



# the K18REPAIR™ service

feel what's possible

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



Scan to find a K18 PRO near you

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

## defend against daily damage



### DAMAGE SHIELD pH protective conditioner

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

- UV rays
- mechanical styling
- environmental aggressors

## healthier hair + scalp after just one wash



### PEPTIDE PREP™ detox shampoo

clarify buildup + metals for max mask results

- clears excess buildup from product, oil, and metals
- removes 99% buildup, 95% sebum + 76% copper after just one wash\*



### DAMAGE SHIELD pH protective shampoo

reduce frizz, enhance shine + maintain hair health

- 91% said hair looks healthier\*
- 91% said hair feels smoother\*
- 91% said hair does not feel weighed down\*

### cuticle

this is the outside layer where shampoos + conditioners work



### cortex

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

### polypeptide chains

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

### macrofibril

### intermediate filament

## where K18PEPTIDE™ works

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



# K18 healthy hair routines

weekly repair routine



daily protect routine

PEPTIDE PREP™ detox shampoo  
molecular repair mask

DAMAGE SHIELD shampoo + conditioner

reverse hair damage in 4 minutes\*



leave-in molecular repair hair mask

reverse damage on the molecular level from:



bleach + color\*



chemical services\*



heat\*

fight frizz from within



molecular repair hair oil

deliver immediate + long-term frizz control



24hr frizz control\*



104% more shine\*



78% reduction in split ends\*



450°F (232°C) heat protection\*

start fresh between washes



AirWash™ dry shampoo

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



revolutionary smart-release odorBIND™ biotechnology



recognizes, suspends + eliminates odors



no white cast or starchy buildup

inner repair meets outer volume



AstroLift™ reparative volume spray

get 2.5x more all-over volume\*



touchable volume + bounce for up to 2 days\*



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



humidity resistant

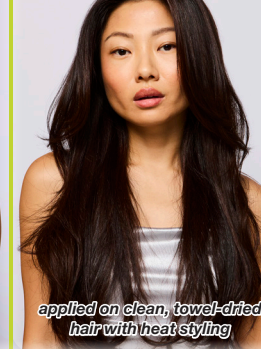
# AstroLift™

reparative volume spray

before



after



applied on clean, towel-dried hair with heat styling

clinically proven 2.5x more all-over volume\*

# volumizes hair with or without heat styling