

K18
BIOMIMETIC
HAIRSCIENCE



stylist faq

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K18 is free of

✗ Parabens

✗ Sulfates

✗ Silicones

✗ Phthalates

✗ Artificial Colors

✗ Formaldehyde and
Formaldehyde Donors

K18 is

✓ Vegan

✓ Color-Safe

✓ Cruelty-Free

✓ 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.

What is the K18PEPTIDE™ patent number?

EP3058936A2

Is the K18PEPTIDE™ in every K18 product?

K18 molecular repair + PEPTIDE PREP™ shampoos are formulated with the **K18PEPTIDE™**. In our molecular repair products, the peptide works at the innermost layers to reverse hair damage. In our **PEPTIDE PREP™ shampoos**, the peptide helps reduce protein loss to help keep hair feeling healthy and strong.

What is biomimetics?

Biomimetics is a fancy way of saying “learning from and mimicking nature.” By mimicking the natural structure and molecular makeup of keratin proteins, the **K18PEPTIDE™** is the perfect puzzle piece to connect broken keratin chains to renew strength + elasticity.

Does the K18PEPTIDE™ use bond building technology?

Nope. Instead of temporarily patching only disulfide bonds, **K18's biomimetic peptide** mimics the molecular makeup of keratin to reconnect peptide bonds, hydrogen bonds, AND disulfide bonds along the length AND width of the hair fiber. This delivers true, holistic hair strength + elasticity for all hair types. **K18 molecular repair** is the future of damage repair for every client + every service.

Is it better to use the full K18 routine?

Yes, it is better to use the full K18 routine for optimal service and molecular repair results. To achieve the best cumulative results, we recommend using these routines:

when you need to repair damage: *detox shampoo + mask*

when you need to protect against daily damage: *DAMAGE SHIELD*

every day: *molecular repair hair oil*

Before your services, our **PEPTIDE PREP™** category tackles every kind of buildup to create the cleanest, healthiest hair canvas. With our **molecular repair** formulas, you get maximum damage repair pre and post-service—plus additional styling benefits with the oil. Use the ***DAMAGE SHIELD shampoo + conditioner*** to protect hair from daily damage between K18 mask days. Your clients can use the **K18 routine** at home to keep their healthy hair going in-between appointments.





the K18REPAIR™ service

What is the K18REPAIR™ service?

The **K18REPAIR™ service** is an in-salon exclusive made up of the **PRO mist + PRO mask**. Both K18PEPTIDE™-powered formulas work together pre and post service, or as a standalone treatment to renew strength and elasticity on all hair types. The result? You can realize your vision on stronger, more resilient hair.

How does it work?

The **K18REPAIR™ service** works by reversing damage before and after services for stronger, more resilient hair. **K18 PRO mist** restores chemically damaged hair before services, making hair more resilient for optimal salon transformations. Use before services for a stronger foundation and to help prevent damage during services. Follow with the **K18 PRO mask** to reverse damage done during services, and to soften, smooth, and condition hair.

The **K18PEPTIDE™** powering both formulas reverses damage from bleach* + color*, chemical services*, and heat* in 4 minutes. It works by reconnecting breaks in the hair fiber along both the length (keratin chains) and the width (disulfide bonds) for holistic hair renewal.

*k18hairpro.com/disclaimers

Who is it for?

K18 is engineered to work with every hair type, in every service, and with every routine.

What is the PRO mist?

The **professional molecular repair hair mist** is a leave-in, lightweight mist that uses the **K18PEPTIDE™** to reverse existing damage and fortify hair pre-service, restoring up to 99% elasticity*. Helps prevent new damage during salon services for optimal transformations on stronger, more resilient hair.

The **PRO mist** is a simplified formula without added emollients to not interfere with chemical and color services. pH of 7.5-8.0 makes the treatment more efficient for optimal application pre-service.

What are the PRO mist ingredients?

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Polysorbate 20, sh-Oligopeptide-78 (K18PEPTIDE™), Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Phenoxyethanol, Potassium Sorbate, Potassium Hydroxide, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.

300 ml PRO mist



Why is the PRO mist used before chemical services?

K18 PRO mist is used before chemical services to reverse existing damage and fortify hair pre-service, restoring up to 99% elasticity*. Use before services for a stronger foundation, and to help prevent new damage during services for optimal salon transformations.

By improving hair's resilience, you can prevent damage during and after services* for stronger hair over time*, especially when paired with **K18 mask** usage at home. **PRO mist** powers you to push your transformations further, and enable your freedom of expression.

*k18hairpro.com/disclaimers

Why do I mist hair with water before using the PRO mist?

We recommend starting with the **PEPTIDE PREP™ pro chelating hair complex**, to create the cleanest canvas for optimal repair results. If not using the chelator, you should start by misting hair lightly with water before using the **PRO mist** to swell the cuticle layers and open up the hair fiber, allowing for maximum penetration of the peptide-powered **PRO mist** into the innermost layers of hair. In the same way a damp sponge absorbs more water, damp hair absorbs **K18PEPTIDE™**.

If you're using the **PEPTIDE PREP™ pro chelating hair complex**, there's no need to mist the hair with water before using the **PRO mist**.

How do I use the PRO mist?

1. Turn trigger to “on” position. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client’s length, density, and level of damage.
4. Wait 4 minutes (do not rinse out).
5. If needed, dry the hair prior to applying lightener or color. Then perform your desired technique.
6. Process your lightener or color as usual, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition. Towel dry.
7. Follow with the **K18 professional molecular repair hair mask** as directed to complete the molecular repair service.

For cases of extreme mineral buildup, process **K18 pro chelating hair complex for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

How much PRO mist do I use?

Apply a minimum 10 full sprays of **K18 PRO mist** per quadrant, increasing up to 20 sprays per quadrant as needed, depending on client’s length, density, and level of damage.

Will using toner on top of K18 PRO mist affect my client’s color?

K18 PRO mist will not interfere with toner or final color. In clinical testing, we’ve found that color lasts longer + fades slower* when paired with mask usage at home.

*k18hairpro.com/disclaimers

Why is it now recommended to use the PRO mist instead of the PRO mask before toning?

The benefit of using **PRO mist** before toning is to fortify hair, **restoring up to 99% elasticity*** after the bleaching process. This improves hair’s resilience to prevent damage during and after* toning. With a pH level of 7.5-8.0, this PRO-exclusive spray swells the hair’s cuticle for optimal peptide penetration, which can be helpful when working with an acidic toner formula or direct dyes post-lightening. Made without emollients, the **PRO mist** won’t interfere with chemical and color services, delivering color that lasts longer + fades slower*.

When applying an alkaline toner post-lightening or working on hair that could benefit from the **PRO mask**’s added emollients, the PRO mask can be used before and after toner application to strengthen, soften, smooth, and condition hair.

*k18hairpro.com/disclaimers

What is the K18 PRO mask?

The **K18 professional molecular repair mask** is a peptide-powered treatment to reverse damage from bleach* + color*, chemical services*, and heat* after salon services. A pH level of 5.0–6.0 helps close down the cuticle to seal in the **K18PEPTIDE™** for renewed strength + elasticity.

*k18hairpro.com/disclaimers

K18 PRO mask (150 ml)



What are the K18 mask ingredients?

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Cetearyl Alcohol, Dicaprylyl Ether, Cetyl Esters, Behentrimonium Chloride, Polysorbate 20, sh-Oligopeptide-78 (K18PEPTIDE™), Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Isopropyl Alcohol, Tocopherol, Phenoxyethanol, Potassium Sorbate, Citric Acid, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.

How much PRO mask do I use?

Apply 1-3 pumps of **K18 leave-in molecular repair hair mask** based on your length and density, starting at the ends and working up towards the roots. Less is more, so don't overdo the K18 mask. This highly concentrated formula was made to use way less than your traditional hair mask or conditioner.

Is the K18 PRO mask and take-home mask the same?

Yes, both formulas are the same. The **PRO mask** is conveniently sized for PRO use.

K18 PRO mask (150 ml) with take-home masks (50 ml, 15 ml, try-it-sized 5 ml)



Why skip conditioner?

Traditional conditioners leave a film on hair that blocks our peptide from penetrating effectively. Once the 4-minute wait time is up, feel free to use a conditioner, a leave-in, or any type of styling product.

Does K18 mask replace conditioner?

Think of the **K18 mask** as a highly concentrated treatment. It restores hair's strength + elasticity at the innermost layers of hair. After shampooing, skip conditioner before applying the **K18 mask** so it has a clean canvas to penetrate hair at the molecular level. Wait 4 minutes. Then, if desired, apply **K18 conditioner** for added softening, smoothing, and detangling.

Why do I use K18 mask on towel-dried hair?

Water in damp hair swells the cuticle (the outside layer of hair) to open the gates for our biomimetic peptide to enter and travel to the innermost layers of hair. If the gates aren't open, the product will stay on the surface—giving you mostly superficial repair. By applying on damp hair, you can use less, waste less, and still get the best results.

Is K18 considered a protein?

K18 PRO mist + mask are not protein treatments, our biomimetic peptide naturally mimics the amino acid sequences in keratin to rebuild bonds broken by chemical, color, and heat damage. If your clients are experiencing dry, brittle hair, use **PEPTIDE PREP™ detox shampoo** pre-K18 mask to remove buildup.

Why is there alcohol in the formula?

We like to keep our formulas minimal, only using the exact amount of ingredients needed to get the peptide where it needs to go. Here the alcohol serves as an agent to optimize the hair environment for the **K18 PRO mist + mask** to work on a deeper level. Our unique blend of 3 alcohols function to open the hair cuticle so the **K18PEPTIDE™** can penetrate the innermost layer of hair, reaching the broken polypeptide chains (keratin chains).

Do I need both PRO mist + mask?

The **PRO mist + mask (K18REPAIR™ service)** were engineered with specific formats and pH ranges for optimized use throughout your services. Use the **PRO mist** to reverse existing damage pre-service and help prevent new damage during services. Use the **PRO mask** to reverse damage from bleach* + color*, chemical services*, and heat* after salon services. **K18 molecular repair** allows you to push transformations further with confidence, and realize your vision on stronger, more resilient hair.

*k18hairpro.com/disclaimers

How do my clients use K18 mask at home?

1. Shampoo, do not condition. Towel-dry thoroughly
2. Apply 1-3 pumps of **K18 leave-in molecular repair hair mask** based on your length and density, starting at the ends and working up towards the roots.
3. Let sit for 4 minutes. Do not rinse out
4. Comb, add product + style as usual. Use for 4-6 washes post-salon service, then as needed.

How often do my clients use the K18 mask at home?

After a salon service, clients can use the **K18 mask** for the next 4-6 washes at home, then as needed for a boost of strength, softness, smoothness, and bounce.

How do I use K18 PRO mist + mask (K18REPAIR™) in a lightening or color service?

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, or level of damage.
4. Wait 4 minutes (do not rinse out).
5. If needed, dry the hair prior to applying lightener or color. Then perform your desired technique.
6. Process your lightener or color as usual, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
7. Apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
8. Wait 4 minutes (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
9. Rinse thoroughly, then towel dry hair and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
10. Wait 4 minutes, then proceed with cut or style as usual.
11. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

How do I use K18 + toner

1. Process lightener or color as usual, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
2. Apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** per quadrant, increasing up to 20 sprays as needed, depending on client's length, density, and level of damage.
3. Wait 4 minutes (do not rinse), then apply toner or gloss.
4. Process toner or gloss as usual, then rinse. If shampooing, follow with **K18 DAMAGE SHIELD pH protective shampoo**. Do not condition.
5. Towel dry hair, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
6. Wait 4 minutes, then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
7. Rinse thoroughly, then towel dry hair and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
8. Wait 4 minutes, then proceed with cut or style as usual.
9. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

How do I use K18 + cut or style

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating**, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
4. Towel dry hair, then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
5. Wait 4 minutes, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
6. Wait 4 minutes (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
7. Rinse thoroughly, then towel dry hair and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
8. Wait 4 minutes, then proceed with cut or style as usual.
9. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

Can I use K18 with a sodium hydroxide relaxer?

Yes, follow these steps to use K18 with a relaxer service:

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes (do not rinse out) and if needed, dry the hair prior to beginning relaxer application.
5. Apply + process relaxer as usual, then rinse thoroughly.
6. Towel dry hair, then re-apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
7. Wait 4 minutes (do not rinse), then follow with neutralizing shampoo. Do not condition.
8. Towel dry thoroughly, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
9. Wait 4 minutes (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
10. Rinse thoroughly, then towel dry hair and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
11. Wait 4 minutes, then proceed with cut or style as usual.
12. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

Can I use K18 with a thermal reconditioner?

Yes, follow these steps to use K18 with a thermal reconditioner service:

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating**, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
4. Towel dry hair, then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
5. Wait 4 minutes (do not rinse), then apply + process thermal reconditioner solution as usual.
6. After processing is complete, apply neutralizer. Process as usual, then rinse.

7. Towel dry hair, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
8. Wait 4 minutes (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
9. Rinse thoroughly, then towel dry hair and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
10. Wait 4 minutes, then proceed with cut or style as usual.
11. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

Can I use K18 with a keratin straightener?

Yes, follow these steps to use K18 with a keratin straightener service:

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes (do not rinse out). Then follow with the recommended shampoo per your keratin straightener service instructions.
5. Apply and process keratin straightener as usual.
6. Apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends on dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

Wait 3-4 shampoos post-treatment before using the K18 molecular repair hair mask in the salon or at home

Can I use K18 during a perm?

Yes, follow these steps to use K18 during a perm service:

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating**, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Do not condition.
4. Towel dry hair, then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed,

depending on client's length, density, and level of damage.

5. Wait 4 minutes (do not rinse), then wrap, process, and neutralize perm as usual.
6. Once perm is complete, remove rods and gently towel dry.
7. Apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** per quadrant, increasing up to 20 sprays as needed, depending on client's length, density, and level of damage.
8. Wait 4 minutes (do not rinse), then proceed with cut or style as usual.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

To avoid weighing down fresh curls, it is not recommended to use the K18 PRO mask, oil, or conditioner immediately after completing a perm service.

Can I use K18 with extensions?

On natural hair (prior to installation):

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating** (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo** (do not condition)
5. Towel dry hair, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, only to the ends and mid-lengths (avoiding the root).
6. Wait 4 minutes (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
7. Rinse thoroughly, then proceed with extension installation as usual.

Using K18 on extensions alone or on clients with previously installed extensions:

K18 is suitable for use on all human hair extensions (to include tape-in, k-tip, hand tied, clip-in, sew-in, etc.). For information on using K18 on clients with previously installed extensions, please follow the instructions for the specific service being performed.

PRO tip: When working on clients with tape-in extensions, we recommend following the standard protocol for cream-based conditioner or oil usage. For best results, do not apply the K18 professional molecular repair hair mask, molecular repair hair oil, or DAMAGE SHIELD protective conditioner *directly* to the weft adhesive or to the natural hair immediately surrounding the adhesive as it could cause slippage.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

How often should I use K18REPAIR™ service on a client?

We recommend using the **K18REPAIR™ service** every time your client visits to reverse existing damage, help prevent new damage during services + reverse damage after services. Even if your client is not undergoing a chemical service, **K18REPAIR™ service** can maintain their hair integrity from ongoing damage.

Why should my client use the K18 mask at home?

Damage is ongoing out of the salon, so your clients' use of the **K18 mask** should be too. With a healthy hair base, services last longer, and you can go further in their next appointment. Best part, the **K18 mask** comes in 2 retail sizes to cover all kinds of client beauty budgets.

Can I put PRO mist + mask directly in my chemical formulas?

No, there's no need to alter your formulas. The **K18REPAIR™ service** is meant to be used before and after chemical services for stronger, more resilient hair.

Is K18 safe to use during pregnancy?

Although K18 is free of sulfates, parabens, phthalates, silicones, artificial colors, sodium chloride, and is vegan and cruelty-free, we recommend clients consult their doctors before using K18 during pregnancy or if they have concerns about allergies. We are happy to provide an MSDS sheet.

What if my client has a wheat allergy?

K18 PRO mist + mask do contain a small amount of wheat protein. Please consult your doctor before using K18 if you have a wheat allergy, and conduct a patch test upon approval to test for any allergic reactions.

Will K18 molecular repair service work on hair with a lot of buildup?

Any type of coating whether it's product buildup, sebum/oil buildup, or even mineral + metal buildup from hard water can block our biomimetic peptide from getting where it needs to go. Before every **K18REPAIR™ service**, we recommend using the **PEPTIDE PREP™ pro chelating hair complex** to remove metals + minerals, and the **detox shampoo** to clarify heavy product buildup, oils, and metals for a clean canvas. It's also great for people who use a lot of styling products as it clears the path for our peptide to fully penetrate hair.

Can I use the PRO mask on my clients who wear extensions?

Yes, you can use the **PRO mask** on clients who wear extensions. For best results, do not apply the PRO mask directly to the weft adhesive or to the natural hair immediately surrounding the adhesive as it could cause slippage.

Can I use styling products with K18REPAIR™ service?

Yes, **K18REPAIR™ service** is compatible with all styling products.

Can I use products with a built-in bonder along with the K18REPAIR™ service?

Yes, **K18REPAIR™ service** is compatible with all professional products.

Do I need to adjust my developer when using K18 with a color service?

No, there is no need to alter timing or adjust the volume of developer used in your formula when using K18 with your color services. Please use the appropriate developer following the manufacturer's instructions for your chosen color or lightener.

What's the difference between acidic toners and K18 PRO mist + mask?

K18 PRO mist + mask formulas provide all the great conditioning and acidic balancing results of an acidic toner. They can be added as an additional step before toning for even more benefits.

Will alkaline hair color affect the performance of K18REPAIR™ service?

Alkaline hair color swells the hair's cuticle layers and throws pH level off balance. Using **K18REPAIR™ service** before and after these services will help to calm the hair environment, bringing the pH closer to hair's optimal levels.

Is the K18 mask organic?

K18 is not organic as we employ both natural and synthetic ingredients to create the safest, most effective product to get our peptide where it needs to go. Our intentional formulas are vegan and cruelty-free, and prioritizes radically simple, safe, and optimized damage repair.



PEPTIDE PREP™

Why is clean hair important?

Hair happiness starts with the cleanest hair possible. With clean hair as your base, chemical services like hair color apply more vibrantly, treatments perform more effectively, styling products work better, and the **K18REPAIR™ service** delivers maximum results.

What is a chelator?

A **chelator** acts as a strong magnet—pulling metals + minerals out of the hair for more vibrant, even color, restored bounce and shine, and improved product effectiveness.

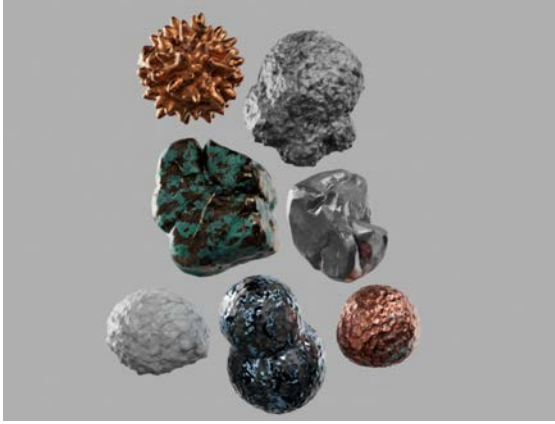
K18 PEPTIDE PREP™ pro chelating hair complex



What metals does the pro chelating hair complex target?

The **pro chelating hair complex** targets 7 of the most common metals and minerals from the hair: calcium, magnesium, copper, zinc, nickel, cadmium, and lead.

CGI rendering of the 7 most common metals and minerals from the hair



CGI rendering of the chelator targeting the 7 most common metals and minerals from the hair



How does the pro chelating hair complex work?

The **pro chelating hair complex** is powered by a proprietary formulation that tackles the most extreme metal + mineral buildup to deliver what you need with unparalleled speed, efficiency, and accuracy.

Chelation cocktail - A unique blend of 5 chelators with a range of metal attractions is clinically proven to reduce 7 of the most common metals and minerals from the hair: calcium, magnesium, copper, zinc, nickel, cadmium, and lead.

Antioxidant peptide - Our antioxidant peptide blocks oxidative reactors and neutralizes metals in the hair for double the protection against reactive damage.

Soapnut - Inspired by biological design, this cleansing agent found in nature works as a powerful surfactant.

What makes the pro chelating hair complex special?

This innovative no-mix, spray-on demineralizing treatment is engineered for fast-paced PROs—tackling the most extreme metal + mineral buildup in just 4 minutes. No mix. No extra rinse. Now, you can demineralize hair before every service with a faster, more convenient format, without sacrificing efficacy.

100% of stylists agreed treating hair with **K18 pro chelating hair complex**∗:

- ensures optimal color and chemical services
- provides more even, consistent color coverage
- leaves lightened hair brighter

∗k18hairpro.com/disclaimers

How does it work so quickly?

It works so quickly due to our unique blend of 5 chelators with a range of metal attractions. They work together to bind and remove the 7 most common metals + minerals from hair in just 4 minutes. Our antioxidant peptide (carsonine) blocks oxidative reactors and neutralizes metals in the hair for double the protection against reactive damage. The added bonus is the easy-to-use format. Just spray it on, no mixing, no extra rinse, and no 15-30-minute wait period required.

How often do I use it on my clients?

Use the **pro chelating hair complex** before each and every salon service, including:

- Before every chemical or color service - to ensure even color + lift and reduce unexpected chemical reactions
- Before a cut or styling - to reveal hair's natural texture + provide a clean canvas for treatment and styling products
- Between services 1-2x monthly, or as often as needed - to revive color vibrancy + reset texture, smoothness, and bounce
- Before **K18 molecular repair** formulas - to pave the way for effectiveness of reparative treatments

Will the pro chelating hair complex strip my client's color?

No, it will not strip your client's color. This formula was engineered for more vibrant, even color application, and to revive existing discoloration or brassy color that can be impacted by mineral + metal reactions.

How can I tell if my clients need a chelating treatment?

Every client needs a chelating treatment, because chances are high that they have some level of mineral + metal buildup. Regardless of your client's hair condition, water quality, lifestyle, or desired services, they can benefit from a chelating treatment. Look for signs of buildup like visibly dull, discolored, rough, damaged-looking hair. Other signs are if their products aren't working well, or after exposure to pool or ocean water.

Does it work on clients with dirty hair?

Yes, it does work on clients with dirty hair. We've seen great results using the **pro chelating hair complex** on unwashed hair. While excessively dirty hair may interfere, for most clients, clean hair is not necessary for the treatment to work.

Why do we need the pro chelating hair complex in the salon, and why isn't it for home-use?

The **pro chelating hair complex** is a stronger, more targeted approach to chelating that's designed for professional use. It requires no mixing or extra rinse, and it works in just 4 minutes. Now, you can demineralize hair before every service with a faster, more convenient format, without sacrificing efficacy.

Can I use the pro chelating hair complex on the scalp too?

No, we do not recommend using the **pro chelating hair complex** on the scalp—it's intended to use on hair only. If you happen to get it on the skin, this dermatologist-tested formula shouldn't cause any skin sensitivity, even with repeated applications.

Could I use the pro chelating hair complex on beard hair?

Yes, you can use the **PRO chelating hair complex** on beard hair. Metals and minerals can affect all hair, especially chemically damaged hair. If metal + mineral buildup is suspected, you can follow the standalone treatment steps as usual.

Why does it go on dry hair instead of wet or damp hair?

It goes on dry hair to save you time. Our proprietary formula is engineered with enough water to start the cuticle swelling process without having to wet the hair first. For maximum efficacy, using this on dry hair will ensure it collects metals + minerals from hair, and not from water found in wet or damp hair. The **pro chelating hair complex** does work on damp hair, but you will see the best results when applied to dry hair.

Does it remove any product buildup?

Yes, the **pro chelating hair complex** will help remove some product buildup but is engineered to focus on removing metal + mineral ions from buildup. For targeted product buildup removal we suggest using **K18 detox shampoo** after to also remove 99% of product buildup and 95% of sebum* for your client's cleanest, healthiest hair.

*k18hairpro.com/disclaimers

Why should I use the pro chelating hair complex before a color service?

Use the **pro chelating hair complex** before a color service to remove mineral + metal buildup that can cause chemical and color services to go awry—think breakage, discoloration, inconsistent results, and in the most extreme cases smoking foils and hair disintegration. This chelator ultimately helps deliver more vibrant, even color application and successful processing of chemical services—without any surprises.

Can I use this after lightener as well?

No, we recommend using the **pro chelating hair complex** before your lightener to ensure a clean hair base and an even lift. While removing metal + mineral buildup is great for hair health, you get the best benefits when used to prep your client's hair before any service. The result is more vibrant, even color, restored bounce and shine, and improved product effectiveness.

Do I have to change my developer or processing time?

No, you do not have to change your developer or processing time. The **pro chelating hair complex** is clinically proven to not interfere with bleach or lightener lifting*, and won't impact

lightener lift or processing time*.

*k18hairpro.com/disclaimers

Can I use the pro chelating hair complex on keratin-treated hair?

Not immediately, we recommend waiting 2 weeks post-keratin service to have a chelating treatment.

Does the pro chelating hair complex work on locs?

Yes, the **pro chelating hair complex** does work on locs. Use before your service, or as a standalone treatment as follows:

1. Section dry hair into 4 quadrants, apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant.
2. Work through to evenly distribute. Wait 4 minutes.
3. Wash with **K18 detox shampoo**.
4. Towel dry + apply **K18 PRO mist**. Wait 4 minutes.
5. Apply **K18 PRO mask**.
6. Wait 4 minutes then style as usual.

Should I use the pro chelating hair complex before a texture service?

Yes, use the **pro chelating hair complex** before a texture service to restore your client's natural texture + bounce. It draws out even hard-to-budge mineral deposits that cause buildup and weigh hair down. 97% agreed permed hair had more consistent curls*

*k18hairpro.com/disclaimers

How would I use it before a relaxer service?

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes (do not rinse out) and if needed, dry the hair prior to beginning relaxer application.
5. Apply + process relaxer as usual, then rinse thoroughly.
6. Towel dry hair, then re-apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
7. Wait 4 minutes (do not rinse), then follow with neutralizing shampoo. Do not condition.
8. Towel dry thoroughly, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up

towards the roots.

9. Wait 4 minutes (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
10. Rinse thoroughly, then towel dry hair and apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends.
11. Wait 4 minutes, then proceed with cut or style as usual.
12. Add an additional 1-3 drops of **K18 molecular repair hair oil** to dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

Can I use the PRO chelating hair complex on extensions?

Yes, here's how to use the **pro chelating hair complex** with extensions.

On natural hair (prior to installation):

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo** (do not condition)
5. Towel dry hair, then apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, only to the ends and mid-lengths (avoiding the root).
6. Wait 4 minutes (do not rinse), then apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
7. Rinse thoroughly, then proceed with extension installation as usual.

Using K18 on extensions alone or on clients with previously installed extensions:

K18 is suitable for use on all human hair extensions (to include tape-in, k-tip, hand tied, clip-in, sew-in, etc.). For information on using K18 on clients with previously installed extensions, please follow the instructions for the specific service being performed.

PRO tip: When working on clients with tape-in extensions, we recommend following the standard protocol for cream-based conditioner or oil usage. For best results, do not apply the K18 professional molecular repair hair mask, molecular repair hair oil, or DAMAGE SHIELD protective conditioner *directly* to the weft adhesive or to the natural hair immediately surrounding the adhesive as it could cause slippage.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

Is the pro chelating hair complex safe to use on extensions and wefts?

Yes, the **pro chelating hair complex** is safe to use on all human hair extensions—including tape-in, k-tip, hand tied, clip-in, sew-in, etc.

How do I use it before a keratin service?

1. Section dry hair into 4 quadrants
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.
3. Wait 4 minutes after chelating (do not rinse out), then apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
4. Wait 4 minutes (do not rinse out). Then follow with the recommended shampoo per your keratin straightener service instructions.
5. Apply and process keratin straightener as usual.
6. Apply 1-3 drops of **K18 molecular repair hair oil** to mid-lengths and ends on dry hair as a finisher.

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

Wait 3-4 shampoos post-treatment before using the **K18 molecular repair hair mask** in the salon or at home.

What if I forget to apply the pro chelating hair complex before a service?

You can apply it afterward without impacting your client's color or chemical result, but you will see your best results using the **pro chelating hair complex** before a service.

What's the difference between K18 detox shampoo and the pro chelating hair complex?

The difference is in what kind of buildup each formula was designed to target. Our **PEPTIDE PREP™ detox shampoo** was engineered to tackle tough buildup primarily from products, oil, and dirt. Our **pro chelating hair complex** was engineered to target metals + minerals. Together, these two products do major cleanup duty across different types of buildup for the cleanest canvas possible, ensuring healthier hair and better efficacy of chemical services and styling products.

When should I use K18 detox shampoo and the pro chelating hair complex?

For best results, use the **pro chelating hair complex** before services and the **detox shampoo** after. You can use the detox shampoo before styling in-salon and recommend clients to use weekly for at-home resets. The **pro chelating hair complex** will be a higher-powered, more focused demineralizer—designed to be used before every salon service.

Do I have to use K18 detox shampoo with the pro chelating hair complex?

Nope, you don't have to use **K18 detox shampoo** with the **pro chelating hair complex**. But since they were created to work together, this demineralizing hair treatment works best with our **PEPTIDE PREP™ detox shampoo** to remove 99% product buildup, 95% sebum + 76% copper* after the chelating treatment.

*k18hairpro.com/disclaimers

Is it gluten-free?

Yes, it is gluten-free.

What are the pro chelating hair complex ingredients?

Water (Aqua) (Eau), Polysorbate 20, Carnosine, Trisodium Dicarboxymethyl Alaninate, Sodium Phytate, Sodium Gluconate, Tetrasodium Glutamate Diacetate, Tetrasodium EDTA, Gluconolactone, Sodium Carboxymethyl Inulin, Sapindus Mukorossi Peel Extract, Lactic Acid, Sodium Benzoate, Calcium Gluconate, Fragrance (Parfum), Benzyl Salicylate, Hexyl Cinnamal, Limonene.

What is the PEPTIDE PREP™ detox shampoo?

It is 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.

*k18hairpro.com/disclaimers

Why is the PEPTIDE PREP™ detox shampoo different from other shampoos?

The **PEPTIDE PREP™ detox shampoo** is different because the color-safe formula is engineered to effectively but gently remove 99% product buildup, 95% sebum + 76% copper* in just one wash. Maintain your client's hair + scalp health with every cleanse, and prep hair for maximum molecular repair results.

*k18hairpro.com/disclaimers

K18 PEPTIDE PREP™ detox shampoo



What does the detox shampoo do?

This detox shampoo deeply cleanses hair and scalp, unclogging hair follicles while banishing dirt, oils, and metals from hard and tap water, and things left behind from heavy product buildup. It uniquely targets common metals like nickel, cadmium, lead, zinc, and iron that can cause dullness and buildup on the hair.

By reducing 99% of product buildup, 95% of sebum + 76% copper after just 1 wash*, this intentional formula clears the path for maximum **K18 molecular repair** results without leaving fillers or deposits behind.

*results observed on bleached hair tress after 1 wash with **detox shampoo**

How does the detox shampoo work?

The **detox shampoo** works from activated charcoal absorbing toxins, excess oils, and dirt in the hair and scalp, while salicylic acid clears sebum buildup in follicles without stripping hair of essential moisture and lipids. The **K18PEPTIDE™** helps reduce protein loss to help keep hair feeling healthy and strong while you wash.

What makes the detox shampoo special?

This **detox shampoo** effectively clarifies hair of buildup and metals common in tap and hard water, including 99% of product buildup, 95% of sebum + 76% copper after just 1 wash*. The pH-optimized formula is color-safe and won't leave hair over-stripped or easily tangled, while our patented **K18PEPTIDE™** helps to maintain hair strength with no fillers or deposits left behind.

BONUS: Clean hair helps optimize results from products and treatments, like **K18 molecular repair** formulas.

*k18hairpro.com/disclaimers

What does the K18PEPTIDE™ in the shampoo do?

The **K18PEPTIDE™** in the shampoo helps reduce protein loss to help keep hair feeling healthy and strong.

When do I use the detox shampoo?

Use the **detox shampoo** for heavy-duty washing prior to texture services, K18 treatments, or styling. Every client, regardless of hair type, product use, or service can benefit from a regular detox to remove buildup, reset texture, and optimize performance of products, stylers, and chemical services.

Will the detox shampoo dry my client's hair out?

No, the **detox shampoo** will not dry your client's hair out. This non-stripping formula has a pH of 3.8-4.2 that won't leave hair over-stripped. In a consumer study, 90%* said hair feels clean without feeling dry.

*k18hairpro.com/disclaimers

Does the detox shampoo work with K18 molecular repair service?

Yes, the **detox shampoo** works with **K18REPAIR™ service**. These were created to fuel your client's cleanest canvas for a healthy hair base, ensuring every K18 application drives optimal results.

If the shampoo is formulated with the K18PEPTIDE™, why should I use the PRO mist + mask?

The shampoo is formulated with our patented **K18PEPTIDE™** to help reduce protein loss during washing. So while it does leave hair feeling healthy and strong, the **K18 PRO mist + mask** deliver the full dose of peptide-powered hair renewal pre and post-service. For best results, use the **PEPTIDE PREP™ detox shampoo** to prep hair for maximum **K18 molecular repair** results.

Will the detox shampoo strip my clients' color?

No, the **detox shampoo** will not strip your clients' color. This color-safe formula is optimized with pH 3.8-4.2 to help maintain their color, and uniquely targets common metals present in tap and hard water that can cause dullness.

Can I use the detox shampoo as a neutralizer after a relaxer?

Yes, you can use the **detox shampoo** to neutralize a relaxer.

What are the detox shampoo ingredients?

Water (Aqua) (Eau), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Salicylic Acid, Charcoal Powder, sh-Oligopeptide-78, Panthenol, Glycerin, Sodium Phytate, GuarHydroxypropyltrimonium Chloride, Caprylyl Glycol, Caprylhydroxamic Acid, Citric Acid, Potassium Hydroxide, Sodium Hydroxide, Fragrance (Parfum), Benzyl Salicylate, Limonene.

What does the detox shampoo smell like?

The **detox shampoo** has a clean citrus scent.



molecular repair hair oil

What is the molecular repair hair oil?

The **molecular repair hair oil** is a biotech-engineered weightless oil that works on all hair types to strengthen, repair damage, and reduce frizz at two levels of the hair fiber, and improve shine.

What does the molecular repair hair oil do?

The **molecular repair hair oil** fights frizz differently by addressing the damage that causes frizz long-term and immediately smoothing frizz + flyaways.

How does the molecular repair hair oil fight frizz?

The **molecular repair hair oil** fights frizz on two levels of the hair fiber. The **K18PEPTIDE™** in the formula works at the molecular level to repair damaged hair, which is more susceptible to frizz. Natural oils work on the surface of the hair to immediately reduce frizz + flyaways, smoothing the cuticle and softening hair without weighing it down.

Does this oil fight frizz in humidity?

Yes, this oil does fight frizz in humidity. It is clinically proven to deliver 24-HR frizz control* in 80% relative humidity. Since damaged hair loses its natural water-resistant barrier, the natural oils in our formula reinforce it to immediately reduce frizz. The **K18PEPTIDE™** works on the molecular level to reverse frizz-causing damage, so you're covered on two levels of the hair fiber.

*k18hairpro.com/disclaimers

Does the molecular repair hair oil provide heat protection?

Yes, this oil provides heat protection up to 450°F/232°C.

What oils are in this formula?

The **molecular repair hair oil** features sunflower oil, hemisqualane, and squalane to reinforce hair's natural moisture barrier and immediately reduce frizz and enhance shine. Avocado oil in this formula has one of the highest smoke points and helps provide 450°F (232°C) heat protection.

Does the molecular repair hair oil include the K18PEPTIDE™?

Yes, this oil includes our patented **K18PEPTIDE™**.

Can I use the oil on damp or dry hair?

Yes, you can use the **molecular repair hair oil** on both damp and dry hair. Apply to damp, towel-dried hair before styling, or on dry hair as a finisher.

Does my client need frizzy hair to use the oil?

Nope, the **molecular repair hair oil** works on all hair types—not just frizzy hair.

Does the molecular repair hair oil work on all hair types?

Yes, the **molecular repair hair oil** works on all hair types.

How do I apply this oil?

Start with 1-3 drops of this highly concentrated formula and build as needed. Apply to damp hair from mid-lengths to ends. For strengthening benefits from the **K18PEPTIDE™** wait 4 minutes before styling. Apply to dry hair as a finisher.

How do I use oil with the K18REPAIR™ service?

You can use the oil after the **K18REPAIR™ service**. Start with **PRO mist**, then **PRO mask**, and finish with **molecular repair hair oil**. You can apply 1-3 drops on damp hair. For strengthening benefits from the **K18PEPTIDE™** wait 4 minutes before styling. Then apply an additional 1-3 drops of oil to dry hair as a finisher.

How do I use the oil with a chemical or color service?

Begin with pro chelating hair complex:

1. Section dry hair into 4 quadrants.
2. Apply 6-10 sprays of **K18 pro chelating hair complex** per quadrant*.

Wait 4 minutes after chelating** (do not rinse out)

*For cases of extreme mineral buildup, process **K18 pro chelating hair complex** for up to 10 minutes, then rinse and shampoo with **K18 PEPTIDE PREP™ detox shampoo**. Dry hair as needed, then proceed with the instructions.

For best results, we recommend to use **K18 chelator before every service. If not using K18 chelator, lightly dampen hair with water (do not saturate) before applying **K18 PRO mist**.

Apply the PRO molecular repair hair mist:

1. Apply a minimum of 10 full sprays of **K18 professional molecular repair hair mist** to each quadrant, increasing up to 20 sprays per quadrant as needed, depending on client's length, density, and level of damage.
2. Wait 4 minutes (do not rinse out). If needed, dry the hair prior to applying lightener or color. Then perform your desired technique.

Apply the PRO molecular repair hair mask:

1. Shampoo (do not condition) and towel dry thoroughly.
2. Apply 1-3 pumps of **K18 professional molecular repair hair mask** based on your client's length and density, starting at the ends and working up towards the roots.
3. Let sit for 4 minutes (do not rinse out).

Apply the DAMAGE SHIELD conditioner

1. Apply a small amount of **K18 DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
2. Rinse thoroughly, then towel dry hair

Finish with the molecular repair hair oil

1. Apply 1-3 drops of **molecular repair hair oil** to damp hair, starting at the ends and working upward through the mid-lengths.
2. Wait 4 minutes. Style as usual.
3. Apply an additional 1-3 drops of **molecular repair hair oil** to dry hair as a finisher.

How do my clients use this oil at home?

Here's how your clients can use this oil at home:

Highly concentrated formula. Start with 1-3 drops and build as needed. Apply to damp hair from mid-lengths to ends. For strengthening benefits from the **K18PEPTIDE™** wait 4 minutes before styling. Apply to dry hair as a finisher.

PRO Tip – Oil can be used after the **K18 mask** (after 4-minute processing time) for enhanced softening and styling benefits.

Do I need to wait 4 minutes after applying the molecular repair hair oil?

Yes, we recommend waiting 4 minutes after applying the **molecular repair hair oil** before styling as usual.

Can I use the molecular repair hair oil on its own?

Yes, you can use the **molecular repair hair oil** on its own.

Can I use the molecular repair hair oil on keratin-treated hair?

Yes, the **molecular repair hair oil** works on keratin-treated hair.

Can I use the molecular repair hair oil on extensions?

Yes, you can use this **molecular repair hair oil** on extensions. If you are using tape-in extensions, we recommend you do not apply oil near the adhesive.

Can I mix the oil into color or toner?

No, we do not recommend mixing the oil into your color or toner. You can apply the **molecular repair hair oil** after your services, before styling/drying + after.

Can I use the molecular repair hair oil instead of the PRO mist or mask?

We recommend using the oil with the **PRO mist + mask** to get maximum **molecular repair** with additional styling benefits. Think of the **PRO mist + mask** as damage repair treatments used before and after services. The **molecular repair hair oil** is for smoothing, styling, and strengthening after the mask, and can be used on damp and dry hair.

How do the molecular repair hair mask and oil work together?

The **molecular repair hair mask** and **oil** work together to give you the reparative benefits of the **K18PEPTIDE™** in both formulas. The oil will add additional frizz-reducing, styling, and heat-protecting properties. You can layer the oil on top of the mask after the 4-minute processing time.

Will the mask block the molecular repair hair oil from penetrating?

No, the **K18 mask** will not block the **molecular repair hair oil** from penetrating. The **mask** is a highly concentrated treatment without any fillers that would block the **oil** from penetrating. Like layering different skincare products, the **oil** can be layered on top of the **mask** without impacting its performance.

Can I mix the molecular repair hair oil and mask together?

Instead of mixing the oil and mask together, get the most effective repair and styling benefits by using the **K18 mask** first, waiting 4 minutes, and then applying the **molecular repair hair oil**.

Can I use the molecular repair hair oil immediately after the mask?

No, do not use the **molecular repair hair oil** immediately after the **mask**. We recommend waiting 4 minutes after **mask** application before layering the **oil** on top.

Can my clients do an overnight treatment with the molecular repair hair oil?

Yes, your clients can leave the **molecular repair hair oil** on overnight—but it is not necessary to get the full strengthening, smoothing, and shine-boosting benefits.

Can I use the molecular repair hair oil every day?

Yes, you can use the **molecular repair hair oil** every day.

Will the molecular repair hair oil leave buildup or weigh down hair?

No, it will not leave buildup or weigh down hair. This weightless oil is powered by intentional ingredients to reduce frizz-causing damage on the molecular level inside the hair fiber, while natural oils work on the surface of hair without weighing it down.

Plus, you don't need much of this highly concentrated formula to see results, just use 1-3 drops and build as needed. If you or your clients are concerned about buildup, use our **detox shampoo** to remove 99% of product buildup after just 1 wash*.

*k18hairpro.com/disclaimers

Does the molecular repair hair oil still repair if used after conditioner?

For maximum damage repair benefits from the molecular repair hair oil, we recommend using it without conditioner.

Is the molecular repair hair oil vegan?

Yes, the **molecular repair hair oil** is vegan.

What does the molecular repair hair oil smell like?

The **molecular repair hair oil** has a fresh floral scent.

Is this formula alcohol-free?

No, this formula is not alcohol-free. Here the alcohol serves as an agent to optimize the hair environment so the **K18PEPTIDE™** can penetrate the innermost layer of hair, and reverse frizz-causing damage.

Is this molecular repair hair oil silicone-free?

Yes, the **molecular repair hair oil** is silicone-free.

Is this oil gluten-free?

Yes, there is no gluten in the **molecular repair hair oil**.

Does the molecular repair hair oil contain sulfates, parabens, or phthalates?

No, the **molecular repair hair oil** does not contain sulfates, parabens, or phthalates.

What are the molecular repair hair oil ingredients?

Caprylyl Caprylate/Caprate, Squalane, Persea Gratissima (Avocado) Oil, Helianthus Annuus (Sunflower) Oil, C13-15 Alkane, Undecane, Benzyl Alcohol, Tridecane, Castor Isostearate Succinate, Propanediol, sh-Oligopeptide-78, Fragrance (Parfum), Tocopherol, Cinnamal, Hexyl Cinnamal, Limonene, Linalool.

new name! previously
pH maintenance shampoo



DAMAGE SHIELD

What is DAMAGE SHIELD?

DAMAGE SHIELD is our newest innovative category that takes the guesswork out of your K18 routine. Developed to offer protection from damage between treatment mask days, and extra softening and protection after salon services. This category includes the **DAMAGE SHIELD protective conditioner** + the renamed **pH protective shampoo** (previously pH maintenance shampoo)

Is the formula of the DAMAGE SHIELD pH protective shampoo different from the PEPTIDE PREP™ pH maintenance shampoo?

No, the formula of the **DAMAGE SHIELD pH protective shampoo** is not different from the **PEPTIDE PREP™ pH maintenance shampoo**. Just the name has changed, the formulation you know and love is the same.

K18 PEPTIDE PREP™
pH maintenance shampoo



same formula
new name!



K18 DAMAGE SHIELD
pH protective shampoo



What is the **DAMAGE SHIELD pH protective shampoo**?

The **DAMAGE SHIELD pH protective shampoo** is a color-safe, pH-optimized shampoo with the patented **K18PEPTIDE™** to effectively cleanse while maintaining hair health and protecting hair from damage. pH-optimized formula helps reduce excess swelling of the hair cuticle during washing, to help prevent frizz, preserve color, and enhance shine. Scalp microbiome-friendly and gentle enough to use every time you cleanse.

What does the **DAMAGE SHIELD pH protective shampoo** do?

This pH-optimized shampoo (4.5-5.5) helps prevent excess swelling of the hair cuticle to help prevent damage, reduce frizz, preserve color, and maintain health and shine. An optimized pH also helps preserve the scalp microbiome. This shampoo is gentle enough to use every time you cleanse.

How does the **DAMAGE SHIELD pH protective shampoo** work?

The **DAMAGE SHIELD pH protective shampoo** is powered by plant-derived surfactants to deliver safe but effective high-power cleansing that breaks down and removes dirt + oil. Designed to help shield hair from daily damage, this pH-optimized formula helps prevent excess swelling of the hair cuticle during washing—which helps maintain color, improve hair health and shine, reduce frizz, and preserve the scalp microbiome. It mimics hair's natural pH, so this formula is gentle enough to use every time you cleanse.

What makes the **DAMAGE SHIELD pH protective shampoo** special?

The **DAMAGE SHIELD pH protective shampoo** delivers healthier hair and scalp after just one wash. Its optimized pH helps maintain the hair cuticle, preventing excess water from entering the hair, which can cause damage, dullness, frizz, and tangling. With this shampoo, your client's color is maintained, hair feels strong, healthy, looks smooth with less frizz, and is easier to style with less tangles. This formula moisturizes hair without weighing it down, and preserves the scalp microbiome for a healthier-feeling scalp and a gentler cleanse. Coupled with the **DAMAGE SHIELD protective conditioner**, these formulas shield the healthiest hair from daily damage.

When do I use the **DAMAGE SHIELD pH protective shampoo**?

Use this gentle shampoo for higher frequency washing like multiple wash services or clients with less buildup. This pH-balanced formula is gentle enough to use every time you cleanse, delivering healthier hair and scalp after just one wash.

What are the **DAMAGE SHIELD pH protective shampoo** ingredients?

Water (Aqua) (Eau), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Methyl 2-Sulfolaurate, Sodium Lauryl Sulfoacetate, sh-Oligopeptide-78, Panthenol, Glycerin, Sodium Phytate, Guar Hydroxypropyltrimonium Chloride, Disodium 2-Sulfolaurate, Caprylyl Glycol, Caprylhydroxamic Acid, Benzoic Acid, Citric Acid, Sodium Hydroxide, Fragrance (Parfum), Limonene.

Why do I need both shampoos?

You need both shampoos (**PEPTIDE PREP™ detox shampoo** + **DAMAGE SHIELD pH protective shampoo**) to deliver the most effective clean while maintaining your client's hair + scalp health. **Detox shampoo** is engineered for less frequent heavy-duty washing, and **DAMAGE SHIELD pH protective shampoo** (previously pH maintenance shampoo) is engineered for frequent washing.

How does this conditioner fight daily damage?

DAMAGE SHIELD protective conditioner helps shield hair from daily damage to help maintain hair health and improve smoothness and shine. It's developed with our biotech-produced polysaccharide that acts as a biomimetic shield to protect hair against pollution and environmental aggressors. The fortifying ceramide blend seals damage sites in the hair cuticle—smoothing and protecting hair from further damage. The **K18PEPTIDE™** replenishes protein lost during washing, while the cuticle is still swollen, to fortify hair health and strength. Vitamin E works against oxidative damage, which can fade color and cause breakage.

These key ingredients work together to provide conditioning protection against damage from UV rays, mechanical styling, and environmental aggressors for up to 3 days*.

*k18hairpro.com/disclaimers

K18 DAMAGE SHIELD protective conditioner



Can I use the conditioner instead of the mask?

The mask and conditioner serve two different purposes. The **K18 mask** reverses damage in 4 minutes, while the **K18 conditioner** protects hair from daily damage for up to 3 days*. We recommend using the K18 mask first, waiting 4 minutes, then using conditioner for additional softening and detangling benefits in the salon, or at home between K18 mask days.

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Can the K18 conditioner repair damage like the mask does?

No, the conditioner does not repair damage like the mask does. This nourishing, protective conditioner shields against 3 types of damage (daily mechanical, UV, and environmental) for up to 3 days*— to help maintain hair health and improve smoothness and shine. Both formulas include the **K18PEPTIDE™** with different benefits. The mask has a higher concentration of the peptide to reverse damage. In the conditioner, the **K18PEPTIDE™** replenishes protein lost during washing, while the cuticle is still swollen, to fortify hair health and strength.

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Can I use the K18 conditioner before the mask?

No, use the **DAMAGE SHIELD conditioner** AFTER the **K18 mask**. The **K18PEPTIDE™** will not penetrate the hair if the conditioner is used before mask application.

Can I apply the K18 mask first, then the K18 conditioner?

Yes, you can apply the **K18 mask** first, wait 4 minutes for maximum damage repair, and then apply the **K18 conditioner**.

Can I apply the K18 conditioner first, then the K18 mask?

No, apply the **K18 mask** first, wait 4 minutes for maximum damage repair, and then apply the **K18 conditioner**. The K18 mask will not penetrate hair if applied after a conditioner.

Is K18 conditioner considered clean?

Yes, the **DAMAGE SHIELD conditioner** adheres to Clean by Sephora standards. The conditioner is formulated without phthalates, formaldehyde or formaldehyde releasers, oxybenzone and octinoxate, and more.

How much K18 conditioner should I use?

The **K18 conditioner** is a highly concentrated formula, so a little goes a long way. Begin with a small amount from mid-lengths to ends, and build as needed.

Where should I apply the K18 conditioner?

For best results, apply the **K18 conditioner** from mid-lengths to ends. Start with a small amount and build as needed.

When would I use K18 conditioner in the salon?

In the salon, use the **DAMAGE SHIELD conditioner** 4 minutes after **K18 mask** application for extra smoothness, softness + detangling.

How do I use K18 conditioner with the mask in salon?

The **K18 conditioner** can be used for added smoothness, softness + detangling after the **K18 PRO molecular repair hair mask**.

1. Shampoo, do not condition.
2. Towel-dry thoroughly.
3. Apply 1-3 pumps of the **PRO molecular repair hair mask**.
4. Wait 4 minutes. Do not rinse out.
5. Apply a small amount of **DAMAGE SHIELD protective conditioner** from mid-lengths to ends. Build as needed.
6. Rinse thoroughly.
7. You do not need to re-apply the PRO molecular repair hair mask.

How do my clients use the K18 conditioner at home?

1. Apply a small amount of **DAMAGE SHIELD protective conditioner** from mid-lengths to ends and build as needed.
2. Rinse thoroughly.
3. For best results, use after shampooing with the **DAMAGE SHIELD shampoo**.

Can I mix the K18 conditioner with the mask?

For best results, we do not recommend mixing the K18 conditioner with the mask. Apply the **K18 mask** first, wait 4 minutes for maximum damage repair, then apply the **K18 conditioner**.

Can I mix the K18 conditioner with the oil?

For best results, we do not recommend mixing the K18 conditioner with the oil. Use the **K18 molecular repair hair oil** without the **K18 conditioner**.

Do I have to wait 4 minutes after applying the conditioner?

No, you do not have to wait 4 minutes after applying the conditioner. For additional conditioning, you can wait 1-3 minutes before rinsing.

Can heat make the K18 conditioner more effective?

No, the **K18 conditioner** does not need heat to be effective.

Does the K18 conditioner contain the K18PEPTIDE™?

Yes, the **K18 conditioner** does contain the **K18PEPTIDE™**. In the formula, this patented peptide replenishes protein lost during washing, while the cuticle is still swollen, to fortify hair health and strength. To get damage repair benefits from the **K18PEPTIDE™**, use the **K18 mask** first, wait 4 minutes, then apply the **K18 conditioner**.

Can I use the K18 conditioner every day?

Yes, you can use the **K18 conditioner** every day. The lightweight formula softens, smooths, and detangles without film-forming silicones or waxes that can build up over time, weighing hair down.

Will the K18 conditioner cause buildup on hair?

No, the **K18 conditioner** will not cause buildup on hair. The highly concentrated, lightweight gel formula means a little goes a long way. Use less than you typically would with a traditional conditioner, and build as needed.

Will the K18 conditioner weigh hair down?

No, the **K18 conditioner** will not weigh hair down. This highly concentrated, lightweight gel formula softens, smooths, and detangles without film-forming silicones or waxes that can build up over time.

Is the K18 conditioner recommended for all hair types?

Yes, the **K18 conditioner** works on all hair types. The highly concentrated, lightweight gel formula won't weigh hair down. It's developed to soften, smooth, and detangle without film-forming silicones or waxes that can build up over time.

Does the K18 conditioner work on curly and/or coily hair?

Yes, the **K18 conditioner** does work on curly or coily hair, as the highly concentrated, lightweight formula softens, smooths, and detangles curly and/or coily hair without film-forming silicones or waxes that can build up over time, weighing hair down.

Does the K18 conditioner work on fine hair?

Yes, the **K18 conditioner** does work on fine hair, as the highly concentrated, lightweight gel formula won't weigh hair down. It's developed to soften, smooth, and detangle without film-forming silicones or waxes that can build up over time.

Is the K18 conditioner buildable?

Yes, this lightweight formula is buildable. Since it's highly concentrated, a little goes a long way. Start by applying a small amount of **DAMAGE SHIELD protective conditioner** from mid-lengths to ends, and add more as needed.

Can I use the K18 conditioner on keratin-treated hair?

Yes, you can use the **K18 conditioner** on keratin-treated hair. It can provide added smoothness, softness + easier detangling after the damaging keratin service.

Can I use the K18 conditioner on extensions?

Yes, you can use the **K18 conditioner** on extensions. We recommend following the standard protocol for cream-based conditioner usage with extensions: For best results, do not apply the K18 DAMAGE SHIELD protective conditioner *directly* to the weft adhesive or to the natural hair immediately surrounding the adhesive as it could cause slippage.

Using tape in extensions is best to avoid working with the area of adhesion.

Is the K18 conditioner pH-optimized?

Yes, the **K18 conditioner** is pH optimized, with a pH of 3.8-4.2. This helps prevent excess swelling of the hair cuticle to help reduce frizz, preserve color, and maintain health and shine.

What is UV damage and why does hair need protection from it?

UV damage is caused by sun exposure, which can dull color and make hair damaged and brittle. Use **DAMAGE SHIELD protective conditioner** to provide conditioning protection against damage from UV rays for up to 3 days*.

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Does the K18 conditioner need to be reapplied for continued UV protection?

No, you do not need to reapply the **K18 conditioner** for continued UV protection. This product is clinically proven to protect hair against damage from UV rays for up to 3 days*.

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Does the K18 conditioner have SPF?

No, the **K18 conditioner** does not have SPF. The biotech-produced polysaccharide and fortifying ceramide blend help minimize the drying and damaging effects of UV rays on the hair's cuticle. This prevents hair from becoming rough, brittle, weak, and prone to breakage from UV damage for up to 3 days*.

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Does the K18 conditioner provide heat protection?

No, the **K18 conditioner** does not contain heat protection. It does provide conditioning protection against damage from UV rays for up to 3 days*. For added 450°F (232°C) heat protection*, use the **K18 molecular repair hair oil**.

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What is environmental damage and why does hair need protection from it?

Environmental damage is caused by things irritants like pollution that can cause frizziness and dullness. Use **DAMAGE SHIELD protective conditioner** to provide conditioning protection against damage from environmental aggressors for up to 3 days*.

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What is mechanical damage and why does hair need protection from it?

Mechanical damage is caused by wear and tear from things like brushing, pulling, detangling, and tension from tight, slicked-backed hairstyles—which cause hair breakage. Use **DAMAGE SHIELD protective conditioner** to provide conditioning protection against damage from mechanical styling for up to 3 days*.

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What does the K18 conditioner smell like?

The **K18 conditioner** has a clean citrus scent.

Does the K18 conditioner contain gluten?

No, the **K18 conditioner** does not contain gluten.

Is the K18 conditioner vegan?

Yes, the **K18 conditioner** is vegan.

Is the K18 conditioner cruelty-free?

Yes, the **K18 conditioner** is cruelty-free and Leaping Bunny certified.

What shampoo should I use with the DAMAGE SHIELD protective conditioner?

For best results, use the **DAMAGE SHIELD pH protective shampoo** with the **DAMAGE SHIELD protective conditioner** to protect hair between K18 mask days. If you're using the **K18 molecular repair mask**, use the **PEPTIDE PREP™ detox shampoo first**.



what are the DAMAGE SHIELD protective conditioner ingredients?

Water (Aqua) (Eau), Isopropyl Palmitate, Stearyl Alcohol, Propanediol, Isopentyldiol, Behentrimonium Chloride, Tocopherol, Tocopheryl Acetate, sh-Oligopeptide-78, Alteromonas Ferment Extract, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Phospholipids, Jojoba Esters, Calcium Gluconate, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Ceramide NP, Phytosteryl/Isostearyl/Cetyl/Stearyl/Behenyl Dimer Dilinoleate, Polyquaternium-16, Stearalkonium Chloride, Isopropyl Alcohol, Butylene Glycol, Gluconolactone, Phenoxyethanol, Sodium Benzoate, Citric Acid, Sodium Hydroxide, Fragrance (Parfum), Hydroxycitronellal.



AirWash™ dry shampoo

What is AirWash™?

AirWash™ is the reinvention of dry shampoo. It's a non-aerosol formula powered by smart-release **odorBIND™** biotechnology, which delivers a high-performance clean, clinically eliminating odor and reducing oil without starchy buildup or white cast, and keeps working for up to 3 days* after a single application.

*k18hairpro.com/disclaimers

Will it cause buildup or white cast?

No, **AirWash™** will not leave buildup or white cast behind. It's formulated with translucent microbeads to absorb oil without leaving starchy buildup or a visible white cast behind*.

*k18hairpro.com/disclaimers

Does it leave behind any residue or stickiness?

No, **AirWash™** will not leave behind residue or stickiness. Unlike traditional dry shampoos that use starch to absorb oil, **AirWash™** uses translucent microbeads that leave behind no visible white cast or starchy buildup* for a run-your-fingers-through clean feeling.

*k18hairpro.com/disclaimers

Will this dry out hair or scalp?

No, **AirWash™** will not dry out hair or scalp. This scalp-friendly formula supports a healthy scalp sebum balance and promotes scalp health between washes.* Clinical data shows scalp moisture increased with continued use of **AirWash™**.*

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Will this clog scalp pores?

No, **AirWash™** will not clog scalp pores*. It is formulated without scalp-clogging ingredients to minimize excess buildup.

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Is AirWash™ a styling product?

No, **AirWash™** is not a styling product. Think of it as a post-service essential to keep your clients' style going for up to 3 days*. **AirWash™** can be used as a refresher between washes, which may add volume and bounce to hair.

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Does it contain any heat protectant?

No, **AirWash™** does not contain a heat protectant. If you're looking for heat protection, use the **K18 molecular repair hair oil**.

Is AirWash™ an aerosol product?

Nope, **AirWash™** is a non-aerosol formula. This shake + spray format is travel-friendly and doesn't contain potentially environmentally harmful ingredients like butane, isobutane, or propane.

Will it weigh my clients' hair down?

No, **AirWash™** will not weigh your clients' hair down. It is formulated to minimize excess buildup and gritty-feeling powders.

PRO tip: this is a highly concentrated product, so less is more!

If this product applies damp, will it mess with my clients' style?

No, it will not disturb your clients' style. In a consumer test, 93% agreed the product did not revert their hairstyle*.

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Why does hair feel gritty or powdery after using AirWash™?

If hair feels gritty or powdery, you've applied too much **AirWash™**. Brush hair to distribute the product, or reset hair with shampoo.

Like all K18 formulas, this is highly concentrated so less is more. You won't need as much product as a traditional dry shampoo—start with 1 spray per section and build as needed.

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What does it smell like?

AirWash™ releases a subtle, fresh, and easily-layered fragrance in place of odors eliminated by **odorBIND™** smart-release biotechnology.

Does AirWash™ repair hair with the K18PEPTIDE™?

No, **AirWash™** does not repair hair with the K18PEPTIDE™. It features our new patented innovation - **odorBIND™** smart-release biotechnology, which is clinically proven to recognize, suspend, and eliminate odors. If you're looking for repair benefits from the **K18PEPTIDE™**, use our molecular repair mist, mask, or oil.

How is this product different from other dry shampoos?

Unlike traditional dry shampoos, this product is non-aerosol and uses translucent microbeads that won't leave behind a white cast.* Most dry shampoos use heavy fragrances to mask odors while **AirWash™** is powered by **odorBIND™** smart-release biotechnology, which is clinically proven to recognize, suspend, and eliminate odors.

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How does it absorb oil differently than traditional products?

AirWash™ absorbs oil differently by using translucent microbeads—instead of starchy powders like traditional dry shampoos. These microbeads sponge up oil without excess buildup or white cast. With just one application, you can deliver oil control for up to 3 days*.

*k18hairpro.com/disclaimers

What is odorBIND™ smart-release biotechnology?

This is our newest patented innovation that powers **AirWash™** dry shampoo. **odorBIND™** smart-release biotechnology recognizes and captures odor-causing sweat and oil molecules. It is clinically proven to eliminate odor*—replacing it with a fresh, subtle, easily layered fragrance.

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Does AirWash™ actually cleanse the scalp?

No, **AirWash™** does not cleanse the scalp. Although it's not a replacement for a shampoo, this dry shampoo absorbs oil and extends the life of your clients' style for up to 3 days*.

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How quickly does it absorb oil and odor?

AirWash™ absorbs oil and odor on contact*, so you will notice immediate results that last up to 3 days*.

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How does AirWash™ keep working for 3 days?

With the power of biotechnology, we are able to unlock new solutions to hair's biggest problems. In **AirWash™**, **odorBIND™** smart-release biotechnology and translucent microbeads are clinically proven to allow hair to go 3 days longer between washes*.

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How sustainable is AirWash™?

We're proud to be plastic-net zero in collaboration with Plastic Bank. This means every purchase of **AirWash™**, or any K18 product, helps stop ocean-bound plastic. Learn more about our commitment to sustainability here: <https://www.k18hairpro.com/pages/sustainability>

Why does AirWash™ have non-aerosol packaging?

We chose to go with non-aerosol packaging because it is travel-friendly, and doesn't contain potentially environmentally harmful ingredients like butane, isobutane, or propane.

How do I use this product?

SHAKE WELL and section hair for best results. Hold 4-6 inches away from scalp and apply 1-3 sprays per section. Massage in and style as usual. This non-aerosol format may feel slightly damp but will not disturb your clients' style.

Why do I have to shake it well?

This bi-phase product requires shaking to suspend the oil-absorbing translucent microbeads. Shake well for best results.

How much product should I apply?

Begin with 1 spray per section, and build up to 3 sprays per section as needed. Like all K18 formulas, **AirWash™** is highly concentrated—so less is more.

Do I need to use more sprays if I have dense hair?

Thanks to our highly concentrated formula, less is more. Begin with 1-3 sprays per section and build as needed.

Can I use too much AirWash™?

Like all K18 formulas, **AirWash™** is highly concentrated, so less is more for best results. You won't need as much product as a traditional dry shampoo—just 1-3 sprays per section. If the hair feels gritty or powdery, you've applied too much. In this case, brush hair to distribute the product, or reset hair with shampoo.

How far should I be spraying AirWash™ from my scalp?

For best results, we recommend spraying 4-6 inches away from the scalp in sections.

Do I have to wait 4 minutes after applying AirWash™?

No, this product will absorb oil and odor on contact*.

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Can I use AirWash™ to keep my style going?

Yes, you can keep your style going with **AirWash™**. This biotech-powered formula is formulated with smart-release **odorBIND™** biotechnology, which recognizes, traps, and eliminates odor-causing molecules. It replaces odors with a subtle fragrance for a clean, fresh feel, for up to 3 days* after a single application. Translucent microbeads absorb oil without visible starchy buildup or white cast*.

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How often can I apply this product?

You can apply this product whenever you need to extend the time between washes. This scalp-friendly formula won't leave starchy buildup* behind.

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Can I use this every day?

You can use **AirWash™** as often as you want. This scalp-friendly formula won't leave starchy buildup* behind. Some find they don't need to use it every day, as **AirWash™** is clinically proven to keep working up to 3 days* after a single application.

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How long can I go between washes when using this product?

Everyone's hair and scalp are different. Scientific testing shows **AirWash™** absorbs oil and controls odor for up to 3 days*, so you can go 3 days longer between washes*.

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How many days in a row can I use dry shampoo before you recommend washing hair?

You can use **AirWash™** as often as desired. This scalp-friendly formula won't leave starchy buildup* behind. Some find they don't need to use it every day, as **AirWash™** is clinically proven to keep working up to 3 days* after a single application.

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Do I have to brush it into the hair?

You don't have to brush it to activate it, but it will help distribute the product. For best results, **SHAKE WELL**. Non-aerosol format may feel slightly damp but will not disturb your style. Hold the bottle 4-6 inches away from the scalp for even distribution. Start with 1 spray per section, increasing up to 3 sprays per section, as needed. Massage in and brush or style as usual.

How long should I massage AirWash™ on my scalp?

Massage until you feel no dampness.

How does this fit into the K18 routine?

AirWash™ is used to extend the time between washing and is compatible with all K18 products. Apply it on dry hair to preserve or reset freshness. You would use this alone, after the **K18 PRO mist + mask**, and before the **K18 molecular repair hair oil**.

Does this work well with other styling products?

Yes, **AirWash™** can be used with your favorite styling products to extend the time between washes.

How soon can I use Airwash™ after styling hair?

You can use **Airwash™** as soon as you like after styling hair. **odorBIND™** smart-release biotechnology will recognize odors as they are introduced, so hair does not have to be dirty to use **AirWash™**. We found that it works best on hair with excess odor and oil, but regular use can help balance the scalp and control excess oil production over time.

Should I apply the K18 oil before or after AirWash™ when using the oil as a finisher?

For best results, apply **AirWash™** first, then the **molecular repair hair oil** as a finisher.

How will I incorporate AirWash™ into my salon services?

Apply **AirWash™** post-service to help extend the life of your clients' hair. It also boosts volume without grit, texture, or buildup.

Do I need to use the detox shampoo to remove AirWash™ or will any shampoo do?

AirWash™ can be removed by any shampoo.

Does AirWash™ work for all hair types? Including curly + coily hair types and dark hair colors?

Yes, **AirWash™** works for all hair types, including all curly and coily hair types, chemically/color-treated hair, and dark hair colors. This biotech-powered formula does not leave starchy buildup or a white cast behind.

Does this disrupt the curl pattern?

No, **AirWash™** will not disrupt curl patterns and, though it applies wet, it will not disturb styled hair. **AirWash™** dries down quickly.

Is this product okay for sensitive scalps?

Yes, you can use **AirWash™** on sensitive scalps. Clinical testing shows this product is non-irritating for sensitive scalps*.

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Is this safe for color-treated or chemically serviced hair?

Yes, this product is safe for color-treated and chemically serviced hair.

Is this safe to use on extensions?

Yes, **AirWash™** is safe to use on extensions.

Does hair have to be dirty to use AirWash™?

No, hair does not have to be dirty to use **AirWash™**. It can be used to extend time between washes on dirty/oily hair, or on already clean hair to help preserve its style. As hair gets dirty and oily throughout the week, **odorBIND™** smart-release biotechnology recognizes and eliminates new odors—so it keeps working for up to 3 days* after the first application.

*k18hairpro.com/disclaimers

Can I use this on wet hair?

No, you should not use this on wet hair. This product is intended to be used on dry hair.

Does this product contain sulfates, parabens, or phthalates?

No, this product does not contain sulfates, parabens, or phthalates, and adheres to Sephora's rigorous clean beauty standards.

Is this product considered clean?

Yes, this product contains no phthalates, formaldehydes, formaldehyde-releasers, oxybenzone, octinoxate, hydroquinone, triclosan, coal tar, methylisothiazolinone, or insoluble plastic microbeads. We also adhere to Sephora's rigorous clean beauty standards.

Is this product vegan?

Yes! By using biotechnology and inspiration from nature, we're able to create effective, vegan, cruelty-free formulas.

Is this product cruelty-free?

Yes, K18 uses biotechnology and inspiration from nature to create vegan, cruelty-free formulas.

Is it gluten-free?

Yes, this formula is gluten-free, but may be manufactured on equipment that comes in contact with gluten.



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community on FB

K18

BIOMIMETIC
HAIRSCIENCE

A decorative graphic consisting of four white circles connected by lines, arranged in a vertical, slightly curved path to the right of the main text.

@k18hair

