
SAYRAN
PROFESSIONAL
KERATIN
TREATMENT
STEP BY STEP

# ABOUT US

Welcome to Sayran Professional, where innovation meets sustainability in keratin hair care. We've revolutionized the industry with premium products free from formaldehyde and unpleasant odors, prioritizing natural ingredients for stunning results and environmental well-being.

Our commitment extends to creating formulas devoid of harmful chemicals, ensuring the health of our customers and hairdressers. With a focus on delightful scents, our products offer an enjoyable experience for all.

Experience smooth, shiny hair with our meticulously developed keratin treatments, catering to every hair type. Through rigorous testing and collaboration, we've achieved our ambition: the ultimate solution for keratin treatments.

# INTRODUCING SAYRAN PROFESSIONAL KERATIN LINE WITH TWO FORMULATIONS




## SHAMPOO OPENER

A deep cleansing shampoo that allows the opening of the hair cuticle and prepares the hair for the next steps in the keratin treatment. The Shampoo Opener is an important part of the treatment to achieve a long-lasting result, therefore, it cannot be re-placed with other shampoos.




## KERATIN TREATMENT

Keratin Treatment reduces excessive volume and ensures hair alignment. It utilizes keratin molecules for long-lasting straightening and repairs the hair from the inside out. The treatment will give the hair a smooth, straight, shiny look with a beautiful bounce and natural movement making it soft to the touch.




## KERATIN EXPRESS

Keratin Treatment Express allows small keratin fragments to penetrate and quickly fix and fill any gaps or tears in the hair fiber. The product will give you strong, smooth and bouncy hair and its technology benefits the hair with deep hydration providing straight, shiny locks with a soft touch.




## MASQUE CLOSURE

The Masque Closure is the last step in the Keratin Treatment. It recovers damage and restores the strength of weakened hair. Leaving the hair soft, shiny, and hydrated.

# BEFORE
# SAYRAN PROFESSIONAL KERATIN TREATMENT






STEP 1

# SHAMPOO OPENER

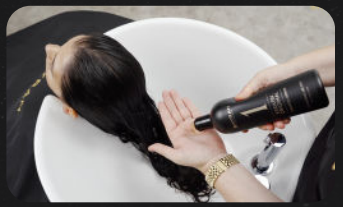


# STEP 1
# SHAMPOO OPENER

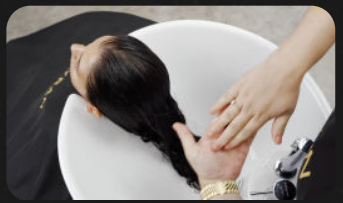
Wet the hair thoroughly.



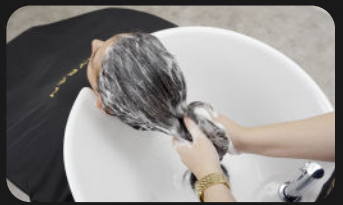
Apply the Step 1 Shampoo Opener to the palms of your hands.



Emulsify the Shampoo Opener in the palms of your hands. Pull the product to your fingertips.



Apply evenly throughout the hair strands.
Massage throughout the entire head.

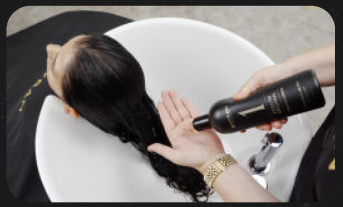


# STEP 1
# SHAMPOO OPENER

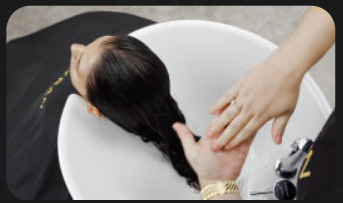
Rinse until the water runs clear.



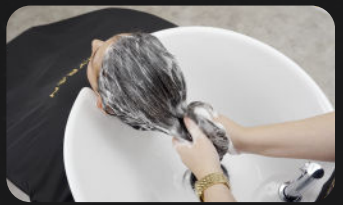
Repeat Step 1 Shampoo Opener. Apply to the palms of your hands.



Emulsify the shampoo opener in the palms of your hands. Pull the product to your fingertips.



Apply evenly throughout the hair strands. Massage throughout the entire head.



# STEP 1
# SHAMPOO OPENER

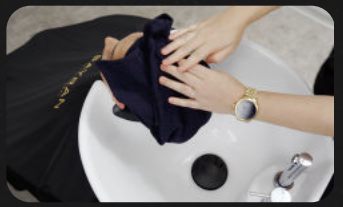
Rinse until the water runs clear.



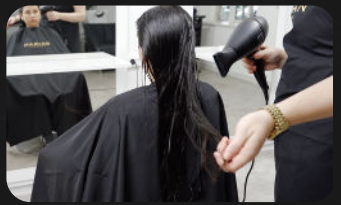
Squeeze out excess water from the hair.



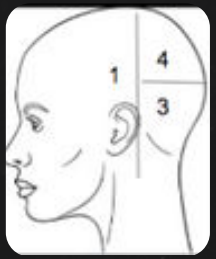
Wrap the head in a towel and return your client to the chair



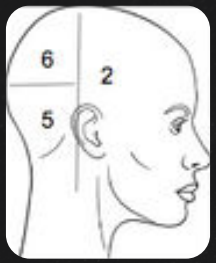
Using a warm hair dryer, dry the hair completely.



# SECTIONING



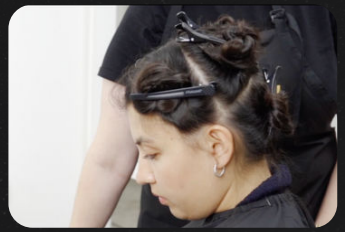

Left View

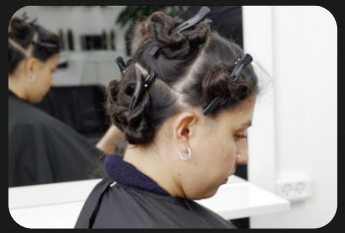



Right View

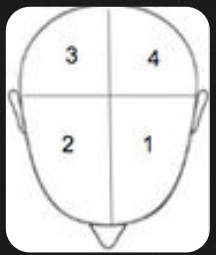
Ear base to ear base.
Center Part creates 2
front sections.

Left Front view.

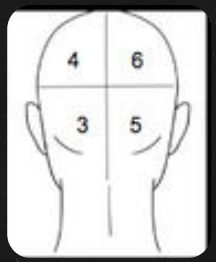




Right Front view.

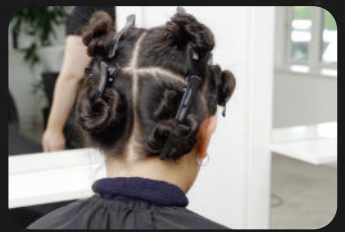



Top View




Back View

Center part.
Split the back section
into 4 sections.






STEP 2

# KERATIN TREATMENT

# STEP 2
# KERATIN TREATMENT

Shake the bottle well. In a non-metal bowl, add 120 grams of Keratin Treatment to the bowl.



(The amount you use will vary and be determined by the length and density of hair. (See suggested amounts below).

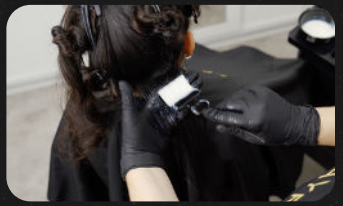



- **Short Hair 30-40 grams**
- **Medium Hair 50-60 grams**
- **Long Hair 70-90 grams**
- **Extra Long Hair 90-120 grams**

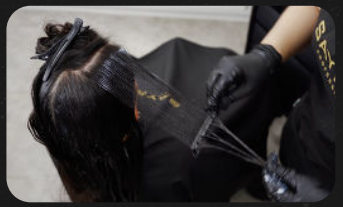
***These are approximations and the amount will vary on hair density and type***

# STEP 2
# KERATIN TREATMENT

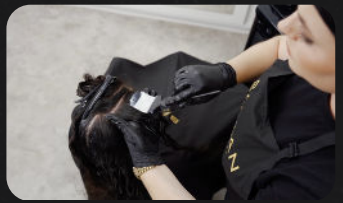
Begin in the nape area of the head. Staying a ½ CM from the scalp, apply a small amount of keratin to the hair. Use your fingers to spread the product evenly.

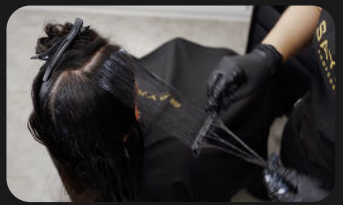


Comb the product through the section with a fine tooth comb.



Work from section to section, finishing in the back of the head. Work your way toward the front sections until you completed all sections.



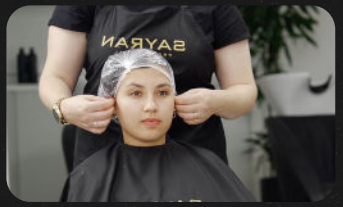


***Note:***
***Over saturation of keratin product will result in artificial hair colour fading,***

# STEP 2
# KERATIN TREATMENT

Cover the head with a plastic cap and allow the hair to process for the appropriate amount of time for each hair type. (See below for suggested timing.

- ***Thin Damaged hair - Process 45 Minutes***
- ***Frizzy Hair - Process 60 minutes***
- ***Coarse/Resistant Hair - Process 60 minutes***

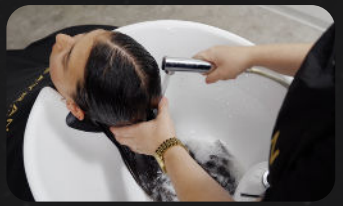


Remove the plastic cap



Rinse the hair, removing 80% of the keratin product. (The percentage of product to be rinsed is determined by the hair texture.
(See the guide below)

- ***Thin Damaged Hair -Rinse 90-100%***
- ***Frizzy Hair -Rinse 80%***
- ***Coarse/Resistant Hair -Rinse 80%***

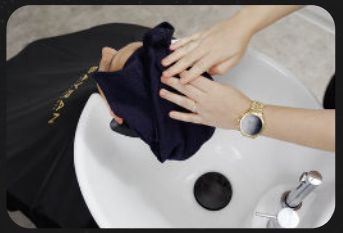


# STEP 2
# KERATIN TREATMENT

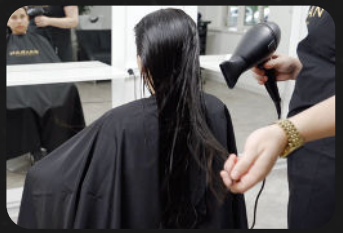
Squeeze the excess water out of the hair.



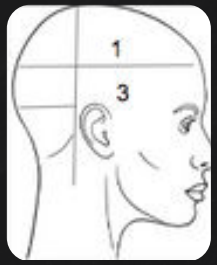
Wrap the hair in a towel and return your client to the chair.



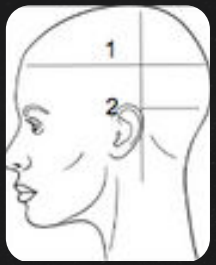
Using a warm dryer, dry the hair completely.



# SECTIONING




Left View



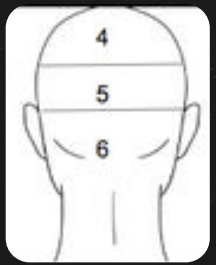

Right View

Section the hair from ear base to ear base. creating 3 sections in the front of the head.

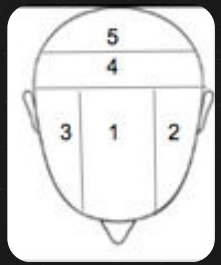
Front left side.

Front and back right side.

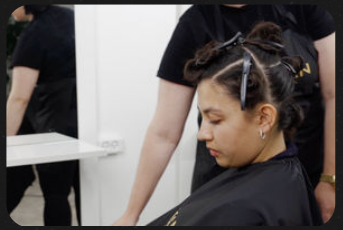
Create three horizontal sections in the back of the head.



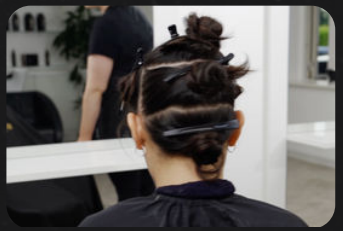

Back View




Top View







# FLAT IRON POSITIONING AND TEMPERATURE SETTINGS

Follow the chart below for temperature settings and the number of passes with the iron.

Each subsection within the sections must have the correct number of passes as stated below.

- **Thin Damaged Hair**
- Iron Temp: 210°c
- Number of passes 10-15 times

- **Natural and Thin Hair**
- Iron Temp: 210°c
- Number of Passes: 13-15 times

- **Frizzy and Wavy Hair**
- Iron Temp: 230°c
- Number of Passes: 15-20 times

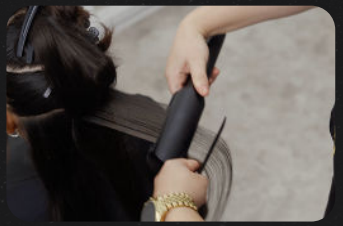
- **Natural and Curly Hair**
- Iron Temp: 230°c
- Number of Passes: 15-20 times.

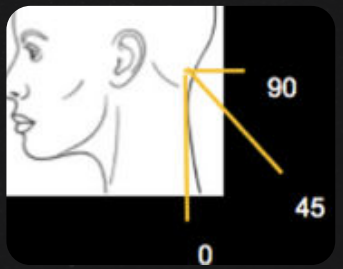
***Note: Use a titanium flat iron only***

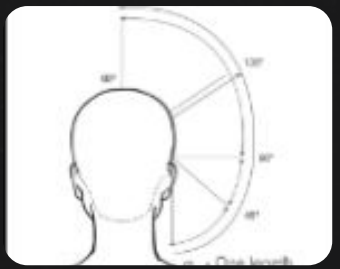
Begin in the back nape section of the head. Take fine sections of hair(sections should be thin enough to read a newspaper through)

Each section should be held at a 90-degree angle (Straight out from the head)

Move down the strand at mid-length to 45 degree angle. Continue moving down to the ends at a zero-degree angle at the ends.





# FLAT IRONING IS COMPLETE



STEP 3

# MASQUE CLOSURE



# STEP 3
# MASQUE CLOSURE

Rinse the remaining Step 2 Keratin Treatment from the hair.



Squeeze the excess water out of the hair and apply Step 3 Masque Closure.



Apply evenly through the hair and leave on for 5 minutes.

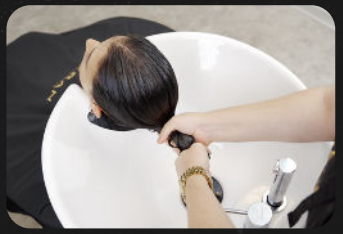


# STEP 3
# MASQU CLOSURE

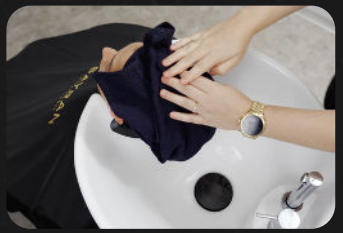
Rinse the hair with tepid water.



Squeeze out excess water.

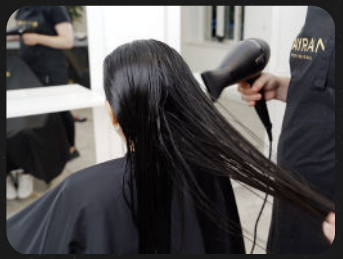


Wrap hair in a towel and take the client back to the chair and blow dry.



# STEP 3
# MASQUE CLOSURE

Blow dry the clients hair
for a gorgeous, shiny finish.



For best results and
long-lasting keratin treatment,
recommend the client does
not wet the hair for 72 hours.





Before Sayran Professional Keratin Treatment



After Sayran Professional Keratin Treatment




For best results follow up follow up with Sayran Professional Maintenance Shampoo and Maintenance Conditioner

SAYRAN
PROFESSIONAL

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