



APPLICATION INSTRUCTIONS



HED-GRAVITY

KERATIN SMOOTH TREATMENT

"MAXIMUM"

Science and art are balanced and maximized with our new longer-lasting hair smoothing, de-frizzing formula and service. Hair emerges silky smooth and shiny for 3 – 5 months (ideal for clients who love longevity and prefer a stronger formula). Our new 'Maximum' treatment penetrates deeply into the hair follicle to provide keratin (protein) plus moisture and other natural key nutrients. Safe to use on all hair types including color-treated and relaxed hair. Read all application and after care directions prior to treatment.

DIRECTIONS:

1. Gently clarify hair twice using *HED-BALANCE CLARIFYING SHAMPOO*.
2. Towel dry, detangle and section hair into four parts.
3. Pour 1-2 oz in bowl for most hair lengths. Taking ¼ to ½ inch sections, apply product with a color brush, starting ¼ inch away from the scalp through the ends.
4. Blow dry hair while brushing the hair smooth until 100% dry. (For more resistant hair, use a round brush with added tension).
5. Section the hair into four parts.
6. Flat iron ½ inch sections of hair until product dissipates. Use 450° heat for coarse, resistant hair; 400° for highlighted or more fragile hair types.
7. Instruct clients to use the proper HED after care products for best results.

MAXIMUM POST CARE DIRECTIONS:

- Wait a minimum of 48 hours before shampooing your hair.
- Avoid sweating during the first 48 hours for best results.
- Do not wear a hat, hair clip, pony tail, or push hair behind ears. Hair should remain in its natural state for the first 48 hours in order for the treatment to properly seal in the hair.
- Use HED-VOLVEX or HED-GEOVEX Shampoo and Conditioner for daily maintenance. Our unique formulas are Sulfate-free, Vegan Certified and *pHperfect* for optimal hair health and are designed to help prolong the effects of the Keratin treatment.

STYLIST NOTE:

- Color can be done the same day and should be performed prior to the Keratin treatment. Our "MAXIMUM" formula will seal in color and enhance the shine of your hair.
- Use HED-DEPTH Deep Conditioning Hair Mask at least once a week to replenish moisture and Keratin to maximize the longevity of your Keratin treatment.
- Use HED-RETAIN Color Preserving Cleansing Conditioner in between shampoos to achieve shine and volume while sealing in your color and Keratin treatment.

*HED-Gravity 'Maximum' and 'Pure' products are non-vegan.

pHperfect

Our products are designed with a *pHperfect* balance which is needed for optimal hair health.

MANUFACTURED BY HED ENTERPRISES, INC.
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