



*hair like new**
**powered by
biotech**

K18 healthy hair routines

weekly repair routine



PEPTIDE PREP™
detox shampoo
molecular repair mask



daily protect routine

DAMAGE SHIELD
shampoo + conditioner

reverse hair damage in 4 minutes*



leave-in molecular repair hair mask

reverse damage on the molecular level from:



bleach
+ color*



chemical
services*



heat*

fight frizz from within



molecular repair hair oil

deliver immediate +
long-term frizz control



frizz control*



104% more shine*



78% reduction
in split ends*



450°F (232°C)
heat protection*

start fresh between washes



K18
patented
biotech



AirWash™ dry shampoo

reduce oil + eliminate odor for up to 3 days*



revolutionary smart-release
odor**BIND**™ biotechnology



recognizes, suspends +
eliminates odors



no white cast or starchy buildup

inner repair meets outer volume



AstroLift™
reparative volume spray
get 2.5x more all-over volume*



touchable volume +
bounce for up to 2 days*



buildable + lightweight formula
won't weigh down hair*



humidity resistant

AstroLift™
reparative volume spray

before



after



*applied on clean, towel-dried
hair with heat styling*

*clinically proven 2.5x more all-over volume**

**volumizes hair
with or without
heat styling**

KHP91128

healthier hair + scalp after just one wash



PEPTIDE PREP™ detox shampoo

clarify buildup + metals for max mask results



clears excess buildup from
product, oil, and metals



removes 99% buildup, 95% sebum
+ 76% copper after just one wash*



DAMAGE SHIELD pH protective shampoo

reduce frizz, enhance shine +
maintain hair health

91% said hair looks healthier*

91% said hair feels smoother*

91% said hair does not feel weighed down*

defend against daily damage



DAMAGE SHIELD

pH protective conditioner

smooth, detangle + protect hair for
up to 3 days* from:



UV rays



mechanical
styling



environmental aggressors

cuticle

this is the outside
layer where
shampoos +
conditioners work



cortex

this is where
disulfide bond
building works
(K18PEPTIDE™
works here too)



polypeptide chains

this is where
K18PEPTIDE™ works
to reconnect broken
chains, renewing hair
strength + elasticity



what's happening inside of your hair?



cortical
cells

macrofibril

intermediate
filament

where K18PEPTIDE™ works

K18PEPTIDE™ works at the innermost layers of
hair to restore strength + elasticity to damaged
strands, reversing damage in just 4 minutes*.

the K18REPAIR™ service

feel what's possible

Ask your stylist for
the salon-exclusive
K18REPAIR™ service
to get healthier hair
through every
transformation.



before

after

K18REPAIR™ + balayage
bouncy + strong



Scan to find
a K18 PRO
near you

K18REPAIR™ + balayage by Cassandra Kaeding
@ckaedingcolor celebrity colorist + K18 ambassador

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