



# 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:





chemical services\*

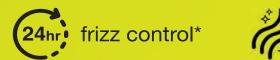


### fight frizz from within



#### molecular repair hair oil

deliver immediate + long-term frizz control





104% more shine\*





450°F (232°C) heat protection\*

#### start fresh between washes



AirWash™ dry shampoo

reduce oil + eliminate odor for up to 3 days\*



revolutionary smart-release odorBIND<sup>TM</sup> 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\*



buildable + lightweight formula won't weigh down hair\*



## ASTROLIFT raparative volume spray



clinically proven 2.5x more all-over volume\*

## volumizes hair with or without heat styling

### 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



pH protective conditioner

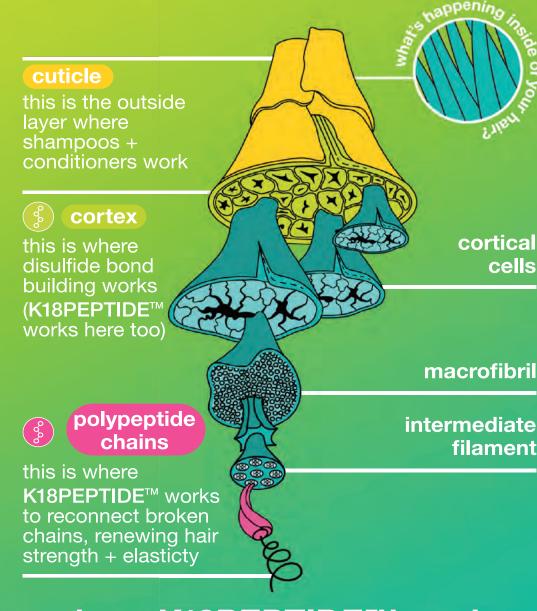
smooth, detangle + protect hair for up to 3 days\* from:







environmental aggressors



### where K18PEPTIDE™ works

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









through every transformation.

Scan to find a K18 PRO near you

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

