KENRA PROFESSIONAL® IS SETTING THE NEW STANDARD FOR SMOOTH.

Kenra Smooth™ adds another line to the Kenra Professional brand, helping to strengthen our overall product and service portfolio. The development of our smoothing system reinforces our core values and beliefs and continues to emphasize a commitment to the industry as a whole—by delivering high-quality, truly professional hair care solutions. Kenra Smooth provides superior and consistent results that stylists can count on.

Kenra Smooth is a complete professional hair smoothing system that is uniquely Kenra and revolutionary in approach. High-quality and performance have always been part of our core beliefs. In that same spirit, Kenra Smooth incorporates our innovative Performance Standard 5™, which has been designed to meet the needs of stylists and their clients. We are committed to providing each of your clients with results that far exceed their expectations. Our proprietary blend of ingredients not only eliminates up to 99% of curl and frizz after the first application, but also leaves hair looking and feeling healthy with radiant shine. Our system provides long-lasting results up to 60 shampoos, allows for immediate color application following the service and lets clients leave the salon without any restrictions.

To help meet the needs of any client, Kenra Smooth has developed two formulations—for both color treated and non-color treated hair. These gentle formulations can be used with any hair type, texture, density, porosity or length. Our patent-pending application system provides an efficient method of use to save time and eliminate product waste, thereby increasing your profitability.

The Kenra Smooth take-home retail product line has been designed to maximize the long-lasting results of the smoothing treatment. Kenra Smooth shampoo, conditioner, mask and oil are clinically proven to help protect your client’s investment and provide easy daily maintenance between treatments. Our entire system, from the in-salon service to take-home retail, was formulated to work together for long lasting results.

The safety of the Kenra Smooth system has been thoroughly tested to ensure the highest level of performance while maintaining a safe and gentle formulation that is 100% compliant with regulatory agencies, both in the United States and abroad. It’s part of our commitment to keep salons, stylists and clients safe at all times.

The Kenra Smooth system adds a new element to the Kenra Professional portfolio. Like Kenra®, Kenra Platinum®, Kenra Color®, and Kenra Style™, Kenra Smooth emphasizes our commitment to the professional industry. We continue to deliver high-quality, high-performance, professional haircare solutions to help deliver the kind of results that your clients have come to expect.
KENRA SMOOTH FROM KENRA PROFESSIONAL

Why Kenra Smooth?

Kenra Smooth has been developed with both the professional stylist and their clients in mind. We have worked diligently to create a product that will challenge the preconceptions of traditional smoothing treatments by addressing ingredient issues and focusing on performance results.

For the stylist, our smoothing system will help deliver superior, convenient services to your clients, regardless of their hair type or texture. Adding Kenra Smooth to your service offerings will solidify your commitment to providing a full-service experience for your clients. By coupling an in-salon treatment with our take-home retail products, you can provide your clients with a comprehensive system that will work to maintain the look and performance of their smoothing treatments.

For the client, the Kenra Smooth system will last up to 60 shampoos—and our smoothing treatment can be combined with a cut, color and style on the same visit—saving your clients time and creating a greater revenue opportunity for you. Unlike other smoothing treatments, you can assure your clients that they are receiving a treatment that will allow them to maintain their usual activities, without the traditional downtime and high maintenance follow-up that is required with other smoothing systems. Using Kenra Smooth will help you make the most efficient use of your time and allow clients to have freedom from constant hair maintenance. Our goal is to help you provide your clients the opportunity to live their lives without restriction.

Our products are safe—our system is free of direct formaldehydes and have been extensively tested by third party laboratories. You can feel confident that you are providing your clients with a safe system with proven performance and results.

What is Kenra Smooth?

Kenra Smooth incorporates Performance Standard 5—a proprietary blend of attributes that provides superior performance and instantly improves the appearance of hair.

1. Eliminates up to 99% of curl and frizz after first application
2. Creates instantly smooth and soft hair with radiant shine
3. Maintains healthy looking hair without dryness or severe damage
4. Provides long lasting results up to 60 shampoos, including highlighted and gray hair
5. Allows for shampoo and color application immediately after smoothing service

Kenra Smooth offers two formulations to meet the needs of both color and non-color treated hair. Both systems are gentle and deliver outstanding results for any hair type, length and texture.
THE KENRA SMOOTH PORTFOLIO

Kenra smoothing system for color treated hair
This professional service includes four products in an easy-to-use system: Deep Cleansing Shampoo, Foaming Fluid, Calming Creme and Hydration Treatment. The formula designed specifically for color treated hair includes a violet base to aid in color retention.

Kenra smoothing system for non-color treated hair
This professional service is similar to our system for color treated hair, but formulated without the violet base for hair that has never been chemically treated.

Foamer applicator
This patent-pending applicator is uniquely designed to give stylists complete, accurate and even saturation of the hair with each use. This foamer allows for precise, drip-free product control during application of the Foaming Fluid.

Kenra Smooth take home retail products
Clinical tests have shown that our complete retail product line helps your clients protect their investment at home, between services. Kenra Smooth Anti-Frizz Shampoo, Conditioner, Oil and Mask are formulated to support and maintain the results of the Kenra Smooth professional in-salon services.

DID YOU KNOW?
Our unique patent-pending foamer applicator is an original concept from the Kenra Artistic Team. It has been carefully designed to achieve the best possible application of our products.
HAIR STRUCTURE

The success of any smoothing service depends on the smoothing products and techniques selected by the stylist, as well as understanding the physical nature of the hair itself. This section explores the fundamentals of hair – its structure and unique characteristics – and their role in the smoothing process. At Kenra Professional, we believe that understanding the structure of your client’s hair is just the beginning of the overall consultation process. Each strand of hair has three main components: the cuticle, the cortex and the medulla.

Cuticle
The cuticle refers to the outside layer of the hair shaft. It is composed of transparent, overlapping and protective scale-like cells. The cuticle protects the inner structure of the hair. A healthy, flat cuticle layer promotes strength, shine and the overall appearance of the hair.

Cortex
The cortex is the center part of the hair and makes up the majority of the hair shaft. It gives the hair its special qualities such as elasticity and curl. The cortex is packed with strands of keratin that lie along the length of the hair.

Medulla
Finally, the medulla is the canal-shaped innermost part of human hair. It has no known function and not all hair contains a medulla.
HAIR TYPES AND SHAPES

The shape of the hair follicle, which is genetically predetermined, partially determines the hair type: straight, wavy, curly or extra curly. Understanding the curl pattern of your client’s hair will help maximize your consultation and help you select the best application technique to meet their expectations.

<table>
<thead>
<tr>
<th>FOLLICLE SHAPE</th>
<th>HAIR PATTERN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Straight hair" /></td>
<td><img src="image" alt="Straight hair pattern" /></td>
<td><strong>Straight hair</strong> begins with a straight hair follicle and has a sphere-shaped hair strand.</td>
</tr>
<tr>
<td><img src="image" alt="Wavy hair" /></td>
<td><img src="image" alt="Wavy hair pattern" /></td>
<td><strong>Wavy hair</strong> begins with a curve in the hair follicle and has an oval-shaped hair strand.</td>
</tr>
<tr>
<td><img src="image" alt="Curly hair" /></td>
<td><img src="image" alt="Curly hair pattern" /></td>
<td><strong>Curly hair</strong> begins as a curved hair follicle and has a flat/oval-shaped hair strand.</td>
</tr>
<tr>
<td><img src="image" alt="Very curly hair" /></td>
<td><img src="image" alt="Very curly hair pattern" /></td>
<td><strong>Very curly</strong> hair begins with a flat hair follicle, and has a hair strand that is very curly in texture.</td>
</tr>
</tbody>
</table>
HAIR CHARACTERISTICS

Texture
Texture refers to the diameter of the individual hair strand. Determining hair texture by touching and visually examining it will tell you what the hair can and cannot do on its own. It is necessary to understand the texture of a client’s hair when determining how many passes of the flat iron will be necessary in the smoothing process.

Density
The density of the hair is determined by the number of active hair follicles per square inch on the scalp and is generally classified as thin, medium or thick. Understanding the density of your client’s hair will help you to determine the amount of Foaming Fluid required for the smoothing service.
Porosity
Porosity refers to the ability of hair to absorb and hold liquids. Some factors that contribute to hair’s porosity include past chemical services, environmental damage and mechanical (hot tools and brushing/combing) damage. Accurately judging the porosity of the hair is critical in the smoothing service consultation. Porosity impacts the hair’s durability and the number of passes required to complete the service.

SMOOTHING FUNDAMENTALS
To understand how smoothing systems work, it’s best to understand the basic foundation of hair chemistry. Hair is made of amino acids, which combine together to build proteins. As the hair grows, the amino acids form together as a long chain called keratin. These long protein chains wrap around each other like a rope, which makes up the basic structure of the hair. Inside that hair structure, the keratin forms covalent bonds with adjacent cysteine bonds to create the outside structure of the hair. The amount and location of the covalent cysteine bonds is another factor in determining the amount of curl in the hair. Typically, the more cysteine (or disulfide) bonds that are present, along with the shape of the hair follicle, the curlier the hair. Smoothing services rearrange these bonds and create a new, smooth surface.

Key smoothing ingredients **AC Kerazyme** and **glyoxylic acid** work in tandem to create strong, temporary bonds between the keratin proteins in the hair fiber. When these bonds are **flat-ironed**, a long-lasting smoothing effect is produced. Since the treatment does not permanently change the internal structure of the hair, the stylist has the ability to offer additional services before and after the smoothing treatment.


**Regulatory matters**

**REGULATORY EVALUATIONS AND COMPLIANCE**

Due to the highly publicized concerns surrounding smoothing services, Kenra Professional continues to be proactive with all communication regarding regulatory agencies to validate the safety and effectiveness of our smoothing products. A key component in the Kenra Smooth curriculum focuses on regulatory matters and how they relate to Kenra Smooth.

We are compliant with United States, European Union and Canadian regulatory agencies. We continue to monitor the new regulatory standards of the following agencies to ensure the safety of our products and services:

**Occupational Safety and Health Administration (OSHA)**

OSHA is a government agency charged with assuring safe and healthy working conditions for men and women by setting and enforcing standards and by providing training, outreach, education and assistance.

OSHA looks at keratin smoothing systems because of their use of ingredients like methylene glycol. Formaldehyde is emitted when the methylene glycol is heated. According to a September 22, 2011, press release from OSHA, Brazilian Blowout, a keratin smoothing system, did not properly label their MSDS’s sheets and salon owners and workers did not know how to properly protect themselves from the hazards during the use of the product. Regulatory agencies such as OSHA require salons that use formaldehyde systems to take special precautions and must follow the requirements of the Formaldehyde Standards.

**Food and Drug Administration (FDA)**

The FDA is an agency within the Department of Health and Human Services. The FDA regulates cosmetics, including hair smoothing products, under the authority of the Federal Food, Drug and Cosmetic Act and, if they are marketed on a retail basis to consumer, under the Fair Packaging and Labeling Act. Under these laws, hair care products do not have to be approved by FDA before going onto the market. However, hair care products must be safe and properly labeled, and companies and individuals who manufacture or market them have a legal responsibility for the safety and labeling of their products and ingredients. The FDA can take action against hair care products on the market that do not comply with the law.

**DID YOU KNOW?**

OSHA does not endorse smoothing systems or brands or products. However, Kenra products are compliant with all OSHA standards.
**California Air Resources Board (CARB)**
CARB is an agency within the state of California, which is allowed to set its own regulations as it pertains to emissions. CARB regulates the state of California’s emissions (VOCs). Since California is more restrictive than the Environmental Protection Agency (EPA) standards and they are such a major market for many products, most companies will have formulas developed to comply with the CARB standards.

**Health Canada**
Health Canada is a federally maintained department responsible for improving the health of its citizens. The organization places acceptable limits on the amount of exposure to certain types of ingredients in various product types. Health Canada has been very active in testing professional hair smoothing treatments and has named more than ten different treatments as not permitted for sale in Canada, all of which have been recalled. The organization is working with distributors to address concerns and stop the sale of products considered unsafe for use. As it pertains to the professional smoothing market, the maximum amount of formaldehyde released in an inhalable form is 0.2%. Products that contain formaldehyde must be accurately labeled as such and must provide directions for safe use of the product.

**European Union Regulatory Review and Safety**, similar to OSHA and based in Europe, has evaluated our products for formaldehyde, and has shown that it passes all regulations. Our labels indicate that our products are compliant with all North American restriction on formaldehydes.

> All Kenra Smooth products have been thoroughly tested by third party laboratories to ensure not only the efficacy of our products, but also their safety by OSHA regulatory compliance standards.

**Vapor Evaluation** is a test used to evaluate for toxicity of the vapors emitted during the smoothing service. The vapors that are emitted using Kenra Smooth are safe and compliant.

**CARB** is a test used by the state of California to evaluate whether products have been formulated to comply with current VOC and CARB standards. Kenra Smooth complies with this test.

Kenra Smooth uses several key ingredients that allow the products to be effective without using direct formaldehyde.
**KEY INGREDIENTS**

AC Kerzyme is a mixture of hydrolyzed keratin and mushroom extract. The enzyme cross-links the hydrolyzed keratin to the hair fibers, which holds the hair in the desired shape. It is a very effective thermal protectant, and helps to protect the hair from the potential mechanical damage caused by the flat iron. AC Kerzyme is the active ingredient in Kenra Smooth products and is used to enhance manageability and strengthens the cuticle while providing radiant shine. This is a technology that delivers the same results as formaldehyde systems without the harmful effects and has been shown as a great natural alternative ingredient for smoothing hair.

Glyoxylic acid reacts with the amino groups present in keratin, resulting in a stable bond. This allows the semi-permanent smooth service to remain for a longer period of time. This organic amino acid creates a strengthening effect without damaging the hair and irritating the skin.

Propylene Glycol is a solvent that, when added to water, creates a thin formulation that allows the glyoxylic acid and AC Kerzyme to dissolve and distribute evenly throughout the hair shaft. This is known as a smoothing enabler and aides in the foaming application. It is a common ingredient for food additives and other beauty products.

Heat (flat iron process) The 400º heat from the flat iron activates the key ingredients to create a new, non-permanent bond in the hair fiber. This creates a straighter appearance and shiny, smooth results.

**THE SMOOTHING PROCESS**

The following is an illustration of how the hair changes shape during the smoothing process:

<table>
<thead>
<tr>
<th>Original shape</th>
<th>Treated with Foaming Fluid</th>
<th>Finished with heat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curly with natural cystine bonds</td>
<td>Elongated with cystine bonds unchanged</td>
<td>Elongated with fixed cystine bonds</td>
</tr>
</tbody>
</table>

**DID YOU KNOW?**

The Kenra Style™ Flat Iron is designed specifically for the Kenra smoothing system, but can be used any time to style your client's hair.
KENRA SMOOTH APPLICATION

Client consultations are critical to exceeding expectations with your clients. Finding out answers to a few key questions will assist you, the professional, when speaking to your clients about how Kenra Smooth is different than other smoothing systems.

The ultimate goal in a client consultation is to ask the right questions as part of an overall assessment of their hair. Kenra Professional also recommends keeping comprehensive records of your client’s service history (including services performed, cost, duration and a catalog of their retail purchases) to help you add extra value to the overall consultation and deliver outstanding results.

SEVEN STEPS TO SMOOTH

Kenra Smooth simplifies the application process through our recommended Seven Steps to Smooth. The process is simple and straightforward and designed to ensure optimal results for you and your client.

Tools you will need:

- Consultation card
- Kenra Smooth products
- Blow dryer
- Paddle brush
- Sectioning comb
- Six (6) non-metallic hair clips
- Heat resistant fine-tooth comb
- Kenra Style Flat Iron

**Kenra Professional recommends asking your clients the following questions when assessing their hair prior to the smoothing treatment:**

- What chemical services have you had done on your hair? Were these performed by a professional or by yourself at home?
- Has your hair been recently chemically treated?
- Have you had any previous smoothing or relaxing services? If yes, when and what brand?
- Describe the ideal look, feel and finish of your hair.
- What is your typical home regimen? How many times per week do you shampoo your hair?
- What products do you currently use at home?
- What level of hair maintenance is reasonable for you?
**STEP 1 - CLEANSING**

1. Double drape the client for their smoothing process.

2. Cleanse hair twice with Kenra Smooth Deep Cleansing Shampoo to remove all impurities from the hair.

3. Completely dry hair without any product.

**TIP**

It is important to complete the cleansing step even if your client has arrived with clean hair. Always use Deep Cleansing Shampoo to remove all impurities or build-up, including any shampoo and conditioner that the client has on their hair at the time of service.
STEP 2 - FOAMING FLUID

1. Divide hair into six (6) sections for even application of foam.

2. Wearing protective gloves, add Foaming Fluid to the foamer applicator and close tightly. See chart for the amount of product you should use.

<table>
<thead>
<tr>
<th>Measuring Chart</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hair Length</strong></td>
<td><strong>Approximate Amount</strong></td>
</tr>
<tr>
<td>Short (chin or above)</td>
<td>30 grams 1.00 oz.</td>
</tr>
<tr>
<td>Medium (at shoulders)</td>
<td>45 grams 1.50 oz.</td>
</tr>
<tr>
<td>Long (below shoulders)</td>
<td>60 grams 2.00 oz.</td>
</tr>
</tbody>
</table>

*Note: Amount of product may vary by hair density.*
**STEP 2 - CONTINUED**

3. Beginning with the curliest section, apply the Foaming Fluid in a light strip at the root in ¼” subsections. Spread the foam down through the ends. Comb thru with a fine-tooth comb for even saturation. If the comb pulls out excess foam, too much product has been used. If this happens, simply combine the next subsection of hair to the over saturated hair until the comb pulls through clean without excess foam. Repeat this application to complete all sections. A light, even application is the key to an effective Kenra smoothing service.

4. Process the Foaming Fluid on hair for 20 minutes at room temperature with no heat. The fluid will be activated by the ironing process and continuous combing during processing is not necessary.

5. DO NOT RINSE.
STEP 3 - CALMING CREME

1. Pump the appropriate amount of Calming Creme into hands and emulsify. See chart for the amount of product you should use.

<table>
<thead>
<tr>
<th>Pumps of Calming Creme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short</td>
</tr>
<tr>
<td>Medium</td>
</tr>
<tr>
<td>Long</td>
</tr>
</tbody>
</table>

2. Apply evenly throughout the entire head and comb through the hair.

STEP 4 - BLOW-DRYING

1. Dry hair using a blow dryer. We recommend finger drying the hair to 70%.

2. Section the hair into four (4) sections and use a brush to maintain the tension on the hair to complete the blow dry on ½” to 1” subsections.

TIP
Hair must be 100% dry for the smoothing process to work. If hair looks or feels damp, continue drying.
1. Using the sectioning comb, section the hair into six (6) sections (seven sections if client has thick hair) using non-metallic clips.

2. Sections should be in accordance with client’s natural, or desired, part.
STEP 6 - FLAT IRONING

1. Beginning in the back and using the Kenra Style Flat Iron, flat iron ¼” subsections at 400°F. The width of the subsections should not exceed that of the flat iron plates. Remember that the Foaming Fluid is activated at 400°F and any temperature above that level is unnecessary and can be damaging to the hair. This step is to be completed in a well-ventilated area.

2. Continue with the recommended number of passes through the entire head. See chart for the appropriate number of passes for your client’s hair type.

<table>
<thead>
<tr>
<th>Number of Flat Iron Passes</th>
<th>Non-colored hair</th>
<th>Color-treated or highly damaged hair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine/Thin</td>
<td>8 to 10</td>
<td>6 to 8</td>
</tr>
<tr>
<td>Normal/Medium</td>
<td>10 to 12</td>
<td>8 to 10</td>
</tr>
<tr>
<td>Thick/Coarse</td>
<td>12 to 14</td>
<td>10 to 12</td>
</tr>
</tbody>
</table>

3. When the flat iron process is complete, rinse hair thoroughly until water runs clear.

TIP
Some steam is normal during this portion of the service. If there is excessive steam, the hair has been over saturated with the foam and/or Calming Creme, or is not 100% dry.

Each pass should be slow and controlled and maintain strong tension on the hair. The proper number of passes will leave the hair feeling smooth, not sticky.
STEP 7 - HYDRATION TREATMENT

1. Apply Kenra Smooth Hydration Treatment on damp hair. Leave this treatment on hair for five (5) minutes.

2. If hair is color treated, continue with a color refresh after rinsing.

3. If hair is not color treated or a color refresh is not necessary, rinse, dry and style hair as desired.

COLOR REFRESH

1. After rinsing the Hydration Treatment, towel dry hair and spritz with Kenra Color Porosity Equalizing Spray and comb through.

2. Mix Kenra Color Demi-Permanent Coloring Creme with 9V Activator (1:2 mixing ratio) and apply to towel-dried hair. Process color up to 25 minutes.

3. Shampoo and condition with the Kenra Smooth Anti-Frizz system. Dry hair and style as desired.
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SERVICE OPPORTUNITIES
KENRA COLOR™ AND KENRA SMOOTH TAKE-HOME RETAIL PRODUCTS

Kenra Color | after the service
Kenra Smooth incorporates Performance Standard 5, which has been designed to protect the hair from damage. This allows for the option of coloring and shampooing the hair on the same day as the smoothing treatment. Additionally, Kenra Color utilizes a proprietary blend that makes up Balancing Complex 5™ to give your clients vibrant, long-lasting color with intense shine, improved condition and manageability, gentle formulation and outstanding coverage. As a stylist, you can leverage this option to increase the profitability of each smoothing visit while giving your clients additional professional services with no restrictions.

Kenra take-home retail products | add value to their investment
You can help maintain your client’s investment with our corresponding take home retail products. This collection of products has been designed to help extend the results of the in-salon smoothing treatment. From the Kenra Smooth Anti-Frizz Shampoo and Conditioner to the Anti-Frizz Mask and Oil, our products will provide the long-lasting results and add value to your client’s service.

Kenra Smooth Anti-Frizz Shampoo and Conditioner
Provides safe and effective smoothing with a revolutionary ingredient blend. This cleansing, detangling and conditioning system provides superior color protection. It is ideal for smoothing any hair type and is highly recommended to prolong the benefits of the Kenra smoothing treatment.

Performance attributes
- Smooths the hair cuticle, reducing frizz for up to 48 hours
- Nourishes hair for a softer, more manageable finish
- Provides thermal protection up to 428°F (220°C)

Kenra Smooth Anti-Frizz Mask
This rich advanced formula provides weekly or bi-weekly deep conditioning as needed for intense moisture and hydration. Apply as needed to damp hair after Kenra Smooth Anti-Frizz Shampoo and Conditioner. Comb through and massage into the hair. Leave in for 3 - 5 minutes, rinse thoroughly with warm water. Style as usual.

Performance attributes
- Smooths the hair cuticle, reducing frizz for up to 48 hours
- Nourishes hair for a softer, more manageable finish
- Increases shine for radiant results
- Provides thermal protection up to 428°F (220°C)

Kenra Smooth Anti-Frizz Oil
Lightweight, quick-absorbing formulation that does not build up in the hair. Features avocado and soybean oils for softness and shine, keratin to enhance smoothness and condition, and a vitamin blend rich with anti-oxidants to protect hair from daily stressors.

Performance attributes
- Smooths the hair cuticle, reducing frizz for up to 48 hours
- Nourishes hair for a softer, more manageable finish when styling damp or dry hair
- Increases shine for radiant results
- Provides thermal protection up to 428°F (220°C)
- Reduces blow-dry time
What is the Kenra Smooth service?
Kenra Smooth is a professional service that eliminates curl and frizz up to 99% on any hair type. With the patent-pending foamer applicator, Kenra Smooth offers a safe, more efficient method of application for revolutionary results every time.

What does it mean to be patent-pending?
Since the foamer applicator is unique, Kenra Professional has applied for method-of-use patent with the United States Patent and Trademark Office (USPTO) office.

Who is my ideal client for the Kenra Smooth service?
Our system can be used on any client. The Kenra Smooth system has proven to be effective on any hair type—from slight wave and frizz to curly, unmanageable hair. Whether you are looking for improved manageability or curl reduction, the Kenra Smooth service will deliver optimal results.

How much time should I allow for each service?
Depending on the length and density of the hair, the service could last anywhere from 90 minutes to four hours. Kenra Professional recommends conducting a client consultation to determine the characteristics of the hair and assess the time it will take to complete the Kenra Smooth service.

My client's hair feels tacky after applying and drying the Foaming Fluid. Is this normal?
Yes. The hair will feel tacky until you use the flat iron on the hair for the recommended number of passes. The hair will begin to feel silky and smooth as the flat ironing process is completed.

Can I color my client's hair on the same day as the treatment?
Yes. Kenra Professional recommends performing color services after the smoothing treatment. An excellent and quick service option is for your stylist to perform a color refresher service using Kenra Color demi-permanent color immediately after the Hydration Treatment—while the hair is still damp. For a permanent color service, complete the Kenra Smooth treatment service as directed, dry the hair and then apply Kenra Color permanent color as you normally would.

Does my foamer bottle have to be emptied after each service?
It is recommended that the bottle be emptied and rinsed to maintain the life of the foamer.

Why does Kenra Smooth use 400°F instead of 450°F for the flat iron step of the service?
The primary ingredient in the smoothing treatment is activated at just under 400°F; any temperature above that is unnecessary. If the iron is used over 428°F, it could cause damage to the hair. With the integrity of the hair in mind, Kenra Professional recommends using 400°F for the flat ironing process.

What happens if my flat iron setting is less than 400°F?
If the iron is set under 400°F, the primary ingredient in the smoothing treatment may not be activated to its fullest extent, which may result in a final outcome that is not what you may have expected.

Can the treatment be done on chemically treated hair, previously relaxed or straightened hair?
Yes. However, Kenra Professional recommends waiting one week (or five shampoos) after a chemical service before using the Kenra Smooth system.

How many days after the treatment before my client can get their hair wet or shampoo?
With Kenra Smooth, it is not necessary to wait to shampoo or style your hair. Your client can enjoy your everyday routine immediately without worry of ruining their new smooth style.

Can the hair be pulled back or clipped up after the service?
Yes. Once the service is complete, you can style your client’s hair to their preference.

How often can the Kenra Smooth treatment be performed on the same client?
Kenra Professional recommends waiting at least one week in between applications. However, the client will typically not need a secondary treatment so quickly.

Should a reapplication of the Kenra Smooth treatment be performed as a retouch or as an all-over service?
Either application method is effective for a reapplication. Each additional all-over application of the Kenra Smooth treatment will result in longer lasting smoothness for the client. Kenra Smooth is progressive, therefore adding value with each application over time.
What shampoo and conditioner should be used in between Kenra Smooth services?
Our take home retail products such as Kenra Smooth Anti-Frizz Shampoo and Conditioner have been specially formulated to complement the Kenra smoothing system. We also suggest using the Anti-Frizz Mask and Anti-Frizz Oil for intense hydration, shine and frizz reduction.

How long does the Kenra smoothing treatment last?
Kenra Smooth will last up to 60 shampoos when maintained with our take home retail products.

Should the hair be cut before or after the treatment?
Kenra Professional recommends that the hair be cut after the treatment as the client’s hair will have a different texture and curl pattern. If the client would like several inches cut from their hair, you would cut the extra length first to not waste fluid, yet leave the final trim for after the service.

Can the treatment be done on pregnant or nursing women?
Kenra Professional has not tested the treatment in these circumstances and recommends that a client provide the stylist with medical documentation confirming a doctor’s recommendation regarding the service. Kenra Professional recommends the same documentation process for any other chronic conditions, as well.

Does Kenra Smooth contain formaldehyde or any other harmful ingredients?
Kenra Professional is committed to the safety of our stylists and clients. The smoothing system has been tested extensively to ensure that it contains no direct formaldehyde nor harmful ingredients. Kenra Professional has tested the smoothing service with third party labs to ensure that the products meet all regulations.

I am seeing smoke coming from my client’s hair during the services. Is this harmful?
No. This is actually not smoke. It is a mist or steam resulting from product that evaporates when heat is applied. It is not harmful to breathe. The mist has been tested and adheres to all applicable regulations.

What is the smell during the flat-ironing process?
The odor released during the heat application is caused by a chemical reaction resulting in a release of Acrolein. Acrolein is a colorless liquid with a bitter smell, often encountered when cooking oils are heated to a boiling point. Acrolein has been tested by our third party laboratory and we have been found compliant at a reading at .023 ppm (parts per million), less than a vat of cooking french fries.

What does the mushroom extract do for the AC Kerazyme?
The mushroom extract provides an enzyme that cross-links the hydrolyzed keratin and aids to form the matrix that holds the hair in the desired shape.

Has the Kenra Smooth system been tested and OSHA certified?
Contrary to popular belief, the Occupational Safety and Health Administration (OSHA) does not certify products; they establish and enforce regulations that must be followed. Kenra Smooth has been tested by third party laboratories to be in compliance with all OSHA regulations. Kenra Professional actively monitors regulatory agencies to ensure that we are providing an honest, reliable and safe product assortment to all of our stylists and consumers.

Can I see the testing results from all of the tests that Kenra Professional has performed regarding the safety of the smoothing system?
Absolutely. Any documentation of these tests, as well as the MSDS sheets for all the products, are available at www.kenra.com under the regulatory documentation section. If you have any further questions, please call our customer service line at (800) 930-7777, and we will answer any questions that might arise.

Does Kenra Professional provide technical support for the smoothing service?
Yes. Please feel free to contact your local Kenra Educator or call our customer service line at (800) 930-7777. This line is available 24 hours a day and is staffed between the hours of 9:00 a.m. and 5:00 p.m., Eastern Standard Time.
6 Glossary

**A**

**Acid (acidity):** Any matter having water with a pH of less than 7; with respect to hair it will close/seal the cuticle.

**AC Kerazyme:** A natural alternative for temporary hair curling and straightening. It helps create the cross-linking of the hydrolyzed keratin chains in the hair fibers, forming a matrix that can hold the hair in the desired shape. Provides strong protection from heat damage.

**Acrolein:** The simplest unsaturated aldehyde; it is colorless gas with a disagreeable smell that is commonly referred to as “burnt fat”. This is produced when propylene glycol is heated to approximately 370°.

**Aldehyde:** An organic compound that is highly reactive and can form a variety of chemicals based on this feature. It is important to note that not all aldehydes are bad (i.e. formaldehyde); many are perfectly safe and are used in various products across many industries.

**Alkaline (alkalinity):** Any matter having water with a pH of more than 7; in relation to hair it will open/swell the cuticle.

**Amino acids:** The building blocks of all proteins. All living things are made up of amino acids.

**Ammonium thioglycolate:** Also known as thio, it breaks up the cysteine bonds that make curls in the hair and is used to permanently straighten hair. Ammonium in the compound will cause the cuticle to swell, and thioglycolate can then enter the hair strand and reduce or break up the disulfide bonds. Has a pH level of 9-9.5.

**California Air Resources Board (CARB):** The clean air agency in California, established in 1967, has goals that include protecting the public from exposure to toxic air contaminants. Other states are permitted to follow CARB standards or use federal standards.

**Chemical smoothing service:** A professional service that temporarily smooths the cuticle layer of the hair but does not permanently break the bonds. The hair’s natural texture will gradually return on its own.

**Chemical straightening service:** A professional service, also known as relaxing, where the hair texture is permanently straightened using chemicals that break the cysteine bonds in the hair. The hair will not automatically revert to its natural state, as the relaxer has to be grown out.

**Clarifying:** The process of removing product or mineral build up, such as chlorine, copper, iron, etc., on the hair.

**Coarse:** A specific type of hair texture. Coarse hair, having a large diameter, has three layers: the medulla, the cortex and the cuticle.

**Color treated hair:** Involves treatment of the hair with various chemical compounds that alter or cover the natural pigment of the hair. It is treated with a different formula than non-colored hair when doing a Kenra smoothing service.

**Condition:** The state of the hair’s texture (fine, medium, coarse) and porosity (low, normal, high). Hair condition may also describe the health of the hair such as with terms such as dry, damaged, healthy and smooth.

**Cortex:** The center part of the hair that makes up most of the hair shaft. The cortex gives the hair its special qualities such as elasticity and curl. It is packed with strands of keratin that lie along the length of the hair. Melanin is also found in the cortex.

**Cuticle:** The outside layer of the hair shaft composed of transparent, overlapping, protective scale-like cells. The cuticle protects the inner structure of the hair.

**Cysteine bond:** Also known as a disulfide bond. This bond is responsible for the hair’s toughness because it holds the hair fibers together.

**D**

**Damaged cuticle:** Refers to porosity, a severe lack of moisture and protein, and a loss of shine or elasticity.

**Density:** The number of active hair follicles per square inch on the scalp. It can influence the amount of product needed for application. Density can be categorized by low, medium or high.

**Disulfide Bond:** See Cysteine bond.
E
Elasticity: The hair strand’s ability to stretch and return to its normal shape without breaking. Used in client consultations to assess the strength of the hair fiber. Also known as the tensile strength test.

Emulsify: To mix or blend together.

F
Fine: A specific type of hair texture. Under a microscope, fine hair may reveal only two layers: the cuticle and the cortex.

Flat-ironing: The semi-permanent use of heated tools to straighten and style the hair. Can be used in smoothing services to provide the energy necessary to complete the chemical reaction.

Formaldehyde: An organic compound also known as Formalin or Methylene Glycol in liquid form. It is commonly used as a preservative in a variety of products ranging from beauty, industrial applications, and cleansers.

G
Glyoxylic acid: A colorless, organic compound that occurs naturally and is highly applicable in various industries. In the Kenra smoothing system, Glyoxylic acid works in tandem with AC Kerazyme to form the temporary cysteine bonds that seal and smooth the cuticle.

H
Highlighted hair: The process of adding small sections of a lighter color to hair, making it appear lighter overall.

Hydrogen bond: Responsible for the ability of the hair to be stretched elasticity and return back to its original shape.

K
Keratin: A naturally occurring protein found in hair, nails and skin.

L
Length: The actual measurement of the hair shaft from the scalp to the ends.

Low/resistant porosity: Indicates a very tight and compact cuticle, usually resistant to chemical services.

M
Medulla: The innermost layer of the hair that has no known effect or function to the hair.

Melanin: Natural color pigment in hair and skin.

Mid-shaft: The section of hair between the new growth and the ends of the hair strand.

Molecule: Smallest part of a compound, created by the chemical joining of two atoms.

N
Natural hair color: The natural level and tone of the hair before a chemical service is performed.

Net profit: A measure of the profitability of a service after accounting for all costs.

Neutral: The pH of a neutral solution is 7, which is neither acidic nor alkaline.

Neutralize: To counteract or make ineffective by balance of opposite ingredients to cancel each other out.

Non-permanent bond: A temporary bond that is formed to alter the curl pattern of the hair. This type of bond does not change the existing bonds and will release over time.

Normal condition: Indicates hair that has a balanced amount of strength, protein and moisture.

Normal porosity: Also known as average, good or moderate porosity, and describes hair with normal ability to absorb moisture. This type of hair is in good condition, suitable for most services and colors easily.

Normal texture: A specific type of hair texture. The medulla, cortex and cuticle layers are present. This is the most common hair texture.

O
Occupational Safety and Health Administration (OSHA): An agency that is part of the US Department of Labor issues workplace health and safety regulations, including limits on chemical exposure and requirements for the use of personal protective equipment. They do not approve or certify any products.

Oxidation: The chemical combination of a substance with oxygen.
Patch test: A test required by the FDA, where a small amount of formula is prepared and applied to the skin, usually on the inside of the elbow, to determine if there will be an allergic reaction to the chemical.

Patent: A form of intellectual property giving exclusive rights to an inventor.

Patent-pending: Term used to when a patent has been applied for in the US Patent and Trademark Office.

pH: The measure of activity of the hydrogen ion and referring to the pH scale of balance between alkaline and acid within a substance.

pH Scale: A chemical scale that determines whether a product is acid or alkaline. It is a range of 0.1 to 14 where pH 7 is the mid point on the scale and is referred to as neutral. A pH 6.9 to 0.1 on the scale indicates acidity. A pH 7.1 to 14 on the scale indicates alkalinity.

Porosity: Refers to the hair’s ability to absorb and hold moisture/liquids.

Processing time: Refers to the required amount of time for the chemical application to properly develop and perform the process accurately.

Propylene glycol: A colorless, nearly odorless, organic compound used as a humectant, solvent and preservative.

Root: The part of the hair that is embedded into the follicle.

Roots-to-ends application: The technique of applying product from the roots through to the ends.

Section: A specific area of the head generally referring to the nape, crown, side, etc., that is isolated by parting.

Sodium hydroxide: Also known as a relaxer, or permanent chemical straightener. It is one of the ingredients responsible for breaking the existing bond in the hair that releases the existing curl pattern.

Stabilized: A term used for ingredients that help prolong the life, appearance and performance of a product.

Straight: Indicates the formation/fall of the hair and has a more solid, smooth surface.

Strand test: A test given before a chemical service to determine the processing time, and the hair’s ability to withstand the specific chemicals to be used, as well as to assess any stress to the hair or scalp.

Swatches: A small section of human hair used in laboratory testing and evaluations of various products. They assist in defining product attributes, results, outcomes and usage directions.

Temporary bond: A semi-permanent bond that is formed to alter the curl pattern of the hair. This type of bond does not change the existing bonds and will release over time.

Texture: Texture is the diameter of the individual hair strand. The three types of textures are fine, medium or coarse.

Thermal reconditioning: A treatment (also known as Japanese straightening) that breaks the existing bonds in the hair resulting in a permanently straight hair. This treatment remains in the hair and only the new growth will be at the original state.

United States Food and Drug Administration (FDA): An agency that is part of the United States Department of Health and Human Services that is responsible for promoting public health and the labeling of beauty products. Cosmetics that have not been subjected to thorough safety testing must bear a warning label.

Virgin application: The process of applying a chemical solution to hair that has never had a treatment applied.

Virgin hair: Natural hair that has not received any prior chemical service.
Setting the new standard for smooth.