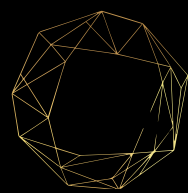


KEEP
CONTROL
NATURAL **WAVES**



KEEP
CONTROL
NATURAL WAVES

K E E P C O N T R O L

KEEP CONTROL

NATURAL WAVES

Minimalist Sophistication, quality ingredients and compelling metallic packaging define new concept of luxury; We are focused on creativity, precision and hair expertise.

1 Professional system for modifying shape safely.

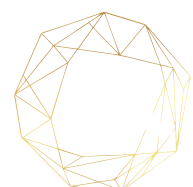
2 Vegan formulas and entirely **Made in Italy** to guarantee the highest standards of quality and performance.

3 We are PETS LOVERS.

There are no ingredients of animal origin in the KEEP CONTROL formulations.

4 Vegan and biodegradable scents* with enveloping notes for a one-of-a-kind scent experience.

5 The ultimate elegance of opposites; **black and white** are alternated and enhanced by metallic **details** on the packaging and in all the communication material as the ultimate expression of the brand's sophistication.



* >93%



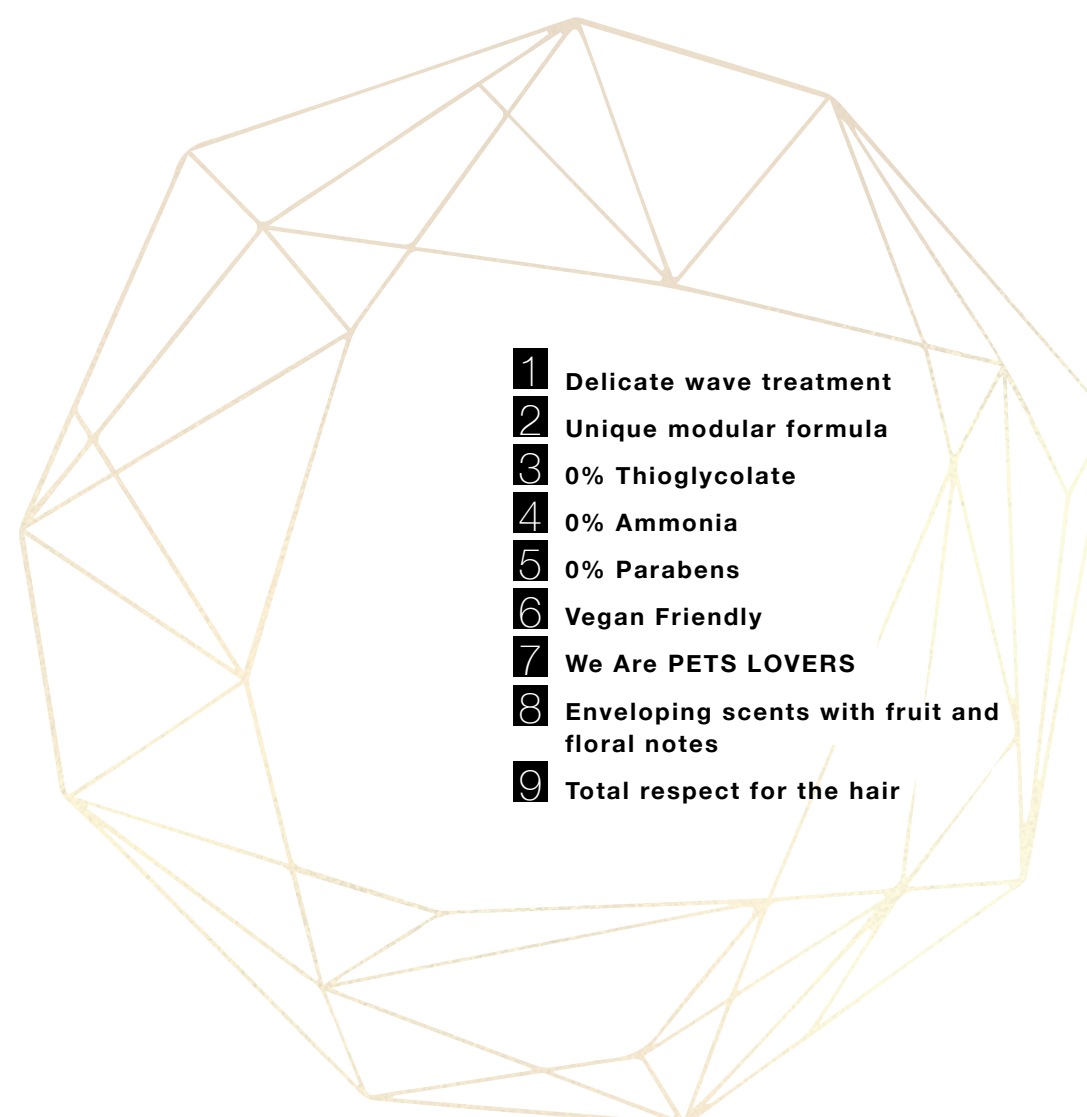
K E E P C O N T R O L

KEEP
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NATURAL WAVES



N A T U R A L W A V E S
C U R L Y R E S U L T

Keep Control-Natural Waves treatment for creating soft, supple and natural waves.
A unique formula with different application times to achieve the desired result on all hair types.



- 1 Delicate wave treatment
- 2 Unique modular formula
- 3 0% Thioglycolate
- 4 0% Ammonia
- 5 0% Parabens
- 6 Vegan Friendly
- 7 We Are PETS LOVERS
- 8 Enveloping scents with fruit and floral notes
- 9 Total respect for the hair





RESURRECTION PLANT

DESERT ROSE EXTRACT



THE ELIXIR OF YOUTH

BAOBAB OIL

NAME: *Selaginella Lepidophylla*

LOCATION: Desert areas such as Australia, Morocco, Mexico and South Africa

USES:

- 1 Acts as a natural balancer adjusting moisture levels
- 2 It has smoothing, soothing and emollient properties on the skin and hair
- 3 Protects the hair

NAME: *Baobab Tree, also known as the Tree of Life*

LOCATION: Africa

CONTAINS: Fatty acids, Vitamin A and E

USES:

- 1 Helps to strengthen hair during the wave-forming treatment
- 2 Deep-down nourishment for dry hair
- 3 Strengthens brittle hair with a tendency to split



THE MIRACLE PLANT

BLACK CUMIN OIL

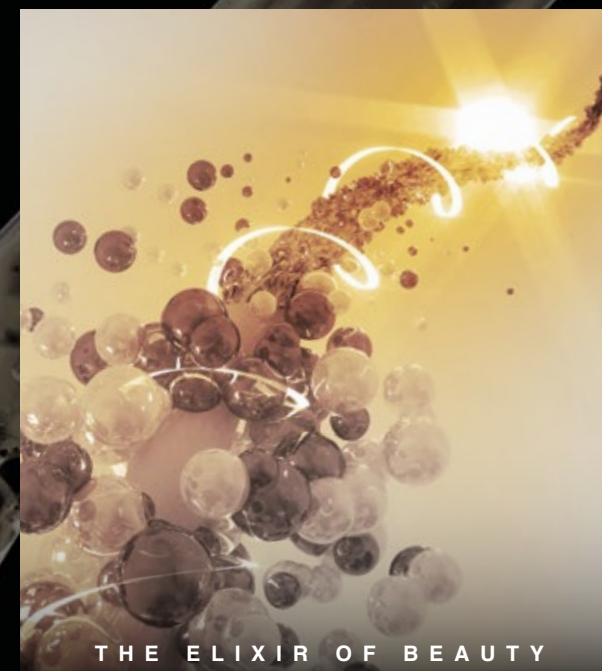
NAME: *Nigella Sativa*

LOCATION: North Africa and south-west Asia

CONTAINS: Mineral salts, fatty acids, vitamin complex

USES:

- 1 Strengthens brittle, weakened hair with a tendency to split
- 2 Repairs heat damaged hair
- 3 Creates soft, shiny and supple curls



THE ELIXIR OF BEAUTY

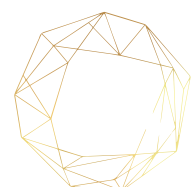
PLANT-BASED KERATIN

NOME: *Phytokeratin*

CONTAINS: Hydrolysed proteins with low molecular weight, derived from chickpeas, lentils and quinoa. The complex also contains apricot kernel oil in which the peptides are dispersed. This oil helps to reintegrate the essential lipids that constitute the hydro-lipid layer of hair

USES:

- 1 It does not alter the structure of the hair because it is chemically compatible with it
- 2 It is easily absorbed deep-down to help repair by acting as a "filler" on the weakened hair
- 3 It protects the hair during the wave-forming service, repairing and nourishing it deep down



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S U P P O R T P R O D U C T S
O L P H A C T O R Y P Y R A M I D
S H A M P O O - E Q U A L I Z E R - S P R A Y



L U X U R Y T R E A T M E N T K I T
O L P H A C T O R Y P Y R A M I D
N E U T R A L I Z E R - W A V I N G L O T I O N



Clarifying Shampoo Hydrating Conditioner Equalizer

TOP PEAR NECTAR
GREEN ACCORD

HEART LILY OF THE VALLEY
ROSE
FREESIA

BASE MUSK
SANDALWOOD

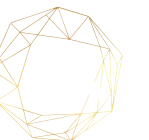


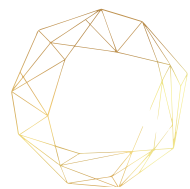
Neutralizer Waving Lotion

TOP APPLE
LEAF ACCORD
GREEN ACCORD

HEART PEAR
ROSE
PEONY

BASE MUSK
VANILLA
SANDALWOOD





KEEP CONTROL NATURAL WAVES

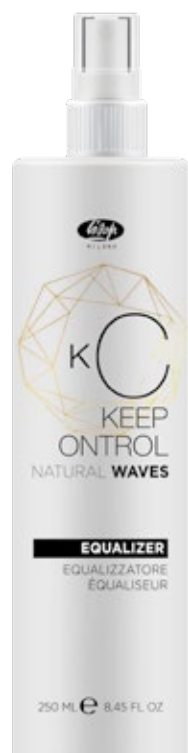


S T E P 1

KC NATURAL WAVES CLARIFYING SHAMPOO

The preparatory shampoo cleans the hair removing any impurities and prepares it to receive the next treatment phase.

FORMAT: 500 ml



S T E P 2

KC NATURAL WAVES EQUALIZER

The Porosity Equalizer acts selectively to nourish and protect the hair structure. It evens out any irregularities which can be found on the lengths, improving the final wave result.

FORMAT: 250 ml



S T E P 3

KC NATURAL WAVES WAVING LOTION

The lotion creates a soft and natural wave on all the hair, protecting the hair fibre and guaranteeing extreme softness.

FORMAT: 100 ml



S T E P 4

KC NATURAL WAVES NEUTRALIZER

The neutralizing lotion suspends the action of the KC-Natural Waves WAVING LOTION and gives new texture to the hair.

FORMAT: 150 ml



S T E P 5

KC NATURAL WAVES HYDRATING CONDITIONER

The after-treatment conditioner nourishes and hydrates the hair after the wave treatment. It keeps the curls healthy and hydrated, providing protection and strength to the hair.

FORMAT: 500 ml





DIAGNOSIS

After deciding on the service and the desired effect with the customer, perform a detailed analysis of the hair structure.

Elements to analyse:

- 1 Natural, colored or bleached hair
- 2 Percentage of natural, colored or bleached hair
- 3 Degree of porosity and strength of the lengths
- 4 Degree of porosity and strength of the ends



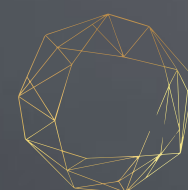
PREPARATION OF THE HAIR

Use KC-Natural Waves CLARIFYING SHAMPOO to cleanse the hair deep down and eliminate any impurities, preparing it to receive the next treatment phase.
This step ensures an excellent end result.



PROTECTION OF THE STRUCTURE

After towel-drying the excess water from the hair, apply KC-Natural Waves EQUALIZER, starting from the most damaged and porous areas of the hair lengths.
KC-Natural Waves EQUALIZER acts selectively, bringing nourishment and evening out any irregularities which may be found on the hair lengths, thus improving the result of the wave treatment.

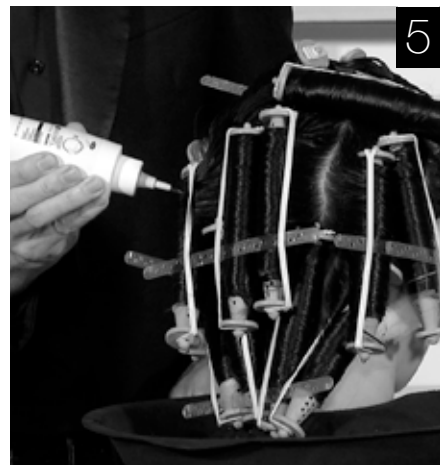




4

WRAPPING

The size of the curler and type of wrapping change the end result. The wave service allows you to achieve natural or irregular movements on the lengths and can be useful in adding volume and correcting some hairlines which may interfere with the end result.



5

SATURATION WITH KC- NATURAL WAVES WAVING LOTION

- 1 Once all the curlers have been put in, put a disposable cape on the customer to avoid staining the clothes, and the drip tray.
- 2 Apply a strip of cotton wool around the hairline contour.
- 3 Cut off the tip of the KC-Natural Waves WAVING lotion bottle.
- 4 Carefully saturate all the curlers, starting from the rear and working your way to the front.



6

APPLICATION TIME

The unique KC-Natural Waves WAVING lotion formula allows you, with a single product, to change the application times which will be chosen based on the diagnosis carried out at the beginning.

HAIR TYPE	APPLICATION TIME (suggested)
Natural and resistant hair*	up to 30 minutes
Hair colored up to 20 volumes	up to 20 minutes
Hair colored up to 30-40 volumes or bleached up to 50%	up to 10 minutes

On natural and particularly resistant hair, it is possible to use a heat source, thus reducing the application time up to 20 minutes

We recommend keeping an eye on the progress of the curl formation, checking it every 5 minutes. Unroll the curler carefully without pulling to check the curl. If necessary, you can customise the application time compared to the indications in the table.



7

RINSING

Once the application time has finished, rinse each curler thoroughly with water one by one, taking care to eliminate the curling liquid completely.



8

NEUTRALISATION

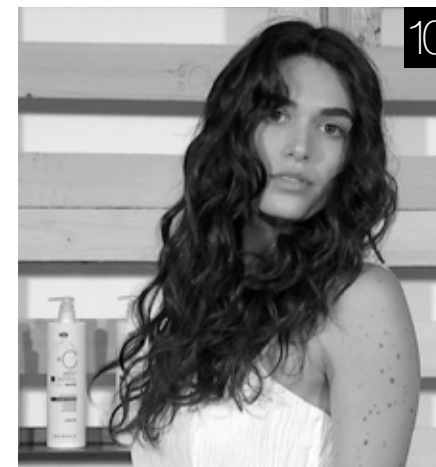
- 1 Once thoroughly rinsed, pat all the curlers dry with a towel.
- 2 Distribute KC-Natural Waves NEUTRALIZER evenly on one curler at a time.
- 3 Leave in for 5 minutes.
- 4 Carefully remove all the curlers starting from the back.
- 5 Apply the rest of the KC-Natural Waves NEUTRALIZER, making sure all the hair is well soaked.
- 6 Leave in for 5 minutes.



9

RINSING AND TREATMENT

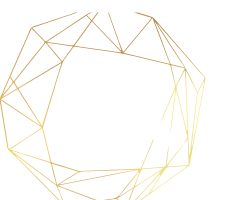
Rinse thoroughly and apply KC-Natural Waves HYDRATING CONDITIONER. Leave in for 5 minutes and rinse.

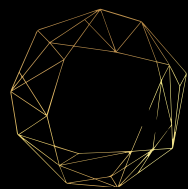


10

STYLING

Dry as preferred with a blow dryer and diffuser or use a hood/lamp.





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Lisap Italia



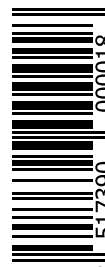
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