

QOD
PROFESSIONAL

ADVANTAGES OF **MAX PRIME**

- ◆ Easy application: the rinse process happens before ironing the hair, which means no smoke effect or steam;
- ◆ Formaldehyde-free smoothing treatment: you will not suffer from allergic reactions such as eye watering and redness;
- ◆ Compatible with any chemical treatment;
- ◆ No hair color fading;
- ◆ It reduces 90% of blow dry time after treatment;
- ◆ Lasts up to 120 days on hair (average 90 days)
- ◆ QOD Cosmetics was the pioneer in the manufacturing of organic keratins and nowadays we ship our goods to 56 countries around the world; that bring our know-how and knowledge on cosmetic trends;
- ◆ QOD Factory is the largest hair cosmetics exporter in southern Brazil.



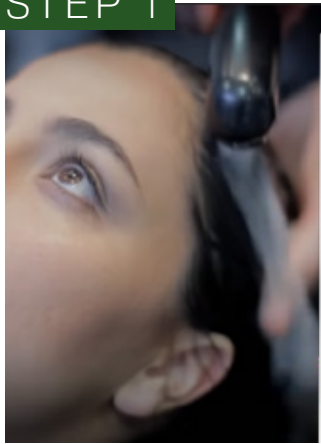
MAX PRIME

We produce **formaldehyde-free** Brazilian Keratin Treatments. **WHAT MAKES THE HAIR STRAIGHT?** The combination between acid pH and a blend of vegetable proteins which softens the natural fibers that form the hair. Also, the heat contact (thermo-activated memory) promotes realignment, volume reduction, instant shine and 0% frizz – **straight effect.**

DIRECTIONS

HOW TO USE

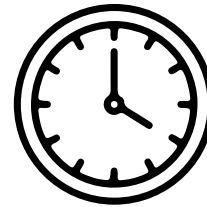
STEP 1



Wash the hair twice with **QOD ORIGINAL CLEANSE SHAMPOO**. For very curly/resistant/virgin hair, leave the second shampoo on hair for 5 minutes. After rinsing off, dry hair enough to remove 80% of humidity.

PS.: It's important to wash the hair with deep cleansing anti-residues shampoo to prepare its cuticles to receive the treatment. It has a higher pH than normal shampoos, which helps to clean better and open hair cuticles to receive smoothing treatment.

STEP 3



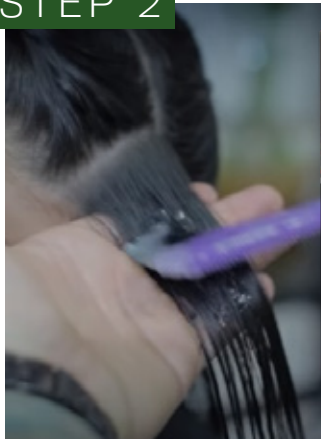
30min - 45min

Let the treatment on the hair from 30 to 45 minutes according to the hair type. The client's hair should be analyzed and the time pause will be according to its resistance.

- Porous and fragile hair (bleached/blonde/white/weak) = 30 minutes
- Normal, resistant, virgin, curly, afro hair = 45 minutes (if very resistant up to 50 min)

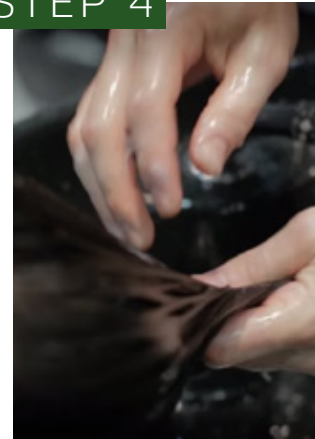
Important to check elasticity of hair strand + moisture levels while treatment is on hair.

STEP 2



Part the hair in sections. Apply **QOD MAX PRIME S-FIBER HAIR RECONSTRUCTOR** with color brush, section by section, 1cm from the root. Do not apply on skin. Ensure all hair is damp with the product, from roots to hair ends (all length). If very resistant hair, it can be used a plastic cap.

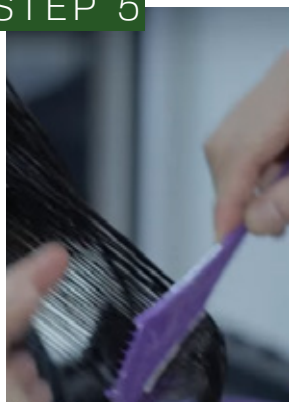
STEP 4



Rinse hair during 1 minute. For bleached/blonde/weak, rinse hair for 1 extra minute.

Rinse hair only with cold/warm water. Do not use hot water as it can open the hair cuticles again and the product will be lost. Do not use shampoo to wash, here we need just to rinse with water.

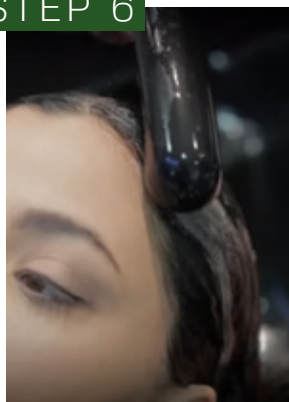
STEP 5



For a better treatment result, apply **QOD MAX PRIME AFTER TREATMENT MASK**, massage, comb through and leave it for 5 minutes.

(If you don't have this After-Treatment Mask, go straight to step 7.)

STEP 6



Rinse hair during 1 minute.

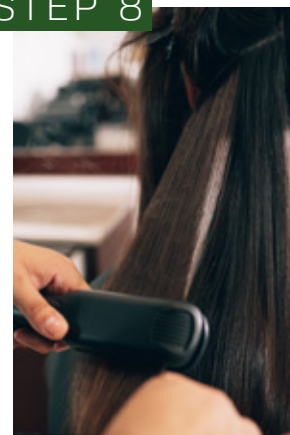
Again, rinse the hair only with cold/warm water. Do not use hot water as it can open the hair cuticles again and the product will be lost. Do not use shampoo to wash, here we need just to rinse with water.

STEP 7



Blow dry 100% of hair. If possible, using blow dryer + round brush to align and prepare hair for ironing process.

STEP 8



Section the hair and iron it from roots to ends. The first pass should be in a smooth movement followed by the recommended number of passes and temperature for each hair type.

- Porous, white, blonde, bleached = 180 to 190C / average 5 passes (do not use above 190C in these hair types)
- Normal, coloured, damaged = 200 to 210C / average 7 passes
- Resistant, virgin, curly, afro hair = 220 to 230C / up to 10 passes



**BEFORE
& AFTER**

IMPORTANT!

It is ideal to wait 48 hours until the first wash, otherwise 24 hours is required.

The product is heat activated, thus at home, after hair washed, the client will reach the best straight effect using the hair dryer on heat mode. (only dry, not necessary round brush or flat iron)