



APPLICATION INSTRUCTIONS

HED-GRAVITY

KERATIN SMOOTH TREATMENT
WITH KERAPURE COMPLEX

"PURE"

Smooth hair and eliminate frizz with our new advanced formaldehyde-free formula that removes up to 80% of frizz for 8 - 12 weeks. Groundbreaking technology combined with natural ingredients result in silky smooth, shiny hair that falls beautifully and naturally. Gravity never looked more gorgeous. 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. Comb product through every section for even distribution and to remove excess product.
5. Let stand for 20 minutes. (For resistant hair, place under dryer with plastic cap for 15-20 min.)
6. Blow dry hair while brushing the hair smooth until 100% dry. (For more resistant hair, use a round brush with added tension).
7. Section the hair into four parts.
8. 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.
9. Instruct clients to use the proper HED after care products for best results.

PURE 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 NOTES:

- Do not color hair for at least one (1) week after a Keratin service.
- 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 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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ONLY SOLD IN PROFESSIONAL SALONS AND SPAS

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