

# K18

BIOMIMETIC  
HAIRSCIENCE



your healthiest hair  
powdered by K18PEPTIDE™

# where biotech meets haircare

After spending a decade in the lab scanning and testing all amino acid sequence 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**

**K18** is



**Vegan**



**Cruelty-Free**



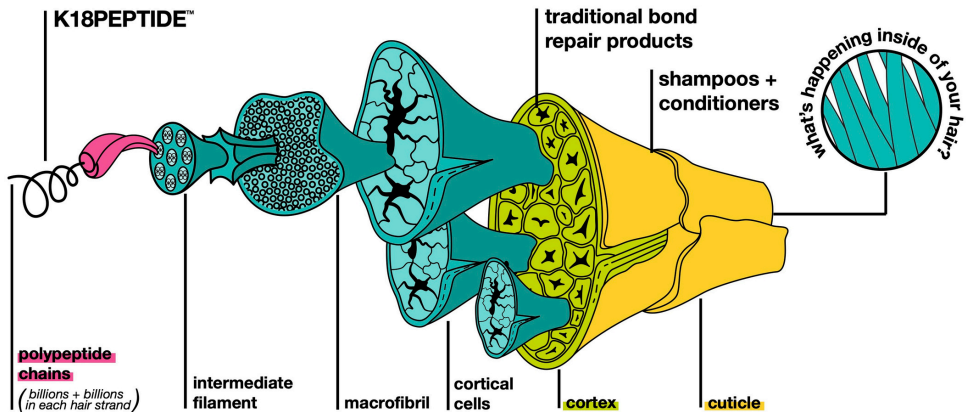
**Color-Safe**



**Dermatologically Tested**

# What is the K18PEPTIDE™ ?

Our biomimetic peptide mimics hair's natural structure to seamlessly fit in and reconnect broken keratin chains responsible for hair's core strength and elasticity. As a result of this reconnection it also addresses cleaved disulfide bonds for connection along the Y-axis of hair AND the X-axis or width of hair.





### K18PEPTIDE PREP™ Pro Chelating Hair Complex 300 ml

This innovative no-mix, spray-on demineralizing treatment is clinically proven to reduce 7 types of metal + mineral buildup\* for more vibrant, even color, restored bounce and shine, and improved product effectiveness.



### K18PEPTIDE PREP™ Detox Shampoo 930 ml

A color-safe, non-stripping clarifying shampoo with the K18PEPTIDE™ to gently but effectively remove 99% product buildup\*, 95% sebum\* + 76% copper\* for detoxified, refreshed hair.



### K18PEPTIDE PREP™ Pro Molecular Repair Hair Mist 300 ml

This leave-in, lightweight mist repairs existing damage to strengthen hair's defenses and make it more resilient prior to salon services. This PRO-exclusive product helps services apply and perform better, leaves hair healthier, and color lasts longer. Works in just 4 minutes.



### K18 DAMAGE SHIELD pH Protective Shampoo 930 ml

A color-safe, pH-optimized shampoo with the patented K18PEPTIDE™ to effectively but gentle enough to use daily. pH-optimized formula helps prevent frizz, preserve color, and enhance shine.



### K18PEPTIDE PREP™ Pro Molecular Repair Hair Mask 150 ml

A leave-in treatment mask powered by the K18PEPTIDE™ to reconnect broken polypeptide chains and disulfide bonds to renew strength and elasticity in just 4 minutes. This mask is clinically proven to repair damage from bleach\* + color\*, chemical services\*, and heat\* for immediate + lasting results. Cream-based format helps soften, smooth, and condition hair.



### K18 DAMAGE SHIELD Protective Conditioner 930 ml

A nourishing, protective conditioner that helps shield hair from daily damage to help maintain hair health and improve smoothness and shine. Engineered to weightlessly soften and detangle while the K18PEPTIDE™ helps replenish hair during washing.



### K18PEPTIDE PREP™ Detox Shampoo 250 ml

A color-safe, non-stripping clarifying shampoo with the K18PEPTIDE™ to gently but effectively remove 99% product buildup\*, 95% sebum\* + 76% copper\* for detoxified, refreshed hair.



### K18PEPTIDE PREP™ Molecular Repair Hair Mask 50 ml

This leave-in treatment mask helps to maintain your hair strength and elasticity in-between salon appointments. Patented peptide technology works to reverse damage from bleach + color, chemical services, and heat\* restoring strength, softness, smoothness, and bounce to hair in 4 minutes.



### K18 DAMAGE SHIELD pH Protective Shampoo 250 ml

A color-safe, pH-optimized shampoo with the patented K18PEPTIDE™ to effectively but gentle enough to use daily. pH-optimized formula helps prevent frizz, preserve color, and enhance shine.



### K18 Molecular Repair Hair Oil 30 ml

This biotech-engineered weightless oil works on all hair types to strengthen, repair damage, reduce frizz at two levels of the hair fiber, and improve shine.



### K18 DAMAGE SHIELD Protective Conditioner 250 ml

A nourishing, protective conditioner that helps shield hair from daily damage to help maintain hair health and improve smoothness and shine. Engineered to weightlessly soften and detangle while the K18PEPTIDE™ helps replenish hair during washing.



### K18AirWash™ Dry Shampoo 118 ml

Non-aerosol dry shampoo features newly patented odorBIND™ smart-release biotechnology. Clinically eliminates odors, reduces oil + keeps working for up to 3 days\*



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