



advanced
TREATMENT
EXPRESS - TECHNIQUE

QUICK, EASY, BEAUTIFUL HAIR

APPLICATION
TAKES LESS
THAN 1 HOUR

SHAMPOO
SAME DAY

960%*
RETURN
ON
INVESTMENT

RESULTS
LAST
4-6
WEEKS



WORKS WELL
ON ALL
HAIR TYPES

ELIMINATES
UP TO 90%
OF FRIZZ

REDUCES
CURL
PATTERN
UP TO 70%

TREATMENT
CAN BE DONE
IMMEDIATELY
AFTER COLOR
OR HIGHLIGHTS



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marciateixeirabkt



marciatkeratin

* 960% based upon an average of 15 treatment applications per 16 oz. bottle (cost \$125). Suggested treatment price is \$80 per treatment. (Recommended range is \$70-\$90/service). Revenue: 15 x \$80 = \$1200 Cost: \$125

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TREATMENT

EXPRESS - TECHNIQUE

Simple 4 Step Application



- Shampoo twice using Marcia Teixeira®'s Cleanse Pre-Treatment Shampoo.



- Towel dry the hair until as much moisture as possible has been removed.
- Put on vinyl (or other non-latex) gloves before opening the product.
- Shake the Treatment bottle well and mix equal parts of Advanced Treatment with distilled water (bottled water is okay) in a spray bottle.
- Divide the hair into 3 sections.
- Spray the mixture onto the hair until the hair is well saturated with product.
- Comb the product through the hair with a medium tooth comb as each section is completed.



- Blow dry the hair on MEDIUM heat (high fan) using a vent brush until it is completely dry.



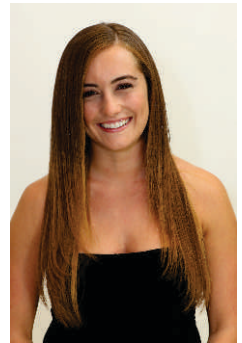
- After removing gloves, separate the hair into 1/2 inch sections and flat iron (at 450°F) from roots to ends until shiny. (Use 400°F and MAGIC TAPE on all shades of blonde, highlighted and bleached hair.)
- Tell the client that they can shampoo and condition their hair the same day with the Marcia Teixeira® Shampoo and Conditioner of their choice.

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BEFORE



AFTER



Visit www.marciakeratin.com
to find your local distributor.