty-free

