

PURE RENEWAL PLUS+

ZERO FORMALDEHYDE KERATIN SMOOTHING TREATMENT

KERATHERAPY PURE RENEWAL PLUS+ is a truly ground breaking, ZERO formaldehyde keratin smoothing system. This proprietary formula provides salons a legitimate alternative to traditional keratin treatments that contain formaldehyde. Pure Renewal Plus+ provides maximum curl and volume reduction without a permanent structural change to the hair, and without the use of aldehydes, thio or sodium hydroxide.

FEATURES

- For any hair texture
- Results last for up to 12 weeks
- Maximum frizz control and protection from humidity
- Speeds up blow-drying, ironing & overall finishing
- 100% formaldehyde-free
- For faster blow drying and finishing



KERABOND TECHNOLOGY

Combines the benefits of keratin with proteins, amino-acids, nutrients and natural ingredients resulting in strong, healthy hair that is frizz-free, shiny, smooth, manageable, and resistant to humidity.



ALOE BARBADENSIS LEAF JUICE EXTRACT

Saturated with essential vitamins and minerals that restore moisture



GLYCERIN

Holds and retains moisture



HYDROLYZED COLLAGEN

Increases elasticity, strengthens and promotes growth



SILK AMINO ACIDS

Penetrates and strengthens damaged hair



PROTEIN COMPLEX

(Hydrolyzed Silk, Soy, Rice & Wheat) Strengthens hair and seals cuticle.

Improves elasticity and increases shine, eliminates static and improves combability



ORGANIC COMPLEX

(Linseed Oil, Safflower Oil, Shea Butter and Green Tea) anti-oxidants, moisturize soother and protect hair