SAYRAN
PROFESSIONAL



KERATIN TREATMENT EXPRESS

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
KERATIN TREATMENT EXPRESS





STEP 1

SHAMPOO OPENER



STEP 1
SHAMPOO OPENER

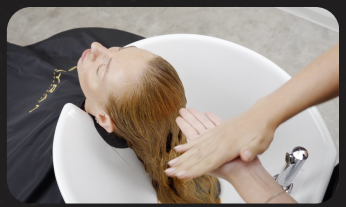
Wet the hair thoroughly.



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



Emulsify the Shampoo Opener in the palms of your hands. Pull the product to your fingertips. Apply evenly throughout the entire hair strands.



STEP 1
SHAMPOO OPENER

Massage throughout the entire head.

Rinse until the water runs clear.

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







STEP 1

SHAMPOO OPENER

Emulsify the Shampoo Opener in the palms of your hands. pull the product to your fingertips. Apply evenly throughout the entire hair strands.



Massage throughout the entire head.



Rinse until the water runs clear.



STEP 1
SHAMPOO OPENER

Squeeze out excess water from the hair.

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

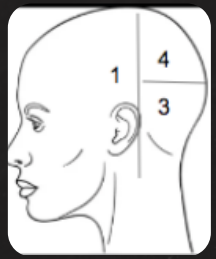
Using a warm hair dryer, dry the hair completely.



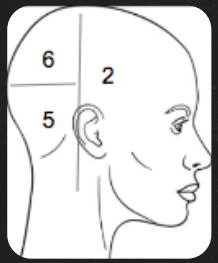




SECTIONING



Left View



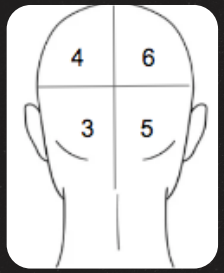
Right View

Ear base to ear base center part creates 2 front sections.

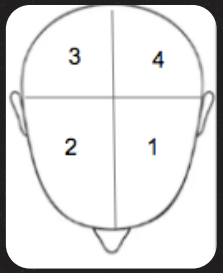
Left front view.

Right front and back view.

Center part; split the back section into 4 sections.



Back View



Top View









STEP 2

KERATIN TREATMENT EXPRESS

STEP 2
KERATIN TREATMENT EXPRESS

In a non-metal bowl, add 70 grams of Keratin Treatment Express



(The amount you use will be determined by the length and density of hair).



- **Short Hair 30-40 grams**
- **Medium Hair 40-50 grams**
- **Long Hair 60-70 grams**
- **Extra Long Hair 80-120 grams**

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

STEP 2
KERATIN TREATMENT EXPRESS

Begin in the nape area of the head. Staying a ½ cm from the scalp, apply a small amount of Keratin Treatment Express 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 the back of the head, and working your way toward the front sections until you completed all sections.









STEP 2
KERATIN TREATMENT EXPRESS

Cover the head with a plastic cap and allow it to process for the appropriate amount of time for each hair type.

Timing

- *Thin Damaged Hair | process 20 minutes*
- *Frizzy Hair | process 25 minutes*
- *Coarse, Difficult Hair | process 30 minutes*



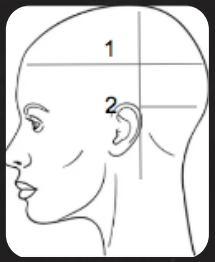
Remove the plastic cap and comb through the hair to remove excess product.



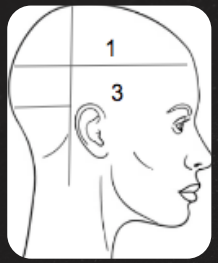
Dry the hair completely with a warm hair dryer.



SECTIONING



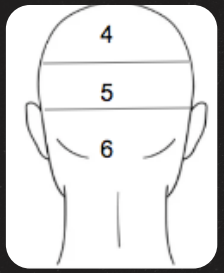
Left View



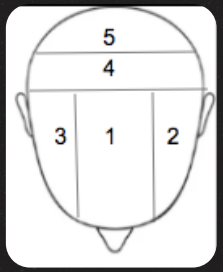
Right View

Ear Base to ear base.
3 Sections in the front.





Back View



Top View

3 Horizontal sections
in the back.



SECTIONING

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

- **Thin Damaged Hair**
- Iron Temp: 180°c to 210°c
- Number of passes: 7-9 times

- **Natural and Thin Hair**
- Iron Temp: 210°c
- Number of Passes: 8-10 times

- **Frizzy and Wavy Hair**
- Iron Temp: 230°c
- Number of Passes: 10-12 times

- **Natural and Curly Hair**
- Iron Temp: 230°c
- Number of Passes: 10-15 times

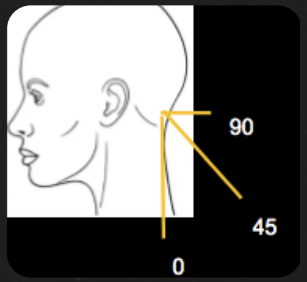
Use a titanium flat iron only.

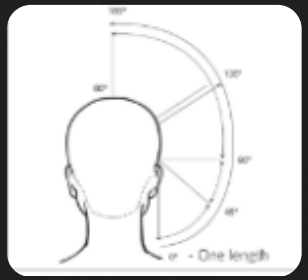
Begin in the back nape section of the head. Take fine sections of hair, (sections should be thin enough to read a newspaper through).

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 ends.







FLAT IRONING IS COMPLETE



STEP 3

MASQUE CLOSURE



STEP 3
MASQUE CLOSURE

Rinse the remaining Step 2 Keratin Treatment Express from the hair.



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



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



STEP 3
MASQUE CLOSURE

Rinse the hair with tepid water after 5 minutes.



Squeeze out excess water.



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



STEP 3
MASQUE CLOSURE

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



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





Before Sayran Professional Keratin Treatment Express



After Sayran Professional Keratin Treatment Express



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

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Contact us

+45 7070 7656

info@sayranprofessional.com

www.sayranprofessional.com

Jernbanegade 19 st.
4700 Naestved
Denmark

@sayranprofessional