

## FREQUENTLY ASKED QUESTIONS

**Q** What is Keratin Complex Natural Keratin Smoothing Treatment by COPPOLA?

**A** It is a specially formulated revitalizing and rejuvenating treatment for the hair that reduces up to 95% of frizz and curl. This advanced formula restores and restructures hair by infusing a special blend of natural keratin deep into the cuticle. The keratin is bonded into the cuticle by the heat of the flat iron to relax the hair's sub-cuticle layer.

**Q** How much time should be allowed for each client?

**A** Time should be determined on an individual basis. It is recommended that you screen each client by asking about their hair length, type and texture. Please allow a 2 to 3 hour window.

**Q** What results can be expected after the treatment?

**A** The hair will be more manageable and take much less time to style. It will be noticeably softer and straighter, with added life and shine as well as a lengthened look.

**Q** Can hair be colored before the treatment?

**A** Yes! A great time to have the treatment done would be directly after permanent color, semi-permanent color or highlights. The treatment will extend the life of the color and seal the color in, leaving it vibrant. However, for demi-gloss or toners, have color applied 3-5 days after treatment for optimal results.

**Q** Can the treatment be done on chemically treated hair, previously relaxed or straightened hair?

**A** Yes! It is recommended to wait two weeks between any chemical services and adjust iron temperature based on hair type as listed in instructions.

**Q** How many days after the treatment before the hair can get wet or be washed?

**A** You must wait 3 days (72 hours) before washing your hair or swimming.

**Q** Can the hair be pulled back or clipped up during the 72-hour waiting period?

**A** No. The hair should not have any impressions made by using bands or clips.

**Q** What should be done if the hair gets wet during the 72-hour waiting period?

**A** Blow the hair dry and flat iron with medium to low heat immediately.

**Q** What kind of shampoo and conditioner should be used?

**A** Keratin Care Shampoo & Conditioner (Sodium-Chloride Free) or Keratin Color Care Shampoo & Conditioner (Sodium-Chloride and Sulfate Free).

**Q** Does well water and/or water softeners affect the treatment?

**A** Yes, if either contains salt. However it may have a minimal effect on the treatment. We recommend a filtration system which can be attached to the shower head to eliminate salt at the source.

**Q** How often can the treatment be done?

**A** The treatment can be done as often as every 4-6 weeks.

**Q** Is the re-application of the treatment done on the entire head or just on the new growth?

**A** The re-application should be done on the entire head as the build-up of keratin can only improve, not harm the hair.

**Q** How long will the treatment last?

**A** The treatment lasts 3-5 months, depending on lifestyle and maintenance and provided the client follows all after care instructions.

**Q** Should the hair be cut before or after the treatment?

**A** We recommend that the hair be cut after the treatment, as the hair will have a smoother texture and will lie differently.

**Q** Can Treatment be done on pregnant or nursing women?

**A** No. It is not recommended.