

ULTRA KERATIN TOUCH



Ultra Keratin Touch is a revolutionary new volume reducing and smoothing treatment that works with the natural textures of your hair, producing smooth, healthy results. Our exclusive formula is based on a synergy of proteins and amino acids that are bio-compatible with hair fibers. This advanced technology provides a temporary change of hair structure that leaves it more manageable, considerably reducing volume and frizz, leaving your hair easy to manage.

Adding to our magical blend is our signature Green Keratin Formula; an ingredient derived from soybean, corn and wheat that intensively adheres to the hair fibers and promotes the most incredible smoothness through heat activation. Resulting in strong, healthy, flexible and natural-looking hair.

To achieve optimum results in 3 easy steps, please follow instructions carefully!

3 Products. 3 Steps!

EACH KIT COMES WITH

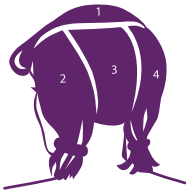
- Ultra Care Shampoo
- Ultra Smoothing Gloss
- Ultra Care Conditioner
- Disposable gloves
- Step-by-step How-to instructions

IMPORTANT NOTES

- Follow product Step-by-Step how-to instructions provided with the kit carefully and always perform an allergy* and strand** test as directed.
- Wait 48 hours before shampooing hair after initial application. During this period, do not use hair accessories and avoid placing hair behind the ears.
- Results will vary according to hair type. Very curly hair will become smoother, while naturally straight hair will appear healthier and shinier. Extremely coarse hair types will see a reduction in frizz and curl. All hair types will be more manageable and easier to style after treatment.
- Regular use of Ultra Keratin Touch will make hair even smoother, shinier and more manageable than after just one treatment.
- Wait 30 days before next Ultra Keratin Touch application.
- For superior smoothing effect, use Naat Brazilian Keratin Daily Care collection.

HOW IT WORKS

Please follow complete Step-by-Step how-to instructions provided with the kit as indicated above. This is only a summary of how the process is performed.



- **Step 1: Preparation.** Wash hair well using Ultra Care Shampoo. Towel dry to remove excess water. Comb hair to detangle. Dry hair completely with a hair dryer.



- **Step 2: Application.** Divide hair into 4 parts, according to package directions.

Put on gloves. Start with the back section and come out a distance of 1/4" from roots and scalp.

Comb in Ultra Smoothing Gloss, coating thoroughly and distributing evenly. Do not over saturate.

Methodically comb hair every 5 minutes during 30-minute activation period. DO NOT leave product in hair longer than 30 minutes.



- **Step 3: Sealing & Finishing.** Leave Ultra Soothing Gloss in the hair. Blow dry hair completely, stretching with brush. Straighten and seal with flat iron (400°F). Pass the hot iron over hair several times to enhance activation and seal cuticles. DO NOT let hot iron rest on any one spot as it could damage hair. Allow hair to completely cool off (about 20 minutes) before washing product out. When ready, wash hair with Ultra Care Shampoo. Rinse well and apply Ultra Care Conditioner as directed on package. Dry with hair dryer or let hair dry naturally. Your hair will be smoother & shinier. From sexy up-do's to casual, or sleek career looks, your hair will be more manageable and effortless to style.

BEFORE BEGINNING

*Do a skin ALLERGY TEST

Cleanse a quarter-sized area of skin on your forearm or behind your ear. Spread a small amount of Ultra Smoothing Gloss on the cleansed area. Remove after 30 minutes. If during this period skin irritation, itching or burning occurs on or near the area, then you are hypersensitive to the product and should discontinue use.

**Do a STRAND TEST

Separate a strand of hair from the central part of the head and apply Ultra Smoothing Gloss before using on your whole head. Let it sit for 20 minutes and dry hair using a flat iron by repeatedly passing it over the hair. If the hair becomes brittle or fragile, it is in no condition for product use. Wash hair well to remove the product completely, rinse well and hydrate it with a hair mask or conditioner.

IMPORTANT NOTES

1. It is normal for hair to become “stiff” after the activation period, but once sealed and finished, hair will feel clean, smooth and supple.
2. If your hair is weak, brittle, and/or damaged, adjust activation period to just 20 minutes, remembering to comb every 5 minutes.
3. This product can lighten dyed hair. Bleached/dyed blonde hair may result in a slightly orange color. We recommend first testing the product to ensure desired results. (See Strand Test section above.)
4. The temperature of the iron should be 400° F (200° C).

HELPFUL HINTS

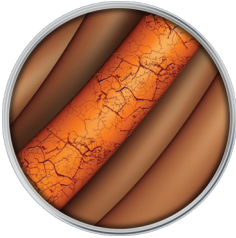
To maintain smoothing effect, use the [Naat Brazilian Keratin Daily Care](#) products. Our signature formulas reduce hair volume and frizz. These products are made from a plant-based keratin and are free of sodium chloride and formaldehyde. Daily use of these products will result in noticeable differences in hair strength, health and manageability.

We recommend waiting 20 days before bleaching, lightening or highlighting hair. Hair can be dyed 1 week after product application, provided dye does not include bleaching agents. Please wait 20 days before using a bleaching process to dye hair.

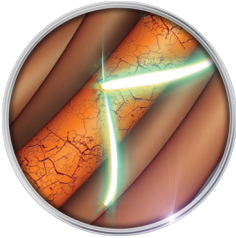
PRECAUTIONS

- It is important to use gloves, provided.
- Do not use on eyelashes or eyebrows, as it may cause eye irritation and could cause blindness.
- Use of this product is not recommended for pregnant women.
- This product is unfit for use on children.
- Keep this and all hair care products out of reach of children.
- Do not apply product if your scalp is irritated or has cuts and/or lesions. If the product enters the eyes or mucous membranes, flush immediately with water until product is completely removed. If necessary, consult a physician.
- This product should only be used for the intended purpose; other uses may produce harmful results.
- Do not apply product directly to roots and scalp area; begin application at a ¼” (0.5 cm) distance out from roots and scalp area.
- Do not exceed recommended activation period.
- Wait 48 hours after completion of Ultra Keratin Touch treatment before washing hair again. During this period, do not use hair accessories and avoid placing hair behind the ears.
- For hair that is weak, brittle, discolored, streaked or highlighted, or has been previously straightened with guanidine carbonate, lye or ammonia, we recommend testing the product before use. (See STRAND TEST section above.)

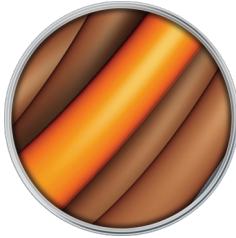
HAIR FIBER BEFORE, DURING AND AFTER APPLICATION:



BEFORE



DURING



AFTER