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### Differences of Keratin Complex

**Keratin Complex** and the Brazilian straightening methods are completely different salon services due to their formulas, delivery systems and processing techniques. Keratin Complex utilizes an entirely new technique and innovative formula which contains over 40% pure Keratin to restore and restructure hair by infusing a special blend of natural keratin deep into the damaged cuticle.

In addition to the Keratin, our formula includes Timonacic acid, a benign antioxidant patented in France which is part of an aldehyde group that is used in hair products and acts as an organic preservative. This specialized formula targets the **inside** of the hair shaft, as opposed to the outside. When the formula is heated, the Timonacic acid decomposes and bonds the aldehyde to the keratin molecule in the hair shaft which is then encapsulated with a special patented silicone, preventing any harmful gases from being released.

On the contrary, in most, if not all other Brazilian hair straightening treatments, they use anywhere from 2% to up to 20% free-formaldehyde to straighten the hair. These types of straighteners *add* formaldehyde as an ingredient which binds to the **outside** of the hair shaft, thus breaking the hair's natural bonds. During ironing, heat causes the excess formaldehyde to be released into the air as a gas that can be harmful to stylists and their clients.

The difference between Brazilian straightening companies that add free formaldehyde as an ingredient and Keratin Complex's bonded aldehydes is that the latter is not harmful. Unfortunately, the HPLC method used to test these products is antiquated (40 years old) and cannot distinguish between free formaldehyde and Keratin Complex's new bonded technology. The Nuclear Magnetic Resonance test (a modern test that distinguishes between free and bonded formaldehyde) shows there is a 0.0009% level of detection of harmless formaldehyde gas, which is non-existent and well below the acceptable levels of detection.

Keratin Complex respects and cherishes our relationships with our distributors, stylists and their clients. We have always been honest about our formula, technique and unrivaled results and continue to grow, both domestically and internationally. Thank you.

