

KERATIN COMPLEX®

Beautiful hair every day

First, still the best.

Innovators of the industry, Keratin Complex®, offers a full portfolio of customizable smoothing treatments designed to make the hair healthier, eliminate frizz, increase manageability, repair damage, and leave the hair noticeably softer with luminous shine!

Treatment Comparison Guide



	KCMAX™	NKST	NKSTB	EBO	PBO	KCSMOOTH™
POSITIONING	Strongest, straightest smoothing treatment.	Award-winning smooth. Classic KC finish.	Reparative smooth for blonde, fragile, overprocessed hair types.	The color-locking, speedy smoothing solution.	Customizable treatment.	Maximum manageability treatment.
WHO IT'S FOR	Clients looking for straighter, smoother results.	All hair types. Clients looking for long-lasting smooth.	Damaged, compromised or fine hair.	All clients, especially those having a color service.	Curly client looking to define curl and lose frizz. Any client looking for smooth results.	Clients looking for smooth results and faster blow dry time.
COLOR APPLICATION	Same day before treatment.	Same day before treatment. Great for color-locking.	Same day before treatment. Great for color-locking.	Same day before treatment. Great for color-locking.	Same day, after masque step of treatment.	Same day, after Restorative Leave-In Lotion is applied.
LONGEVITY	Up to 3 months	Up to 5 months	Up to 5 months	Up to 6 weeks	Up to 3 months	Up to 3 months