APPLICATION INSTRUCTIONS

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The Best way to tame and manage your hair. Rejuvenates while straightening and strengthening for up to 5 months.

How It Works

The Best reduces the stiffness (elastic modulus) in the hair, this reduction or softening effect causes the hair to lose its natural curl and feel softer. The greater the concentration of Juvexin, the softer or straighter the hair becomes.

Juvexin penetrates throughout the hair shaft delivering important conditioning and moisturizing benefits. This improves the softness and reduces friction enabling the hair to better withstand heat; on both wet and dry hair there is less entanglement during brushing, this helps make hair less prone to breakage and improves overall manageability.

Juvexin is a special blend of proteins and peptides optimized specifically for hair. Juvexin has been developed to protect and restore the hair back to its youthful state and found in GKhair products worldwide. Juvexin restores hair to its pristine condition. It puts back the same properties found in young, healthy and vibrant hair which are usually lost over time. Juvexin contains no artificial ingredients or harsh chemicals.

Q&A's

Q: Can I shampoo the same day? Yes, we have been able to create a technology utilizing Juvexin, which allows you the freedom to continue with everyday life activities like working out and swimming. Once you leave the salon, the service is complete and you can shampoo your hair at any time.

Q: Is the GKhair “The Best” Juvexin Treatment suitable for all hair types? Yes, any hair type will experience the conditioning, shine, and taming results from “The Best” Juvexin treatment.

Q: Can the GKhair “The Best” Juvexin Treatment be applied on hair extensions? Yes, however make sure that the extensions are human hair and the application starts ½ inch away from the bond to avoid removing it.

Q: My hair has an odor when wet, how long will that last? Some hair types have a slight residual smell that will last for 2-3 shampoos after The Best Juvexin Treatment.

Q: Does GKhair provide customer support? Yes. Please visit our website www.GKhair.com or call us at +1 305.390.0044

Caution:

- Always perform a patch test prior to application
- Always perform a strand test on color treated hair
- Always shake the bottle of The Best prior to each application
- Always use a nonmetallic bowl
- Always use rubber gloves during application
- Never apply product directly on clients face
- Do not use on clients with irritated scalp or open abrasions
- Always rinse until the water almost is clear, leave a trace amount of product in the hair
- Use professional judgment on processing times and temperatures during flat iron
- Always blow out the hair smooth and 100% dry
- Pregnant and breast-feeding women should consult physician prior to service

The Best can lighten hair anywhere from a half shade to one full shade. This Lightening tends to happen on many non professional color brands, some high fashion reds, bleached and toned or color corrected hair. Lightening is more likely to occur the longer The Best is left on these hair types.

In the event of lightening, hair can be colored the same day. For optimal grey coverage, wait 2 weeks after The Best Juvexin Treatment.

A Patch test is recommended prior to application of The Best.

For more information, please visit our website www.GKhair.com or call us at +1 305.390.0044.
1 Shampooing
Preparing the Hair

Clarifying the hair is an important part of The Best service. This will remove any impurities from the hair like product build up as well as opening the cuticle of the hair. GKhair’s pH+ Clarifying Shampoo is specially formulated with the correct pH to open the cuticle of the hair. Allow the shampoo ample time to sit on the hair strand and open the cuticle. Shampoo hair with pH+ Clarifying Shampoo. Leave the shampoo on the hair for 3 minutes. Repeat shampoo twice, more times if needed depending on how much build up is on the hair.

Some hair types such as tight coarse hair or hair that has heavy product build up may require the pH+ Shampoo being left on longer, to give the shampoo ample time to open the cuticle of the hair.

Towel dry the hair. Remove as much moisture as possible with towel. The hair should be damp. Comb through to remove all tangles, to create a smooth surface to work with.

2 Application

Divide the hair into sections. The sections can be customized for the results client desires. Example, section out the crown and apply The Best in that section for 15 minutes to keep curl and volume.

Shake product well; start with 2 oz (60ml) in a non-metallic bowl. Apply to 1/2” sections of hair with an application brush. Always start in the curliest, most resistant areas.

Paint The Best without wiping away the excess product, staying 1/4” away from scalp. Work The Best into the hair strand with fingers, pushing the product into the hair.

Continue applying all over the head. The hair should be completely saturated with The Best; if the hair is dry or over porous, it will tend to absorb The Best - the product should be visible on the hair shaft.

Softening Time

When choosing the timing take in consideration the hair texture, density and desired result. Use your professional judgment when choosing the timing. The tighter and stronger the curl pattern, the longer The Best is left on. Processing time should be solely based on the desired result, not color or condition of hair.

<table>
<thead>
<tr>
<th>Hair Type</th>
<th>Straight Smooth</th>
<th>Sleek Control</th>
<th>Smooth Wave</th>
<th>Frizz Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine Hair</td>
<td>15</td>
<td>20</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Medium Hair</td>
<td>18</td>
<td>25</td>
<td>30</td>
<td>18</td>
</tr>
<tr>
<td>Coarse Hair</td>
<td>20</td>
<td>30</td>
<td>45</td>
<td>30</td>
</tr>
</tbody>
</table>

FRIZZ CONTROL - Will maintain the shape and integrity of the natural curl. The frizz and flyaways will be removed and hair will have incredible shine and health.

SMOOTH WAVE - Will reduce the blow dry time for client in half. The curl pattern will be softer and more manageable, allowing the client to blow out hair perfectly straight or style the hair curly with ease. Hair will air dry into no frizz curls or waves depending on the clients natural curl pattern.

SLEEK CONTROL - Will reduce the blow dry time for the client in half and reduce the curl pattern significantly. The client will experience a slight wave in the hair when air dried.

STRAIGHT SMOOTH - The maximum reduction in curl pattern. Hair will be up to 80% straighter if hair dried.

Before

pH+ Clarifying Shampoo

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shampoo hair with pH+ Clarifying Shampoo. Leave the shampoo on the hair for 3 minutes. Repeat shampoo twice, more times if needed depending on how much build up is on the hair.

Download the GKhair’s pH+ Clarifying Shampoo at:

www.GKhair.com www.GKhair.com

3 www.GKhair.com www.GKhair.com 4
Rinsing

Gently rinse the hair with low water pressure, directing the water at the scalp and midshafts first. Rinse lightly until there is a small amount of product left in the hair. The water that you squeeze out of the hair should have a whitish cast to it.

Virgin and Coarse hair - leave more product in hair after rinsing, rinse 30-60 seconds.

Over processed, gray or red hair - rinse the product entirely away and rinse with GKhair Color Care Shampoo - rinse 1-3 minutes.

Towel dry hair to remove excess moisture.

Blow Drying

Blow out the hair on a high heat using a GKhair Thermal Round Brush. This process is the mechanical straightening of the elastic modulus. Attention to detail is very important. Use tension on the hair to create the perfect blow out.

The service will last longer if the blow out is done creating volume with bends at the ends of the hair.

Flat Ironing

Section the hair and flat iron with a GKhair Titanium Flat Iron at 450 degrees Fahrenheit/232 Celsius. If the hair is over processed flat iron at 400 degrees Fahrenheit/200 degrees Celsius. Always start at a lower temperature and work up to hotter temperatures judging how the hair performs with the heat. The ends of the hair should be ironed with a bend. Thicker, coarser hair iron requires more presses with the iron than finer more fragile hair. Use your professional judgment.

374ºF (190ºC)
338ºF (170ºC)
415ºF (213ºC)
450ºF (232ºC)

Fine Hair and Red Color Treated Hair · 3 - 4 passes with iron
Medium Hair · 4 - 6 passes with iron
Coarse/Resistant Hair · 6 - 8 passes with iron

At Home Care

Clients can shampoo their hair anytime. No restrictions with hair. Feel free to wear in ponytail, clip back, and go to the gym or beach.

Gkhair After Care products are specially formulated to support The Best Juvexin Treatment. The longevity of The Best will remain by using a regimen of GKhair Color Protection Shampoo and Conditioner along with regular Deep Conditioner Treatments to keep the hair soft and silky.