

Keratin Plus Gold

User's manual

*For
hairdressers
only*

Keratin Plus Gold Treatment

Ideal smoothing treatment for very curly and frizzy natural or treated hair.

Benefits

The **Keratin Plus Gold** treatment was one of the first treatments that ensured safe, healthy conditions for hairdressers, hair and customers when smoothing hair and is still the undisputed leader in the sector today. It restores shine, reduces volume and makes hair easy to style and manage, even at home. Releasing minimal fumes, the treatment guarantees outstanding results even on more difficult hair, leaving it looking healthy and feeling great.

Products required

- > Treasures Keratin Plus Shampoo
- > Keratin Plus Gold
- > Treasures Enhancing Shampoo
- > Treasures Longevity Butter
- > Hug Enjoyable Hair Protector Intense
- > J Premium Flat Iron



Keratin Plus Gold

— Products required

— Preparatory
Keratin Plus
shampoo

— Treatment
Keratin Plus
Gold

— Flat iron
J Premium

— Styling
Hug Enjoyable
Hair Protector
Intense



— Final shampoo
Treasures
Enhancing
shampoo

— Conditioning
Treasures
Longevity
Butter



step 1

Preparatory shampoo

Keratin Plus shampoo
method and
application times

Apply a sufficient amount of ***Treasures Keratin Plus shampoo*** to damp hair and massage in gently to create a rich lather. Follow the instructions in the table below according to the hair type.



Hair type	Number of applications	Recommendations and processing times*
Natural, natural afro, or coloured afro	3/4 applications of <i>Treasures Keratin Plus shampoo</i>	6/8 minutes for final shampoo
Coloured or lightened up to 50%	2/3 applications of <i>Treasures Keratin Plus shampoo</i>	2/3 minutes for final shampoo
Lightened or bleached up to or more than 70%	1/2 applications of <i>Treasures Keratin Plus shampoo</i>	
White	1 applications of <i>Treasures Keratin Plus shampoo</i>	



the expert's tips

Natural, natural afro, or coloured afro

Do not rinse hair completely between washes (leave about 50% of the lather).
Rinse thoroughly only after the final shampoo.

Coloured or lightened up to 50%

After shampooing if ends are very damaged, apply ***Treasures Revital Mask*** on the affected areas and leave for a few minutes without covering.
Rinse thoroughly and continue with the next step.

* Processing times are given purely as an indication and may vary according to the diagnosis.

step 2

blow drying

Blow drying recommendations



Towel hair dry. To make hair easier to brush during the treatment and to get the best results from ***Keratin Plus Gold*** apply a few drops of ***Hug Enjoyable Hair Protector Serum Intense*** to damp hair, especially on damaged ends. Blow dry following the instructions below for the hair type.

Hair type	Recommendations
Natural	Dry hair 100%
Natural afro	Dry hair up to 70%
Coloured	Dry hair up to 70%
Coloured or lightened up to 50%	Dry hair up to 70%
Lightened or bleached up to or more than 70 %	Keep ends damp
White	Keep ends damp

step 3

treatment

Recommended application times



Wear protective gloves and carry out the treatment in a well-ventilated room. Use a comb to divide hair, sectioning from the forehead to the nape and from ear to ear to create 4 sections. Shake the bottle then pour 30-50 grams of ***Keratin Plus Gold*** treatment into the special plastic bowl. The amount of product used varies according to the length and quantity of hair. Start at the back of the neck and divide the area into horizontal ½ cm-wide sections and apply ***Keratin Plus Gold*** treatment using the stiff Jean Paul Mynè brush. Start 0.5 cm from the scalp and apply all the way to the ends. Massage each strand in your hands to help the product penetrate the hair fibres.

Hair type	Processing time	Recommendations
Natural	30 minutes	Do not rinse off after laying time
Natural afro	35 minutes	Do not rinse off after laying time
Coloured	35 minutes	Do not rinse off after laying time
Coloured or lightened up to 50%	25 minutes	After laying time, rinse off maximum for 15 seconds
Lightened or bleached up to or more than 70%	10 /15 minutes	After laying time, rinse off maximum for 15 seconds
White	10/15 minutes	After laying time, rinse off maximum for 15 seconds

step 4

post-treatment blow drying

After processing time is up, if part of the treatment (see the table), gently rinse out any excess product with warm water before blow drying. Hair should be rinsed all over and for no longer than 15 seconds. Blow dry hair completely using a brush. If the hair feels rough, apply a few drops of ***Hug Enjoyable Hair Protector Serum Intense*** working it through the hair with your fingers.

* Warning: do not cover the head with caps or similar items and do not use heat sources

step 5

high temperature flat ironing

Temperature table



Before using the flat iron, make sure the hair is completely dry. Adjust the temperature of the **J Premium - Jean Paul Mynè** flat iron according to the instructions in the *temperature table*. Choosing the right temperature is key to obtaining the best results from the treatment. Use a comb to divide hair, sectioning from the forehead to the nape and from ear to ear to create 4 sections. Start at the back of the neck and divide the area into horizontal ½ cm-wide sections using a fine-toothed heat-resistant tail comb. Hold the strand taut with the special double brush, run the flat iron from the root to the ends, checking the result every time to make sure the temperature is right and that there is no colour change. Increase the number of passes on the more difficult areas (back of the neck / regrowth / frontal area). After flat ironing the first strands (at the back of the neck), check the colour of the hair. If the colour has not changed, increase the temperature by 10°/20° until the colour is stable or has a maximum change of half a level. Any colour fade can be restored with the **Navitas Organic Touch** iorganic pigments in the final stage of the treatment.

Hair type	Temperature	Number of passes needed
Natural	230° C* or lower	At least 10/12 passes depending on how the first few strands react
Natural afro or coloured	230° C* or lower	At least 10/12 passes depending on how the first few strands react
Coloured or lightened up to 50%	Da 200° C a 220° C*	7/8 passes depending on how the first few strands react
Lightened or bleached up to or more than 70 %	180° C*	6/7 passes depending on how the first few strands react
White	160° C*	5/6 passes depending on how the first few strands react

* The temperatures are given purely as an indication and should always be checked, taking into consideration the hair structure (medium/fine/thick) and if there is any colour change in the first strand. Alter temperatures according to the hair diagnosis.

step 6

shampooing and conditioning

Recommended conditioning

Rinse hair thoroughly with warm water then wash with **Treasures Enhancing Shampoo** without leaving it on. Rinse, remove any excess water and towel hair dry.

Apply **Treasures Longevity Butter** to damp hair “as is” or mixed with the same quantity of **Navitas Organic Touch** colour pigment if you want to revive the colour or restore any fade after flat ironing. Cover hair with a cap and leave under a heat source for 5/7 minutes.

Rinse with warm water, towel dry and add a few drops of **Hug Enjoyable Vetiver Oil Intense**. Blow dry hair with your hands, pointing the air of the hair dryer downwards.

If ends are stiff or damaged, apply **Thermo Repair Perfect Ends** and flat iron them 3/4 times until the product has been completely absorbed and hair feels light.

Finish off with the chosen **Hug** styling product.



the expert's tips

Maintenance

Use products from the **Ocrys Bandha** range to maintain the result over time.

Download the Jean Paul Mynè app and follow the tutorial.



Keratin Plus

KERATIN PLUS
gold

KERATIN PLUS
adamantium

KERATIN PLUS
infinity

KERATIN PLUS
infinity ice

