

K18
BIOMIMETIC
HAIRSCIENCE

PRO

training manual



where biotech meets haircare

The science is complex so haircare doesn't have to be

For years, traditional cosmetic chemistry was the hair world's answer to damage. It was a band-aid solution, that was covering up the problem instead of correcting it.

Until now, haircare products have fallen into two categories: conditioning treatments that coat hair in superficial hydration and sheen or repair treatments that work to patch damage like internal glue, offering temporary results.

After spending a decade in the lab scanning and testing all amino acid sequences across the entire keratin genome that makes up human hair searching for a breakthrough, we discovered one unique sequence (a bioactive peptide) that brings damaged hair back to its original, youthful state. This is our K18Peptide™.

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

bleach + color



chemical



heat



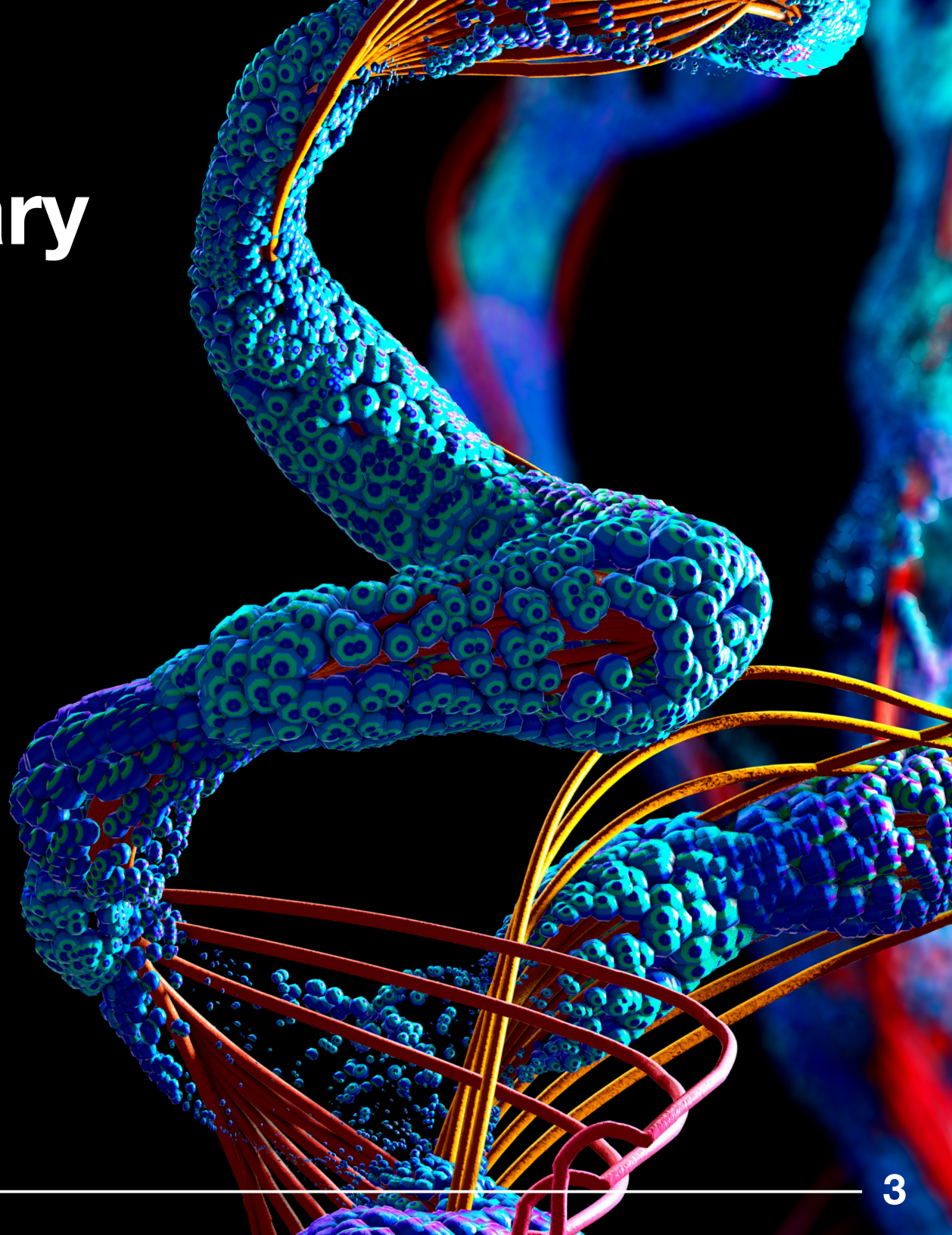
why K18 is revolutionary

biomimetics

Our peptide employs biomimetics to get the job done. To put it simply: Biomimetics is the practice of learning from and mimicking nature. Mimicking the natural structure of keratin building blocks (amino acid sequences), our K18 bioactive peptide is recognized as natural by the hair. It's not washed away by water or shampoo like traditional bonding agents either, making K18 a genuine, lasting solution for damaged strands.

an analogy:

When building proteins, the order of the amino acids determines the kind of protein and its properties, much like the way letters are arranged to make meaningful words and sentences. In the same way the order and where each word sits in a sentence leads to its overall meaning, K18 is the magic word that fits right in, integrating itself with the polypeptide chains (keratin chains) as the hair recognizes it as a natural building block.



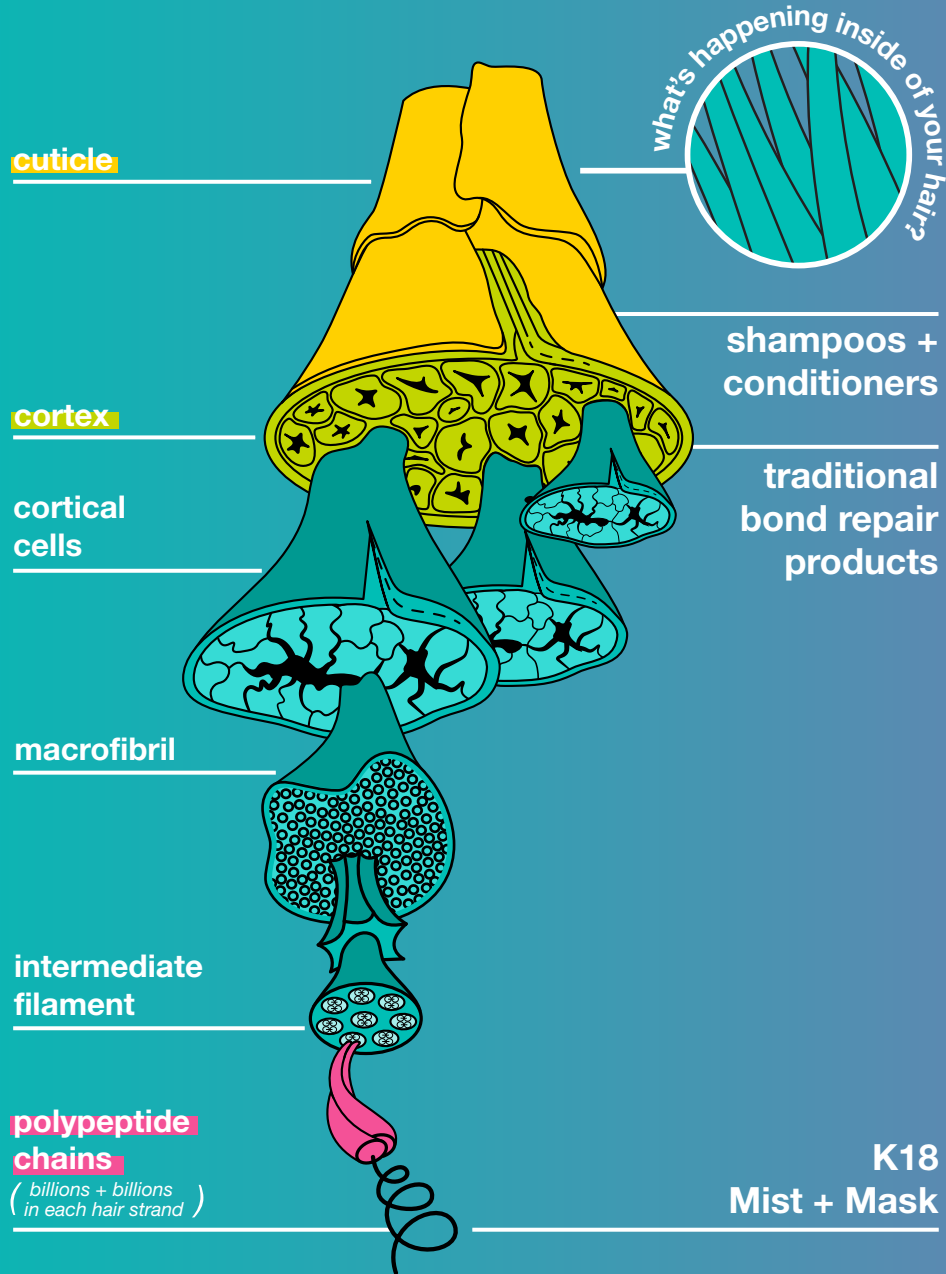
we made this product for everyone.

K18 creates a healthy canvas
for creativity and expression

No more compromising. Chemically treated or bleached hair is the most prone to damage, but with the K18Peptide™, the more damaged the hair, the more dramatic the results.

all hair types and textures.
all generations.
all types of expression.





get inside the world of hair

When hair gets damaged, the polypeptide chains (keratin chains) that make up the inner structure of hair strands become weakened and break. For context, there are billions and billions of keratin chains in a single strand of hair. When these are damaged, hair's core structure responsible for elasticity and strength becomes compromised and as a result it loses its resiliency and shine (or the look and feel of healthy hair).

Our answer to that is our special bioactive peptide, K18Peptide™. Traveling into the inner-most layers of hair to reach the core polypeptide chains (keratin chains), our revolutionary peptide is just the right size and makeup to fit in and reconnect those broken chains. And because our peptide is a bit of an overachiever, as a result of this reconnection, any disturbed disulfide bonds are also re-conformed.

why the K18 impact is more relevant than ever

K18 was built to strengthen the physical and emotional transformations that happen between a stylist and their client. As salons re-open and transformations are in higher demand, stylists can be armed with the power of K18 to bring client's hair back to life. K18 works in just 4 minutes, meaning you can optimize your service while making additional profit. And with the at-home mask, you can provide clients with a damage-fighting routine that works to strengthen their canvas when they leave the salon—so next time they come in you can make even more magic happen.



how it started

Introduced to the world of haircare by co-founder Britta, K18 Biomimetic Hairscience co-founder Suveen had an aha! moment. Maybe haircare wasn't about what you could add to the hair to make it look better, maybe it was about working with the hair to deliver the results it actually needed.

Realizing the genesis of many of the world's hair problems lie in both our hair habits and a haircare industry rooted in outdated science, Suveen left his work in the tech industry and set out on a data-fueled mission in biotech to unlock a new way of doing things in the hair world.

He became obsessed with studying the science behind hair, working with a skincare scientist to learn more about bioactive peptides and protein-based polymers. He discovered that while cosmetic chemistry could temporarily repair hair damage or make hair appear healthier, the way to true renewal and hair health was through biotechnology.

After a decade mapping the entire keratin genome that makes up human hair, the love child of biotech and haircare was born. Our patented K18Peptide™ is leading the haircare revolution, changing the way we think about hair repair and making seemingly impossible transformations possible.



**Hair can be healthy
and feel like new again.
And the time to heal
your hair is now.**

but what about bonds?

Ah, here we go.

There's been a lot of talk about bonds (disulfide bonds in particular) in the haircare industry in the last 10 years. And we mean A LOT. But this conversation isn't getting to the root of the problem. Bonds aren't what we need to be talking about when it comes to solving the challenge of hair looking and feeling its best.

Stay with us here. When hair undergoes chemical processing like bleaching, the polypeptide chains (keratin chains) responsible for making up hair's core structure break. Bonds are also disturbed, but more on a surface level. When you rebond them, the impact is also only surface level, ignoring the breakage happening deeper in the hair's inner cortex. Damage must be repaired and impacted on a much deeper level to return hair to that like new feeling. It is imperative to repair the broken polypeptide chains (keratin chains) as this is what contributes to hair's overall strength and elasticity.

Bonds, as a result, should only play a supporting role in the story of hair health. Keratin chains, the star player, are responsible for driving hair's strength, softness, smoothness, and bounce.

Think about it this way:

Maybe you have a car with lots of dents. Sure, it's not pretty, but a dent doesn't mean the engine is broken. In the same way, if the engine goes out or isn't maintained, fixing a dent on the outside of your car won't matter much. You can have the nicest car or hair exterior in the world, but it doesn't matter if the inner engine is broken. Our revolution is about taking the conversation beyond hair looking good to being about creating healthy hair from the inside out, which is what makes it look and feel oh so good.

how to use K18 across all salon services:

K18 + bleach and lightener
K18 + color
K18 + perms
K18 + relaxer

K18 + japanese straightener / thermal reconitioner
K18 + keratin straightener
K18 treatment
K18 haircut

The K18 Peptide™ molecular repair service

K18 Professional Mist

is the pre-service part of our 2-step in-salon service. Our mist was engineered to make hair strong enough to withstand damage that occurs during a chemical service. The pH level of 7.5-8.0 shifts the cuticle layer to penetrate into hair's cortex and hone in on damage sites, resetting the hair's healthy canvas before exposing it to the damage of bleach, color, or other chemical services.



K18 Professional Mask

is the post-service part of our 2-step in-salon service or can be used as a stand-alone reparative treatment on clients. This mask was engineered to repair damage caused during any salon service. With a pH of 5.0-6.0, the leave-in mask helps to close the cuticle and seal in the peptide to reconnect broken keratin chains, with added lightweight conditioning benefits to keep hair smooth and soft.

PRO

how to use K18

K18 is compatible with all professional in-salon services. In just 4 minutes, you can strengthen the canvas you have to work on for the healthiest hair possible. There is no need to add K18 directly into your chemical services or change your developer. K18 will not change tonality or alter your process other than the additional 4-minute waiting period. For best results, reference our dosage chart to determine how much product is needed for your client's hair type. P.S. K18 is highly concentrated so a little goes a long way.

		fine/ thin	medium	thick/ coarse
	mist	Apply a generous amount of K18 Mist to hair, section by section		
short (chin-length or shorter)	mask	1 +/- pump	1-2 pumps	2 pumps
	mist	Apply a generous amount of K18 Mist to hair, section by section		
medium (shoulder length)	mask	1-2 pumps	2 pumps	2-3 pumps
	mist	Apply a generous amount of K18 Mist to hair, section by section		
long (mid-back length)	mask	2 pumps	3 pumps	4 pumps





K18

+ lightener / bleach

K18 Mist _____

K18 Mask _____

1. Prep hair by lightly misting with water.
2. Apply a generous amount of **K18 Mist** to hair section by section (the amount required depends on client's hair type).
3. Wait 4 minutes to allow K18 to penetrate hair strands. Do not rinse out. (This is a good time to mix or prepare for your lightening service.)
4. Apply Lightener directly on top of **K18 Mist** (dry hair if needed prior to application).
5. Process as usual.
6. Shampoo hair. Skip the conditioner.
7. Towel dry thoroughly.
8. Apply **K18 Mask** (the amount required depends on your client's hair type, see our dosage chart for a guide).
9. Leave for 4 minutes before styling. DO NOT rinse out.
10. If toning, apply toner or gloss on top of **K18 Mask**. Process toner or gloss as required. Shampoo and rinse. Towel dry thoroughly. Follow with secondary application of **K18 Mask** for 4 minutes.
11. Style as usual.



K18

+ color

K18 Mist _____

K18 Mask _____

1. Prep hair by lightly misting with water.
2. Apply a generous amount of **K18 Mist** to hair section by section (the amount required depends on client's hair type).
3. Wait 4 minutes. Do not rinse out. (This is a good time to mix or prepare for your color service.)
4. Apply color directly on top of **K18 Mist** (dry hair if needed prior to application).
5. Process as usual.
6. Shampoo hair. Skip the conditioner.
7. Towel dry thoroughly.
8. Apply **K18 Mask** (the amount required depends on client's hair type, see our dosage chart for a guide).
9. Leave for 4 minutes before styling. **DO NOT** rinse out.
10. Style as usual.



K18

+ perm

K18 Mist _____

1. Prep hair by lightly misting with water.
2. Apply a generous amount of **K18 Mist** to hair section by section (the amount required depends on client's hair type).
3. Wait 4 minutes. DO NOT rinse.
Use this time to prepare your perm solution.
4. Apply perm solution directly on top of Mist.
5. Rinse and follow with neutralizer as usual.
6. Rinse neutralizer and re-apply **K18 Mist**.
Let sit for 4 minutes.
7. Style as usual.

***We do not recommend using K18 Mask after your perm service due to weight of product on fresh curls.



K18

+ relaxer

K18 Mist _____

K18 Mask _____

1. Prep hair by lightly misting with water.
2. Apply a generous amount of **K18 Mist** to hair section by section (the amount required depends on client's hair type).
3. Wait 4 minutes to allow K18 to penetrate hair strands. **DO NOT** rinse out. (This is a good time to prepare your relaxer solution.)
4. Apply relaxer directly on top of **K18 Mist**.
5. Process as usual.
6. Rinse, towel dry, follow with **K18 Mask**. Let sit for 4 minutes to activate (the amount required depends on client's hair type, see our dosage chart for a guide).
7. Follow with neutralizing shampoo after 4 minutes window is over.
8. Towel dry and re-apply **K18 Mask**. Let sit for 4 minutes. Style as usual.



K18

+ thermal reconditioner
/ japanese straightener

K18 Mist _____

K18 Mask _____

1. Prep hair by lightly misting with water.
2. Apply a generous amount of **K18 Mist** to hair section by section (the amount required depends on client's hair type).
3. Wait 4 minutes to allow K18 to penetrate hair strands. DO NOT rinse out. (This is a good time to prepare your thermal reconditioner / japanese straightener solution.)
4. Apply and process as usual.
5. Rinse and apply neutralizer.
6. Once neutralizer has processed, rinse, lightly shampoo, and towel dry.
7. Follow with **K18 Mask** and let sit for 4 minutes to activate (the amount required depends on your client's hair type, see our dosage chart for a guide)
8. Style as usual once 4-minute window is over.



K18

+ keratin straightener

K18 Mist

1. Prep hair by lightly misting with water.
2. Apply a generous amount of **K18 Mist** to hair section by section (the amount required depends on client's hair type).
3. Wait 4 minutes.
4. Clarify per your keratin straightener instructions (1-7 times).
5. Apply and process keratin straightener as usual.

***Because keratin treatments act as a laminate on hair, we do not recommend using the K18 Mask immediately after the keratin straightener as it will be ineffective. Wait 4-3 shampoos post-treatment then use K18 mask at the salon or at home.



K18

treatment

1. Shampoo client at shampoo bowl. Skip the conditioner and towel dry.
2. Apply **K18 Mask** and let sit for 4 minutes to activate (the amount required depends on your client's hair type, see our dosage chart for a guide).
3. Style as usual. You may add additional styling products after the 4-minute window is over.

K18 Mask _____



K18

haircut

1. Shampoo client at shampoo bowl. Skip the conditioner and towel dry.
2. Apply **K18 Mask** and let sit for 4 minutes to activate (the amount required depends on your client's hair type, see our dosage chart for a guide)
3. You may begin cutting immediately, just wait 4 minutes if adding additional styling products or cutting lotions.
4. Style as usual.

K18 Mask _____

at- home



K18 molecular repair treatment (50ml)

Continue the hair renewal at home with the K18 leave-in molecular repair hair mask (50mL)

Damage is ongoing, so your clients use of K18 should be too. Our at-home treatment helps to restore any damage to keep their canvas healthy, make their services last longer and maintaining their hair's integrity to make your job easier next time around. As a progressive treatment, hair gets better with each use.

1. Shampoo, do not condition. Towel dry thoroughly.
2. Begin with 1 pump of K18 Mask and add more as needed depending on length, thickness, and hair condition. Work evenly from ends to roots.
3. Let sit for 4 minutes to activate.
4. DO NOT rinse out.
5. Style as usual.

**If client uses heavy products including oils, silicones, or film formers, a detox or clarifying shampoo may be needed prior to application so K18 can effectively penetrate strands.



K18 Peptide Doses (5ml)

try-it size

Continue the hair renewal at home with the K18 leave-in molecular repair hair mask (50mL)

Damage is ongoing, so your clients use of K18 should be too. Our at-home treatment helps to restore any damage to keep their canvas healthy, make their services last longer, and maintain their hair's integrity to make your job easier next time around. As a progressive treatment, hair gets better with each use.

1. Shampoo, do not condition. Towel dry thoroughly.
2. Begin with 1 dime-sized amount of **K18 Mask** (about 1mL) and add more as needed depending on length, and hair condition. Work evenly from ends to roots.
3. Let sit for 4 minutes to activate.
4. DO NOT rinse out.
5. Style as usual.



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