

## BENEFITS OF THE LASIO WAY:

### KEY POINTS

### The Blow Dry: Preventing Product Evaporation

What is product evaporation?

- *Product evaporation is the uneven distribution of product on hair before the product can be sealed into the hair shaft at 450° F. Product evaporation causes fumes during the blow drying process and results in the treatment lasting a shorter time than when applied according to The LASIO Way.*

How is product evaporation prevented?

- *To prevent product evaporation, dry hair using hands or a detangling brush, keeping the dryer 4" from hair at all times to avoid evaporation and fumes. It is not recommended to use a round brush during your LASIO Keratin Treatment.*

### Client Comfort: Avoiding Unnecessary Fumes.

When should fumes be present?

- *Fumes will be present during the flat ironing process when the treatment is being sealed into the hair strand at 450° F. During this process fumes evaporate up from the hair. Unlike fumes caused by blow drying incorrectly, fumes present during the flat iron process should not create a cloud that causes clients to experience discomfort such as watery eyes.*

### Efficiency: Times is Money

Perform a LASIO Keratin Treatment in only 2 hours or less using the LASIO Way!

## CONSULTATION:

### KEY POINTS

Knowing your LASIO Keratin Treatment will allow you to provide a custom experience based on your client's needs.

### Zero Processing & Same Day Wash

- *LASIO Keratin Treatments are zero processing formulas. This means that hair can be washed immediately after the flat ironing step in the application process. There is no in salon processing time plus clients have options. They can wash their hair in the salon or at home, anytime within 24 hours. There is no proven benefit in allowing ANY LASIO Keratin Treatment to process longer than 24 hours. Treatments left on for longer than the recommended time can result in over keratinization of the hair, or protein overdose, resulting in brittle, dry hair.*

### Sodium Chloride: aka Salt

- *Because LASIO Keratin Treatments are water based it requires a different aftercare line than silicone based treatments. Silicone based treatments require a sulfate free formula, but LASIO Keratin Treatments require a sodium chloride free formula to maintain treatments at home. Products within the LASIO HYPERSILK aftercare line are sodium chloride free and infused with the highest grade of keratin protein on the market, reinforcing LASIO Keratin Treatments with each wash!*

## TOOLS

- 1 heat resistant tail comb
- 4 clips
- Gloves
- The LASIO ProStraight Flat Iron
- Blow dryer
- LASIO Keratin Treatment

## STEP 1

### Clarify

Always use the LASIO HYPERSILK CLARIFYING SHAMPOO before applying a LASIO Keratin Treatment. The HYPERSILK Clarifying Shampoo has a low pH of 5, which gently opens the cuticle while infusing hair with keratin, leaving hair softer than most other clarifying shampoos.

Shampoo client's hair 2-3 times, based on hair's texture and porosity.

For virgin-haired clients, leave clarifying shampoo on 5-10 minutes during the last shampoo.

Rinse and rough dry 100% dry with blow dryer.

## STEP 2

### Application

Section hair into three quadrants, two in the front and one in the back.

Starting on the back quadrant, take a 1" horizontal section at the nape of the neck.

Spray treatment at the root and midshaft of the section, using hands to massage the treatment in as you go.

Finish section by combing the treatment through to the ends, making sure the section is thoroughly saturated.

Repeat this process until the entire head saturated.

Use hands or a detangling brush to rough dry hair 100%.

### Flat Iron

Section hair into three quadrants, two in the front and one in the back.

Make sure your LASIO ProStraight Flat Iron is set to 450° F.

Starting at the nape of the neck, take ¼" to ½" horizontal sections tailored to hair's texture.

Starting on one side of the section, take a 1" subsection and hold it by the midshaft to create tension at the root. Tap and drag from the base of the root down the first 3" of the hair at least 7 times. Move hands down to hold the subsection at the ends of the hair, creating tension at the midshaft. Tap and drag flat iron a minimum of 7 times. To finish, use heat resistant comb to assist in going over ends 7 times before moving on to next subsection.

Repeat this process until the entire head is completed.

\*\*After this step, you may take your client back to the sink and wash hair using the HYPERSILK Replenishing Shampoo and Conditioner. Using conditioner is optional, the hair may not need it. Style client's hair as desired.

If client chooses to leave the salon without washing hair, she/he must follow the keratin rules (no pins, hats, sweating, ponytails, etc.)

\*\* Check out our YouTube channel for education videos, tips, and HYPERSILK styles.

## STEP 3