

# PROFESSIONAL SMOOTHING TREATMENT SUMMARY SHEET

In order to yield a perfect result every time, **BRAZILIAN BLOWOUT** stylists should always follow the manufacturer instructions and pay attention to detail. This ensures that you not only perform the treatment correctly, but will eliminate product waste and, most importantly, deliver the results that meet your clients' expectations.

## PRODUCTS



Professional Ionic Cleanser



Professional Smoothing Solution



Professional Ionic Bonding Spray



Açaí Daily Smoothing Serum *OR* Açaí Thermal Protective Straightening Balm

## TOOLS



BRAZILIAN BLOWOUT APPLICATOR BRUSH



MEASURING CUP



SPRAY BOTTLE



COLOR BOWL



BRAZILIAN BLOWOUT HAIR CLIPS



BRAZILIAN BLOWOUT CAPE



NITRILE GLOVES



2 PAIRS OF PROTECTIVE EYEWEAR  
*(for stylist & client)*



BRAZILIAN BLOWOUT PROIONIC DRYER



BRAZILIAN BLOWOUT ROUND BOAR BRISTLE BRUSH



BRAZILIAN BLOWOUT PRODIGITAL FLAT IRON



CARBON FIBER FINE TOOTH COMB

HOW TO PERFORM THE TREATMENT



### 1/ CLEANSE

Introducing our brand NEW! **Professional Ionic Cleanser** - Removes build up & impurities in one wash. Generously spray **Professional Ionic Cleanser** throughout soaking wet hair and scalp and massage vigorously until a foam begins to form.

- Thoroughly rinse.
- For extremely thick, curly more resistant hair or, for heavy buildup, repeat.



### 2/ TOWEL DRY

TOWEL DRY HAIR TO REMOVE EXCESS MOISTURE

- Moisture is needed to help spread solution without over saturating.
- Use a spray bottle if hair dries during the service to re-wet hair.
- Hair should be damp, not dripping wet.



### 3/ DIVIDE HAIR

DIVIDE HAIR INTO 4 EVEN SECTIONS

- Start from the base of the head and work your way to the top.



### 4/ MEASURE SOLUTION

LESS IS MORE

- Always shake the bottle of **Brazilian Blowout Professional Smoothing Solution** before dispensing product.
- Measure solution and pour into color bowl.

<b>SHORT HAIR</b>	<b>MEDIUM HAIR</b>	<b>LONG HAIR</b>
¼ oz. to ½ oz.	½ oz. to ¾ oz.	¾ oz. to 1 oz.



### 5/ APPLICATION

- Start with a 1/4 to 1/2 inch section from one of the back quadrants (section size will vary depending on hair density).
- Using the applicator brush, lightly dust solution on the section and comb it through hair, working from roots to ends.
- Apply solution directly to the root - NOT the scalp.

**NOTE: DO NOT SATURATE THE HAIR.** If too much product is applied, pull down the next section of hair and comb through. Repeat until solution residue is no longer visible.

**IMPORTANT:** Stylist should wear gloves and both stylist and client should wear protective eyewear until product is rinsed from the hair.



### 6/ BLOW DRY

BLOW DRY HAIR AS SLEEK AND SMOOTH AS POSSIBLE AND 100% DRY

- Use **Brazilian Blowout Round Boar Bristle Brush** (or similar boar bristle brush).
- Medium heat.
- Use as much tension as possible.
- DO NOT use metal or ceramic brush.
- Blow dry at least 2 inches away from the hair, DO NOT blow dry directly into the brush.



### 7/ FLAT IRON

THIS SEALS THE PRODUCT ONTO THE HAIR

- Flat iron in 1/2 to 1 1/2 inch sections on average.
- Use a minimum temp of: 380°F & a maximum temp of: 450°F based on the integrity of the hair and desired results.
- Flat iron hair from roots to ends using the same tension and pressure all the way down the hair shaft, easing up through the ends.
- Flat iron each section at least 4 to 5 times to seal in treatment.
- For a straighter appearance, flat iron each section at least 7 times.
- To maintain or create volume, over direct your flat iron.

FOR CUSTOMIZATION, PLEASE SEE BACK.



### 8/ RINSING

COMPLETELY RINSE SOLUTION FROM HAIR - DO NOT leave solution in hair

- Use warm water, rinsing for 1-2 minutes.
- DO NOT shampoo.



### 9/ APPLY IONIC BONDING SPRAY

THIS COMPLETES & PRESERVES THE TREATMENT

- Shake thoroughly to mix product.
- Hold the bottle 5 inches away from hair and mist generously.
- Comb to distribute throughout hair.



### 10/ FINISHING

- We recommend using a small amount of **Brazilian Blowout Açaí Daily Smoothing Serum** or **Brazilian Blowout Açaí Thermal Protective Straightening Balm** starting at the ends and working up, then blow dry and style as desired.
- Client can now resume daily activity including: exercising, swimming, putting hair in a ponytail or clip etc.

## MAINTAINING CURL OR WAVE PATTERN

- Cleanse with Brazilian Blowout Ionic Cleanser.
- Thicker sections: Flat iron 1-1½ inch sections.
- Lower heat: Use a flat iron temperature of 380°F
- Less passes: Pass over each section 4-5 times.
- Use less tension.

## CUSTOMIZATION

## SMOOTH, SLEEK APPEARANCE

- Cleanse with Brazilian Blowout Ionic Cleanser.
- Thinner sections: Flat iron in 1/4 inch sections.
- Zero elevation during the flat iron stage.
- More passes: 7 or more passes, especially at the base/root area.
- Use more tension.

## MAINTENANCE

It's important that each one of your clients leave the salon with **Brazilian Blowout Açai Aftercare** products after getting a Brazilian Blowout. These products infuse hair with the Brazilian Super-Nutrient Complex™, prolonging the longevity of a Brazilian Blowout.

### AÇAI AFTERCARE ESSENTIALS

Brazilian Blowout Açai Hair Care is an aftercare product regimen developed for the sole purpose of extending the life of the Brazilian Blowout Professional Smoothing Treatments. By bundling our aftercare into the ticket price of your Brazilian Blowout services, you're adding value for your clients by ensuring proper care of their treatment while optimizing your own earning potential.



#### Açai Anti-Frizz Shampoo And Conditioner

Upgraded with **Next Generation Color Protecting Technology**, each formula helps keep your treatment and hair color looking salon fresh between appointments.



#### Ionic Bonding Spray

Is a color safe protective system specially formulated to bond the cuticle, optimizing the longevity of Brazilian Blowout smoothing treatments for the look of week one results up to week ten.

### CARE & STYLING

Brazilian Blowout Açai Care & Styling Products are specially formulated to promote smooth, frizz-free, healthy hair while delivering optimal styling results: stick-straight tresses, added definition, increased shine or a touchable texture.



“

### BRAZILIAN BLOWOUT IS MAGIC

for unruly frizzy hair, leaving it in excellent condition to help me create any style with ease and gives a shine that can't be duplicated.

”



Mustafa Avcı / @mustafaavci  
Social Media Influencer  
Owner / Hair Salon M, Brooklyn, NY

For more information on all of our styling products visit [www.brazilianblowout.com](http://www.brazilianblowout.com)



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The Brazilian Blowout Professional Smoothing Treatment must be performed by a certified licensed stylist and must be used with appropriate ventilation and in accordance with manufacturer instructions. Stylists should wear protective gloves when performing this treatment. Both stylists and clients should wear protective eyewear for optimal protection. If the Brazilian Blowout Professional Smoothing Solution comes into contact with the skin, wash immediately. If ingested or in contact with eyes, call a physician. If you are nursing or pregnant do not use this product. Do not use this product on children, pregnant women, chemically sensitive clients, the elderly or clients with respiratory conditions. Keep out of reach of children. #11P06-895

# BRAZILIAN BLOWOUT®

# BRAZILIAN BLOWOUT® *EXPRESS*

## PROFESSIONAL SMOOTHING SYSTEM INSTRUCTIONS

Utilizing intuitive smoothing technology + amphoteric cleansers **BRAZILIAN BLOWOUT EXPRESS PROFESSIONAL SMOOTHING SYSTEM** delivers **4 WEEKS OF FRIZZ-FREE**, silky and manageable hair in **60 MINUTES OR LESS**.

**B:B**  
SMOOTHING  
SYSTEM  
ADVANTAGE

Removes impurities, delivers smooth results & saves valuable time in one easy step

Dramatically reduces frizz

Repairs and protects the cuticle

Cuts styling time

No wait period

Can be added on to any service

In order to yield a perfect result every time, Brazilian Blowout Express stylists should always follow the manufacturer instructions and pay attention to detail. This ensures that you not only perform the service correctly, but will eliminate product waste and, most importantly, deliver the results that meet your clients' expectations.

### PRODUCTS



BRAZILIAN BLOWOUT EXPRESS PROFESSIONAL SMOOTHING SYSTEM



BRAZILIAN BLOWOUT IONIC BONDING SPRAY

### TOOLS



BRAZILIAN BLOWOUT PRODIGITAL FLAT IRON



BRAZILIAN BLOWOUT PROIONIC DRYER



MEASURING CUP



NITRILE GLOVES



SPRAY BOTTLE



2 PAIR OF PROTECTIVE EYEWEAR (for stylist & client)



CERAMIC ROUND BRUSH



FINE TOOTH COMB



COLOR BOWL



BRAZILIAN BLOWOUT APPLICATOR BRUSH



BRAZILIAN BLOWOUT CAPE



CLIPS

The Brazilian Blowout Express Professional Smoothing System must be performed by a certified licensed stylist and must be used with appropriate ventilation and in accordance with manufacturer instructions. Stylists should wear protective gloves when performing this treatment. Both stylists and clients should wear protective eyewear for optimal protection. If the Brazilian Blowout Express Professional Smoothing System comes into contact with the skin, wash immediately. If ingested or in contact with eyes, call a physician. If you are nursing or pregnant do not use this product. Do not use this product on children, pregnant women, chemically sensitive clients, the elderly or clients with respiratory conditions. Keep out of reach of children.

## CONSULTATION

Perform a thorough consultation to best determine:

- 1/ Client's hair texture and chemical history
- 2/ Client's lifestyle
- 3/ Client's expectations

## 1/ MEASURE



### LESS IS MORE

- Thoroughly shake bottle of **BRAZILIAN BLOWOUT EXPRESS PROFESSIONAL SMOOTHING SYSTEM** and measure out 1/4 oz. to 3/4 oz.\* and pour into color bowl. Do not pour leftover solution back into the bottle.

### MEASUREMENT GUIDE

**SHORT TO MEDIUM HAIR**      **MEDIUM TO LONG HAIR**  
1/4 oz. to 1/2 oz.                      1/2 oz. to 3/4 oz.

\*For clients with very coarse or dense hair you may use up to 1 oz.

## 2/ APPLICATION



- Stylist should wear gloves and both the stylist and client should wear protective eyewear until product is rinsed from the hair.
- Wet client's hair using a spray bottle to 50% moisture, **DO NOT SHAMPOO.\***
- Towel dry hair if needed, leaving just enough moisture content to help distribute product.
- Divide hair into 4 sections. **IMPORTANT:** stylists should wear gloves during application.
- Start with a 2" section of the hair from one of the back quadrants.
- Using the applicator brush, lightly dust product on the section and comb it through hair from roots to ends. Apply product directly to the roots never the scalp.

**NOTE: DO NOT SATURATE THE HAIR:** If too much product is applied pull down the next section of hair and comb through. Repeat until solution residue and/or lather is no longer visible.

\*For very coarse hair or very oily hair and/or excessive product build up cleanse hair at the shampoo bowl using Brazilian Blowout Ionic Cleanser and rinse thoroughly.

## 3/ BLOW DRY



- Rough dry hair until 50% dry using medium heat.
- Continue to blow dry the hair using a ceramic round brush of your choice and strong tension until hair is 100% dry.
- **DO NOT** use a boar bristle brush.
- Blow dry at least 2 inches away from the hair, **DO NOT** blow dry directly into the brush.

## 4/ FLAT IRON



### THIS ACTIVATES AND SEALS PRODUCT INTO HAIR

- Flat iron in 1 to 1½ inch sections. For dense hair, reduce section size.
  - Use a minimum temp of 380°F and a maximum temp of 450°F based on the integrity of the hair.
  - Flat iron hair from roots to ends using the same tension and pressure all the way down the hair shaft, easing up through the ends.
  - Flat iron each section a minimum of 3-8 times to seal in product.
- To maintain or create volume, over direct your flat iron.**

## 5/ RINSE



**Completely rinse solution from hair. DO NOT** leave solution in hair.

Once the entire head has been flat ironed, completely rinse hair (do not wash) at the shampoo bowl for 1 minute with lukewarm water.

**IMPORTANT:** Brazilian Blowout *Express* Professional Smoothing System is formulated with amphoteric cleansers to effectively remove any external residue and pollutants when the hair is rinsed.

## 6/ FINAL BLOW DRY



- Shake Ionic Bonding Spray thoroughly and mist from 5 inches onto towel dried hair.
- Comb from root to tip to distribute.
- Rough dry or blow dry style using a round brush (depending on stylist/client preference) to create final style.
- Client can now resume daily activity including; exercising, washing hair, putting hair in a ponytail or clip.

**OPTIONAL:** Finish with any heat tool to achieve desired end style.

## MAINTENANCE

We recommend clients use **BRAZILIAN BLOWOUT AÇAÍ ANTI-FRIZZ SHAMPOO, CONDITIONER** and **IONIC BONDING SPRAY** to optimize the longevity of the **BRAZILIAN BLOWOUT EXPRESS SERVICE**.



**BRAZILIAN BLOWOUT EXPRESS**

For more information visit [www.brazilianblowout.com](http://www.brazilianblowout.com)



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