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## ABOUT MARCIA TEIXEIRA and M & M INTERNATIONAL

Faced with a lifetime of struggling with harsh, chemical relaxers, licensed cosmetologist Marcia Teixeira developed a passion and ambition to create a solution for herself and others who suffer from damaged and unmanageable hair. While traveling in Brazil many years ago, Marcia encountered what is known there as the “escova progressiva,” the “progressive blow dry.” She spent the next several years studying these systems and working with experts to perfect an innovative hair treatment formula that would be both safe and highly effective.

In February 2006, Marcia introduced the Marcia Teixeira® Keratin Treatment, creating an entirely new category of product never seen before in the salon industry. Consumer demand quickly grew. In 2008, through parent company M & M International, Inc., Marcia Teixeira® expanded through regional U.S. distribution. The Company has since gone on to establish users in over 50 countries world-wide.

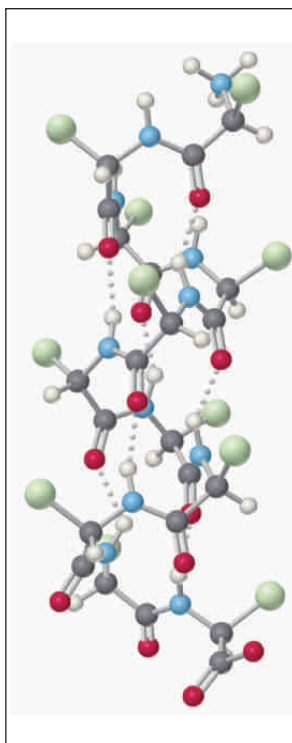
None of the five Marcia Teixeira® Keratin Treatment products is a traditional relaxer or straightener that can only be used on certain types of hair. All five treatment products have a low, non-alkaline (acidic) pH, making them gentle, and eliminating concerns about harsh chemicals that need to be carefully timed and neutralized to avoid damage. All Marcia Teixeira® treatment products can be used safely and effectively on any type of hair – dry, frizzy, over-processed, color treated, ethnic, or even unprocessed virgin hair. Everyone can get great results (which will vary from one client to another) – healthy, shiny, frizz-free, manageable hair.

What sets Marcia Teixeira® Keratin Treatments apart from older technology chemical straighteners and relaxers? It's all about the pH! High pH (alkaline) relaxers and straighteners soften and swell the cuticle, and break down the natural disulfide bonds of the hair. They must be carefully timed to prevent excessive damage, and followed by a low pH neutralizer, which hardens and shrinks the cuticle. These high pH chemical processes are permanent and irreversible. The Marcia Teixeira® low pH treatment products, (originals; 4-5; Soft; 1-2) do not compromise the structure of the hair, allowing each strand to maintain its strength and elasticity. The results are temporary and gently wear off over time (varies based on treatment selected), leaving the hair unharmed and natural.

As the keratin treatment category became more and more popular, it became a frequent media topic, covered by small, individual blogs, to major magazines and newspapers, on up to network TV news programs. Many myths and misunderstandings continue to perpetuate as a result. Various regulatory agencies around the world began to focus on the category. While remaining confident in the safety of all Marcia Teixeira® products, it became necessary to develop new formulas that would be internationally compliant, as well as effective. M & M undertook extensive research and development throughout 2010, resulting in a full line of treatment options and offering a Solution to Keratin Confusion. The Marcia Teixeira® line has the ability to meet the needs and preferences of any client.

The Marcia Teixeira® product line is 100% made in the U.S.A.

## ABOUT KERATIN



**Preserves the hair fiber's strength and elasticity**

**Penetrates into the hair cortex**

**Provides natural anti-oxidant activity**

**Our keratin is extracted from the wool of sheep organically raised in New Zealand.**

**This wool is free of BSE (Bovine spongiform encephalopathy) and other disease related substances present in other parts of the world.**

**No animals are harmed in the extraction process.**

**The specially blended keratin in all Marcia Teixeira® treatment products creates a "protein shield" on the cuticle and protects against environmental pollutants and UV light.**

## WHAT IS KERATIN?

Keratin is a type of protein containing many different amino acids, with a particularly high concentration of cysteine. This natural blend of amino acids is responsible for making hair super tough and extremely elastic. Scientists refer to keratin as a biopolymer due to its unique structure and interesting properties. Biopolymers are found throughout nature and give form and structure to naturally occurring substances all around the world; everything from leaves to trees, and turtle shells to goose down. Keratin is a classic example of a sulfur containing, cross linking biopolymer. It is the main, structure building protein in our hair and nails.

When it comes to keratin, its toughness is the key to the structural support it offers hair. Keratin's durability and strength to protect are the secrets that improve the hair both inside and out. Our unique biopolymer ingredient is virtually a liquid form of hair that gently blends with the hair on your head to help restore what has been lost over time, and through chemical and environmental stresses.

As you will soon learn, the keratin biopolymer works with other ingredients in the products to help eliminate frizz, and add strength and elasticity to the hair.

## HOW DO THE MARCIA TEIXEIRA® KERATIN TREATMENTS WORK?

In addition to water, keratin, and various conditioning agents and emulsifiers, the Treatments contain other, important active ingredients.

### ORIGINAL, CHOCOLATE, and ADVANCED TREATMENTS

The **Original, Chocolate** and **Advanced Keratin Treatments** contain methylene glycol, also known as formalin. When heated to 392° F (200° C), methylene glycol produces a trace level of formaldehyde gas (or vapor). It is important to understand that formaldehyde is a dry gas, and it is therefore physically impossible for it to be an ingredient of a cosmetic product. So, while it is accurate to state that these 3 products do not contain formaldehyde as an ingredient, it is not accurate to state that they are formaldehyde free. These statements mean very different things. Formaldehyde is a by-product of methylene glycol, which performs a very important function in these three products. It is what is referred to as a **bonding agent**. When the heat of the flat iron produces the formaldehyde gas (at a trace level), it is absorbed into the microscopic spaces in the cuticle of the inner hair shaft. It begins the process of cross linking (or bonding) the molecules of keratin already in the hair, with the molecules of keratin introduced into the hair by the product. During the bonding process, millions of tiny bridges develop between the layers (gaps) of keratin, resulting in the layers being held together to create a super smooth hair shaft, much like the naturally occurring disulfide bonds add strength. This is how frizz is eliminated, while weighing down the hair shaft produces the straightened effect. This is the reason why there is a 3 to 4 day waiting period during which the hair cannot get wet. Coming into contact with moisture would interrupt the bonding process and compromise the quality of the results.

It is very important to note that while methylene glycol is the ingredient that acts as the bonding agent in these 3 products, it is not the sole active ingredient. Just like a recipe for a cake, there is a specific combination of ingredients that combine to produce well conditioned hair and healthy, shiny results. **All brands are not alike.** These Marcia Teixeira® treatment products have a long standing track record of producing consistently outstanding results. Methylene glycol also serves as a preservative, preventing bacterial contamination in the products.

Please see pages 7-9 and Appendix I for more safety information about formaldehyde.

## HOW DO THE MARCIA TEIXEIRA® KERATIN TREATMENTS WORK?

In addition to water, keratin, and various conditioning agents and emulsifiers, the Treatments contain other, important active ingredients.

### SOFT TREATMENTS (Soft and Soft Chocolate)

**Soft Treatment** and **Soft Chocolate Treatment** are completely free of formaldehyde producing ingredients. These treatments work in a very different way than the original treatments do. No bonding occurs with these treatments. As mentioned earlier in this Training Manual, cysteine is one of the many amino acids that combine to form keratin. Cysteine is the least soluble of all amino acids, allowing for powerful moisture retention. The two Soft Treatments contain a new, proprietary cysteine-protein blend, which reacts with hydrogen and oxygen, causing the molecules to attach themselves to each other, creating a compound molecule. So, in these treatments, the molecules of keratin (protein) are not cross linking and bonding to form a new whole, but are attaching themselves between the layers of keratin in a magnetic way. This magnetic attachment creates the same result as the bonded molecules do in the original products. The proteins fill in the gaps of the hair shaft, which is what eliminates the frizz, while adding weight to the hair shaft causing the smoother, straighter effect.

Soft Treatment and Soft Chocolate Treatment also contain a special blend of vegetable proteins, which fortifies and strengthens the hair.



## ADDRESSING THE MYTHS

Widespread confusion in the professional beauty industry about formaldehyde has been on-going for many years, previously focusing on nail products and services. The keratin smoothing treatment category came under the scrutiny of various regulatory agencies world-wide due to this perpetuating misunderstanding about formaldehyde. At the root of the misunderstanding is the antiquated assumption that methylene glycol (formalin) is "liquid formaldehyde." This is not scientifically correct.

### WHAT IS METHYLENE GLYCOL (FORMALIN)?

Methylene glycol (formalin) is a liquid substance created by a chemical reaction between formaldehyde gas and water. This very rapid chemical reaction creates a totally different substance called methylene glycol. In the past, product manufacturers were erroneously required to list "formaldehyde" on their ingredient lists if methylene glycol (formalin) was used. This was scientifically inaccurate because formaldehyde is a dry gas, while methylene glycol (formalin) is a liquid. Finally, in December 2008 the INCI (International Nomenclature of Cosmetic Ingredients) requirements were changed, and since then manufacturers must call formalin by its true and proper name: "methylene glycol."

### WHAT IS FORMALDEHYDE?

Formaldehyde is a gas found throughout nature that was recently classified as a carcinogen by the National Institute of Health. According to California's Office of Environmental Health Hazard Assessment, probable or known carcinogens include areca nut, bracken fern, ceramic fibers, diesel engine exhaust, steroidal estrogen, and Chinese-style salted fish. Traces of formaldehyde can be found in apples, pears, radishes, cabbage, tomatoes, green onions, carrots and even fish. Formaldehyde is also commonly found in building materials like particle board, plywood, resins, and carpeting, and in dyes, textiles, plastics, paper products, and laundry detergent. Trace amounts can even be found normally circulating in human blood. It is a normal by-product of human and animal metabolism.

As long as your exposure to formaldehyde is at low levels, it is safe. However, if formaldehyde gas concentrations build up to high levels and is inhaled for long periods, a potentially hazardous health situation can be created. Safe handling and use will alleviate this potential problem and keep formaldehyde gas exposure well below safe levels. This Training Manual contains information and procedures to achieve this goal.

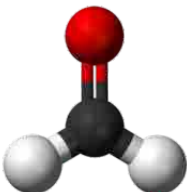
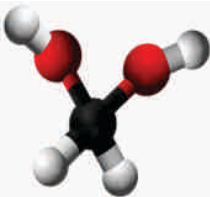


## HOW MUCH FORMALDEHYDE CAN BE MEASURED IN METHYLENE GLYCOL?

(1)

FORMALDEHYDE – anhydrous gas HCHO	METHYLENE GLYCOL – liquid H4CO2
CAS 50-00-0	CAS 463-57-0
EINECS 200-001-8	EINECS 207-339-5
Chemical Family – Aldehyde	Chemical Family – Alcohol
INCI Name – Formaldehyde	INCI Name – Methylene Glycol

(2)

	Formaldehyde gas can be measured at approximately <b>.04%</b> of methylene glycol (liquid).	
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**CAS:** Chemical Abstract Service

**EINECS:** European Inventory of Existing Commercial Chemical Substances

**INCI:** International Nomenclature of Cosmetic Ingredients Dictionary

**Aldehyde:** Organic compound that contains a carbonyl center bonded to a hydrogen

**Glycol:** Organic compound that belongs to the alcohol family and contains two alcohol groups

1, 2. Schoon, Doug; (2010); Internationally known Scientist, Doug Schoon responds to misleading claims by Oregon OSHA that "Methylene Glycol" is a synonym for "Formaldehyde", Press Release, <http://www.schoonscientific.com>

## THE SAFETY OF MARCIA TEIXEIRA® PRODUCTS

Our products are manufactured in an FDA approved laboratory according to all appropriate FDA guidelines. Independent laboratory testing has been performed on numerous samples of both air and liquid to ensure that our products can be used safely. When used according to manufacturer's instructions, and all recommendations and precautions are followed, users can rest assured that they are working at levels considered safe according to the **Occupational Safety and Health Administration's (OSHA)** regulations. Test results are available upon request.

To ensure your safety and that of your clients, it's important to be educated on the proper use of these "professional use only" products and to use them only as directed. Marcia Teixeira® treatment products are sold by authorized distributors, each of which provides a comprehensive education program according to the material in this Training Manual. These products are available for use only by licensed cosmetologists who have participated in an authorized educational program having received appropriate training in the proper application procedures and safe use of the products.

OSHA has established that the allowable safe level or permissible exposure limit (PEL) for an eight hour work day is 0.75 ppm. This is the level that OSHA has determined to be safe for daily exposure throughout the course of your career. In other words, as long as cosmetologists are working well below this level of exposure, they are unlikely to be adversely affected by working with these products on a daily basis.

Independent laboratory studies show that when used with appropriate ventilation, cosmetologists are not exposed to unsafe levels of formaldehyde or any other ingredient. Typical exposures are significantly less than 0.50 ppm, known as the "action limit," which is well below the OSHA permissible exposure limit. This Training Manual provides many useful tips and techniques which will help to lower your potential exposure and ensure your safety. These same tips and techniques may be used by cosmetologists to lower their exposure to any other chemicals used in the salon. That's why it's important to have this knowledge and information.

## IMPORTANT AND HELPFUL TIPS FOR SAFE USE AND HANDLING

It's easy to work safely if you understand how. Exposure levels often depend on how a product is used or handled. We at M & M International want you to be safe, which is why we include proper handling and safe use information in our Training Manual and educational programs. Helping to ensure your safety is our primary concern. Below you will find a list of some important tips which can help cosmetologists protect themselves and further improve on-the-job safety while performing these services:

1. Always work in a well ventilated area and ensure that there is a constant flow of fresh air into your work station. This is a basic housekeeping matter when working with most hair treatment products, including bleaches, dyes, perms, straighteners, relaxers, and smoothing treatments.
2. When using a blow dryer on the hair after product application, it is important to only use a **LOW** or **MEDIUM** (on original 3; high heat is safe with the Soft Treatments) setting and dry the product onto the hair.
3. Always blow the vapors away from the client's face and yours.
4. Always wear protective, non-latex, i.e. vinyl gloves to prevent excessive skin contact. Prolonged and/or repeated contact may result in irritation or other adverse skin reactions.
5. Always wash your hands before and after completing any professional salon service or treatment.
6. Always properly clean and disinfect any tools or materials which come into contact with the client during the service. Check your local State Board of Cosmetology for additional requirements.
7. Always keep products tightly closed when not in use and store in a cool, dry location out of direct sunlight.
8. Regardless of which treatment formula you are using, always ask your client if they have any known allergies, or have had any previous adverse reactions to a cosmetic product. If using any one of the 3 original formulas, always ask clients if they have a pre-existing sensitivity or allergy to methylene glycol/formalin or formaldehyde. Do not perform these services on clients with a known pre-existing sensitivity or allergy to methylene glycol/formalin or formaldehyde without first obtaining a doctor's written consent.
9. If there is reason to believe that the client may be allergic to one or more ingredients found in any product, M & M International recommends that you either perform a patch test on the client with the product before proceeding, or refer them to their doctor for advice.
10. Always obtain, read, understand and follow the safety information and guidelines provided in the product's Material Safety Data Sheet (MSDS) before using our products or providing these services. These are available from M & M International and/or Marcia Teixeira® distributors. This general safety measure applies to ANY professional salon product.
11. Always follow any other precautions or warnings provided on the product label and/or in this Training Manual. Heeding these instructions and precautions is an important and effective way to ensure you are working safely and using the products properly.

12. Immediately discontinue use should a client show any signs of adverse skin reactions, i.e. skin redness, itching or other signs of irritation and refer to the MSDS for further instructions.
13. Immediately discontinue use if a client shows any signs of breathing difficulty and refer to the MSDS for further instructions.
14. Never use any Marcia Teixeira® product in a manner contrary to the instructions, warnings, precautions or safety information provided on the MSDS.
15. Our treatments are safe for use on teenagers, however, we recommend that the stylist/salon obtain verifiable parental consent prior to performing the service on minors under the age of 18.
16. None of the ingredients in our products has been reported to produce reproductive toxicity or effects in humans. However, we recommend that pregnant and/or breast-feeding women who have any concerns should present the Material Safety Data Sheet (MSDS) to their doctor and request their advice before using any product. This applies to both stylists and clients. Please keep in mind that we are salon professionals, not medical professionals. M & M International recommends that you refrain from dispensing medical advice. Always defer to the advice of clients' and stylists' doctors when there is any decision to be made.

M & M International recommends that cosmetologists seeking more information on the safety of cosmetic ingredients should utilize the following safety information resource to find credible, factual, science based information [www.CosmeticsInfo.org](http://www.CosmeticsInfo.org).

M & M International is licensed by the State of Florida Department of Health Division of Medical Quality Assurance; License No. 08 2008. The State of Florida Department of Health has issued a Certificate of Free Sale certifying that our products are in compliance with the Florida Drug and Cosmetic Act Chapter 499, Florida Statutes.

## HOW DO YOU DECIDE WHICH PRODUCT TO USE?

### BEGIN WITH THE CLIENT CONSULTATION

- Evaluate your client's hair and scalp just as you would for any other professional salon service.
- Determine the condition, texture, porosity and density of the client's hair.
- Ask if they have any known allergy to ANYTHING!!
- Ask if they are on any type of medication that could have an impact on the health of the hair and/or scalp.
- Determine what the client's goals are.
  - Do they expect to have 100% frizz free and pin straight hair, or do they understand that results vary from one client to another?
  - Would they prefer more or less body/bounce?
  - How long do they expect the results to last?
    - 2 months?
    - 3 months?
    - 5 months?
  - Are they able to wait several days before shampooing or would they prefer to have final results before leaving the salon?

**As salon professionals, it is up to us to recommend the product that will best suit our clients' needs and establish realistic expectations for everyone.**



## TREATMENT GUIDE

FORMULA	HAIR TYPE	CURL REDUCTION	LASTS	APPROX APP TIME	WAIT TO SHAMPOO
<i>original</i> TREATMENT	Fine to Medium	Up to 100 %	3 - 5 Months	2 - 2 ½ Hrs	4 Days
<i>chocolate</i> TREATMENT	Medium to Coarse and/or Resistant	Up to 100 %	3 - 5 Months	2 - 2 ½ Hrs	3 Days
<i>advanced</i> TREATMENT	All Hair Types	Up to 100 %	2 - 3 Months	2 - 2 ½ Hrs	Rinse Same Day Shampoo after 1 Day
<i>advanced</i> EXPRESS - TECHNIQUE	All Hair Types	Up to 90 %	6 Weeks	90 Minutes	Same Day
<i>soft</i> TREATMENT	Fine to Medium	Up to 70 %	2 - 3 Months	2 - 2 ½ Hrs	Same Day
<i>soft chocolate</i> TREATMENT	Medium to Coarse and/or Resistant	Up to 70 %	2 - 3 Months	2 - 2 ½ Hrs	Same Day

## FOR FINE TO MEDIUM TEXTURED HAIR

*original*  
TREATMENT



To gently soften curls and condition dry, over-processed, damaged hair, leaving clients with frizz-free, beautiful, healthy, shiny hair.

*soft*  
TREATMENT



Results last 3 – 5 Months

Eliminates frizz up to 100%

Loosens curl up to 100%

Wait 4 days before shampooing

Contains methylene glycol, which produces a trace level of formaldehyde vapor and serves as the bonding agent

Results last up to 2 - 3 Months

Eliminates frizz up to 80%

Loosens curl up to 70%

Leaves more body/bounce

Shampoo immediately after flat ironing

**Free of formaldehyde producing ingredients**

The best results are usually achieved on clients with fine to medium textured hair with the **Original Treatment**, or the **Soft Treatment**. If the client's goal is to achieve the most long lasting results possible, the **Original** is their best choice. If they (1) prefer to shampoo immediately, (2) have a concern about formaldehyde, or (3) prefer to have more body and bounce, then the **Soft Treatment** would be their best choice.

## COARSE, MULTICULTURAL, RESISTANT, OR EXTREMELY TIGHT CURLS

*chocolate*  
TREATMENT



Specially formulated with moisture rich ingredients to deeply penetrate coarse, resistant hair.

*soft chocolate*  
TREATMENT



Results last 3 – 5 Months

Eliminates frizz up to 100%

Loosens curl up to 100%

Wait 3 days before shampooing

Contains methylene glycol, which produces a trace level of formaldehyde vapor and serves as the bonding agent

Results last up to 2 - 3 Months

Eliminates frizz up to 80%

Loosens curl up to 70%

Leaves more body/bounce

Shampoo immediately after flat ironing

**Free of formaldehyde producing ingredients**

In addition to key, active ingredients, the **Chocolate Treatment** and **Soft Chocolate Treatment** contain an essential amino acid blend containing eleven different proteins, cupuacu butter, cocoa butter, and flax seed oil protein, which have a profoundly moisturizing effect on coarse, resistant textured hair. If the client's goal is to achieve the most long lasting results possible, the **Chocolate Treatment** is their best choice. If they (1) prefer to shampoo immediately, (2) have a concern about formaldehyde, or (3) prefer to have more body and bounce, then the **Soft Chocolate Treatment** would be their best choice.

It is important to mention that when the **Chocolate Treatment** is used on gray, platinum or highlighted hair, the caramel coloring may temporarily tint the hair. It will typically wash out completely when they shampoo 3 days after the treatment. Any remaining difference in tone can be corrected with the application of a toner.



## ADVANCED TREATMENT

*advanced*  
TREATMENT



For use on  
ALL HAIR TYPES

Results last up to 2 - 3 months

Eliminates frizz up to 90%

Loosens curl up to 90%

Rinse immediately; shampoo in  
24 hours

Contains methylene glycol,  
which produces a trace level of  
formaldehyde vapor and serves  
as the bonding agent

*advanced*  
EXPRESS - TECHNIQUE



Results last up to 6 weeks

Eliminates frizz up to 90%

Loosens less curl

Shampoo immediately after flat  
ironing

Contains methylene glycol,  
which produces a trace level of  
formaldehyde vapor and serves  
as the bonding agent

The **Advanced Treatment** is an excellent choice for clients who prefer not to have to wait 3 to 4 days before shampooing, but still desire smoother results than the Soft Treatments offer, also with no waiting time.

The Advanced Technique is a good option for clients who want to see the results before making a long term commitment.

## THE PROPER USE OF COLOR AND HIGHLIGHTS IN COMBINATION WITH MARCIA TEIXEIRA® KERATIN TREATMENTS

### ORIGINAL, CHOCOLATE, and ADVANCED TREATMENTS

When using the **ORIGINAL, CHOCOLATE, and ADVANCED** Treatments, all color processes must be done **BEFORE** the service is performed. Doing so before will create a better overall result and will prolong the life of the color or lightening service. Because the cuticle is sealed during the flat ironing process, the hair will not become porous enough to effectively absorb any color until at least 2 to 3 weeks following a treatment. The sealing of the cuticle following any color service also prolongs the tonality of the color and leaves a brighter tone.

### FOR PERMANENT COLOR OR HIGHLIGHTS:

Apply permanent color or highlights as you normally would. Be sure to follow the product manufacturer's instructions and follow all precautions while performing the service. After the color or highlight service is complete, use the Cleanse or Chocolate Cleanse Pre-Treatment Shampoo (only once as shown on page 20).

### FOR SEMI and DEMI-PERMANENT COLOR:

Semi and demi-permanent color are designed to deposit color on the outside of the hair shaft and do not penetrate the cortex. The Cleanse and Chocolate Cleanse Pre-Treatment Shampoos will strip semi and demi-permanent color from the surface of the cuticle. To prevent this from happening it is important to do the Cleanse or Chocolate Cleanse Pre-Treatment Shampoo **FIRST**. Then **SECOND**, apply the semi or demi-permanent color and thoroughly rinse the hair **with water only** to remove ALL excess color; and **THIRD**, apply one of these 3 treatments.

**NOTE:** If the client wants color or highlights **AFTER** doing any of these three treatments, they **MUST** wait at least 2 to 3 weeks in order for the cuticle to reopen enough to absorb the color.

## VIRGIN HAIR and the ORIGINAL, CHOCOLATE, and ADVANCED TREATMENTS

Virgin hair is significantly less porous than hair that has been colored or chemically processed. For this reason, the pre-treatment for virgin hair is different. To obtain satisfactory results:

1. 3 shampoos must be performed during Step 1 of the Step-by-Step Process beginning on page 20.
2. When using the Original, Chocolate, or Advanced Treatments, Instead of using only the Cleanse or Chocolate Cleanse Pre-Treatment Shampoo alone, carefully prepare a uniform mixture of "equal parts" (1 to 1 ratio) of Cleanse or Chocolate Cleanse Pre-Treatment Shampoo, blended with 20 volume hydrogen peroxide (developer). Be sure to use protective eyewear and gloves to prevent accidental exposure to hydrogen peroxide. Before mixing these 2 products together, you must carefully read all warnings, MSDSs and all related product manufacturer's instructions. Then ensure that the 20 volume hydrogen peroxide (developer) is carefully and properly measured, poured, mixed, and used in a safe manner.

This special pre-treatment technique will make virgin hair porous enough to better absorb the product during the client's first Treatment, providing greater, more long lasting results than would be achieved without this technique. Using the peroxide does not "chemically" treat the hair. It is diluted by the water and shampoo to only have the desired effect, which is to make the hair porous enough to absorb the product.

**Note:** Always be careful to avoid excessive skin or accidental eye contact with any strength hydrogen peroxides (developers). Appropriate protective gloves and eyewear are always recommended when using hydrogen peroxide in the professional salon.

## THE PROPER USE OF COLOR AND HIGHLIGHTS IN COMBINATION WITH MARCIA TEIXEIRA® KERATIN TREATMENTS

### SOFT TREATMENTS (Soft and Soft Chocolate)

Soft Treatment and Soft Chocolate Treatment produce results in a very different way than the Original Treatments do. Because the proprietary blend of cysteine reacts with hydrogen and oxygen to create the attraction between the molecules of protein, the need to use high heat with concern about ensuring that the cuticles are completely sealed are not factors when performing a service with these products.

Because of the products' reaction with hydrogen and oxygen, there are occasions when the tone of the hair could be altered. As you will see in detail in the Step-by-Step process beginning on page 20, these treatments are done with lower temperatures, fewer passes with the flat iron, and **ALL** color and highlighting processes should be performed **AFTER** the treatments have been completed.

### VIRGIN HAIR and SOFT TREATMENTS (Soft and Soft Chocolate)

When performing a service using the Soft Treatment or Soft Chocolate Treatment, use the Cleanse or Chocolate Cleanse Pre-Treatment Shampoos as directed in the Step-by-Step directions beginning on page 20.

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## WHEN SHOULD YOU CUT YOUR CLIENT'S HAIR?

For best results, always wait until **AFTER** you have finished performing **ANY Treatment** before cutting or trimming the client's hair.

## THE PROPER USE OF RELAXERS IN COMBINATION WITH MARCIA TEIXEIRA® TREATMENTS

Until being introduced to these gentle, low pH products, the majority of your clients with coarse, resistant hair have had no options other than traditional relaxers or choosing to keep their naturally textured hair. Because of this, they may be very skeptical about the results you can offer without the use of harsh, high pH chemicals. Not only will their hair be soft, smooth and easy to manage, but there will be no risk of breakage.

First, have a thorough consultation with the client to know for sure if they have natural or relaxed hair, and then clearly define what their goal is.

**NATURAL HAIR:** Does the client have natural hair and want to lose their frizz and have soft curls, or is their goal to have straight hair?

If they want to lose their frizz and have soft curls, use the Original, Advanced, or Soft Treatment. With any of these treatments, they will lose 60 to 80% of their curl. Results will vary depending upon the texture of the hair.

If the client wants a straighter result and **you are absolutely certain that their hair is natural – definitely has not been chemically relaxed**, it is safe to use a permanent color to open the cuticle more than it would be from the Cleanse or Chocolate Cleanse Pre-treatment Shampoos alone. This will result in less curl and a straighter effect. It will still take up to 3 treatments for their hair to be very straight, and again, make sure they are aware that there will always be a difference between the texture of their new growth and their previously treated hair.

**RELAXED HAIR:** If the client has relaxed hair, is their goal to transition away from using high pH chemical relaxers, or do they want to continue to have straight hair?

If the client wants to transition away from using high pH chemical relaxers, use the Chocolate, Advanced, or Soft Chocolate Treatment, and do the treatment from roots to ends. Make sure they are aware that there will always be a difference between the texture of their new growth and their already treated hair. They can repeat the treatment as often as they like. Just as is the case with natural hair, it will take at least 3 treatments for each section of new growth to become completely straight.

If the client wants to continue to have straight hair, use a very mild relaxer for only 1/2 of the regular time to open the cuticle. Instead of using a neutralizer, wash the hair once and thoroughly with Cleanse or Chocolate Cleanse Pre-treatment shampoo to remove any residue. Then use the Chocolate, Advanced, or Soft Chocolate Treatment and do the treatment from roots to ends.

## NECESSARY TOOLS

- Tint Brush -- Original, Chocolate, Advanced
- Tint Bowl -- Original, Chocolate, Advanced
- Spray Bottle – Soft Treatments and Advanced Technique
- Blow dryer
- Flat iron that reaches 350° to 450°F
- Mini Glide small tooth flat iron
- Magic Tape®
- Vent brush
- Titanium fine tooth, heat resistant tail comb
- Medium tooth tail comb
- Ear Protectors
- Heat Resistant Clips
- Gloves (non latex)
- Cape
- 2 Towels
- Cleanse or Chocolate Cleanse Pre-Treatment Shampoo



## THE STEP-BY-STEP PROCESS

### STEP 1: CLEANSE or CHOCOLATE CLEANSE PRE-TREATMENT SHAMPOO

1. Discuss the client's history of prior products and/or services and then analyze the scalp and hair to ensure they are a suitable candidate to receive a professional salon service.
2. Prepare the client for a shampoo by placing a shampoo cape and a protective towel around the neck. Use the Cleanse or Chocolate Cleanse Pre-Treatment Shampoo as follows:

PRODUCT	CHEMICALLY TREATED HAIR	COARSE/RESISTANT HAIR	VIRGIN HAIR ONLY
Original, Chocolate, Advanced	*2 Times *Only 1 time immediately following a Permanent color service	3 Times	3 Times With equal parts 20 Volume Peroxide (developer)
Soft Treatments	2 Times	3 Times NO MIXING REQUIRED	



### STEP 2: BLOW DRY

This step is identical for all treatment varieties. Blow dry the client's hair free style until it is 100% dry to the touch. High fan and high heat can be used. Do not use a comb or brush at this time. After the Cleanse and Chocolate Cleanse Pre-Treatment Shampoos, the hair is left very vulnerable to damage.

**NOTE:** It is very important for the hair to feel completely dry to the touch with no residual surface moisture before the product is applied. Any residual moisture can dilute the product and have an adverse affect on the results.

## STEP 3: APPLY

The amount of product needed will vary from service to service depending upon the Treatment variety, length, texture and porosity of the client's hair.

ORIGINAL, CHOCOLATE, ADVANCED	ALL TREATMENT VARIETIES	SOFT TREATMENTS
<ol style="list-style-type: none"> <li>1. Pour 2 to 3 ounces of product into your tint bowl. Add more as needed.</li> <li>2. Create 1 inch sections and apply with tint brush as if applying a color.</li> <li>3. Apply ¼ inch away from the scalp. This is to avoid any potential skin irritation, as well as to prevent the dried product from flaking off during the 3 to 4 day waiting period.</li> </ol>	<ol style="list-style-type: none"> <li>1. Shake bottle well.</li> <li>2. Put on vinyl (or other non-latex) gloves before opening the product.</li> <li>3. Divide the hair into 3 sections: front to back and ear-to-ear.</li> <li>4. Begin at the nape of the neck, using the tail of your medium tooth comb, separate the hair into small sections, holding the rest up with your clips.</li> <li>5. Avoid the scalp and eyes.</li> <li>6. Comb the product through the hair with medium tooth comb as you complete each section.</li> <li>7. Ensure that the hair is well-saturated with the product. It should not be dripping onto the floor, but you should make sure when you do the final comb through that the hair is completely saturated with the product.</li> </ol>	<ol style="list-style-type: none"> <li>1. Pour 1 to 2 ounces into a spray bottle.</li> <li>2. Spray onto hair section by section, carefully avoiding the eyes.</li> </ol>
<p>Any unused product left in your bowl <b>MUST</b> be disposed of because it will be contaminated by the dipping of your brush. It is <b>NOT SANITARY</b> to pour unused product back into the bottle!</p>		<p>Soft Treatments can be poured back into their original bottles if (1) the spray bottle used was sterile; recommend the use of Barbacide to cleanse between uses.</p> <p>Soft Treatments can be stored in a spray bottle as long as it has an air tight seal.</p>



## STEP 4: BLOW DRY

Using a blow dryer and a vent brush, begin at the nape of the neck and blow dry the product onto the hair, working your way up and through the sides until the hair is completely dry. Once again, it is very important that the hair has no residual moisture before the flat ironing process begins in the next step.

**Always point the blow dryer away from the client's face and yours.**

ORIGINAL, CHOCOLATE, ADVANCED	SOFT TREATMENTS
<p><b>HIGH</b> fan</p> <p><b>*COOL TO MEDIUM</b> heat</p> <p><b>*NEVER</b> use high heat with these 3 products to avoid unnecessary production of fumes, and minimize inhalation exposure.</p>	<p><b>HIGH</b> fan</p> <p><b>HIGH</b> heat</p> <p>(Medium heat can be used if the client prefers a lower temperature.)</p>

## STEP 5: FLAT IRON

### FOR ALL TREATMENT VARIETIES:

1. Remove your vinyl (or other non-latex) gloves and feel the hair one last time to ensure that it is completely dry to the touch.
2. Divide the hair into 3 sections; front to back and ear-to-ear.
3. Beginning at the nape, use your fine tooth, heat resistant comb to create ¼ to ½ inch sections. If you cannot see the tail of your comb through the hair, the section has too much hair and you need to resection taking less.
4. Use the Mini Glide near the hairline as needed.
5. Beginning at the nape and progressing higher, use strong tension and repeat passes with your flat iron at an outward angle, working up and out to a 90° angle as you approach the crown. At the crown, it's important to (1) maintain good tension, (2) follow the curve of the head, and (3) make the passes in an upward motion allowing the flat iron to get as close to the root as possible.
6. Place Ear Protectors on the client's ears when you are ready to begin flat ironing the sides.
7. **Magic Tape®** is **STRONGLY** recommended on all hair types and is a **NECESSITY** on **all shades of blonde, highlighted or bleached hair with ALL TREATMENT VARIETIES.**

**STEP 5 continued on Page 23**

## STEP 5 (continued): FLAT IRON

All treatment varieties contain a thermal protective blend which, combined with the use of the proper temperature and the Magic Tape®, effectively protects the hair from over exposure to the heat of the flat iron.

When the flat iron comes into contact with the product coated hair, all treatment varieties will produce a stream of vapor, which is the burning off of the product dried onto the hair. When flat ironing the Original, Chocolate, or Advanced Treatments, a trace amount of formaldehyde gas will be incorporated into the visible stream.

**PLEASE NOTE:** Formaldehyde gas is colorless and invisible. Please be assured that the vapor you are seeing contains only a trace amount of formaldehyde gas as described earlier on page 9.

ORIGINAL, CHOCOLATE, ADVANCED	SOFT TREATMENTS
<p>Repeat passes 5 to 10 times, until the hair is shiny and you feel the flat iron gliding across the section with no resistance. You will develop a feel to know when the cuticle is sealed, and an eye for the shine.</p> <p>Use <b>400°F</b> and <b>MAGIC TAPE®</b> on all shades of blonde, highlighted or bleached hair.</p> <p>Use <b>450°F</b> and <b>MAGIC TAPE®</b> on virgin hair and all other shades.</p> <p>Ask the client how they like their hair to be styled, i.e. straight or slightly under, parted on the side or center, if they want bangs, etc., and <b><u>you are done.</u></b></p> <p>Explain the Dos and Don'ts they must follow during the 3 to 4 day waiting period.</p> <p>It is recommended that the client return to you on the 3rd or 4th day for their first shampoo so that you can see the condition of the hair prior to shampooing, and then see the final results together with the client.</p>	<p>Repeat passes a <b>minimum</b> of 4 - 5, up to a <b>maximum</b> of 8 - 9 times.</p> <p>Use <b>350°F</b> and <b>MAGIC TAPE®</b> on <b>all shades of blonde, highlighted or bleached hair.</b></p> <p>Use <b>400°F</b> and <b>MAGIC TAPE®</b> on virgin hair and all other shades.</p> <p>When the flat ironing is complete, move on to STEP 6.</p>

## STEP 6: RINSE or SHAMPOO & CONDITION

ADVANCED TREATMENT	SOFT TREATMENTS
Upon completion of STEP 5; flat ironing, rinse the hair thoroughly with <b>WARM WATER ONLY</b> .	Upon completion of STEP 5; flat ironing, shampoo the hair <b>once</b> with the Marcia Teixeira® Shampoo of your choice.
Do not use shampoo or conditioner.	Follow with the Marcia Teixeira® Conditioner of your choice.

## STEP 7: BLOW DRY TO STYLE

ADVANCED TREATMENT	SOFT TREATMENTS
Blow dry to style and touch up with flat iron as needed.	Blow dry to style and touch up with flat iron as needed.
Advise the client to shampoo & condition their hair in 24 hours with the Marcia Teixeira® Shampoo and Conditioner of their choice.	

Educate the client about the maintenance habits that will best prolong their results including all Marcia Teixeira® home care products: Shampoos, Conditioners, Keratin Intensive Masque, Keratin Leave-in Spray and Buriti Shine Serum.



## *advanced* EXPRESS - TECHNIQUE

### Step 1

1. Discuss the client's history of prior products and/or services and then analyze the scalp and hair to ensure they are a suitable candidate to receive a professional salon service.
2. Prepare the client for a shampoo by placing a shampoo cape and a protective towel around the client's neck. Do 2 Cleanse or Chocolate Cleanse Pre-Treatment Shampoos.

### Step 2

Towel dry the hair until as much moisture as possible has been removed from the hair.

### Step 3

1. Put on vinyl (or other non-latex) gloves before opening the product.
2. Shake the bottle well and mix 3 ounces of Advanced Treatment with 2 ounces of distilled water in a spray bottle (always use a 3:2 ratio if more product is needed). Shake well and seal the spray bottle securely.
3. Divide the hair into 3 sections: front to back and ear-to-ear. Beginning at the nape of the neck, use the tail of your medium tooth comb to separate the hair into small sections, and spray the mixture on until the hair is completely re-saturated. Avoid the scalp and eyes.
4. Comb the product through the hair with your medium tooth comb as you complete each section.

### Step 4

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

### Step 5

1. Remove gloves.
2. Divide the hair into 3 sections; front to back and ear-to-ear. Separate the hair into ½ inch sections and flat iron from roots to ends until shiny. (Use **400°F** and **MAGIC TAPE®** on all shades of blonde, highlighted and bleached hair; **450°F** on virgin hair and all other shades.)
3. Ask your client how they like their hair to be styled, i.e. straight or slightly under, parted on the side or center, if they want bangs, etc., and you are done.
4. Tell your client that they can shampoo and condition their hair the next day with the Marcia Teixeira® Shampoo and Conditioner of their choice.



## Dos – Wait time BEFORE 1ST SHAMPOO

**Original Treatment** – 4 days

**Chocolate Treatment** – 3 days

**Advanced Treatment** – 1 day

**Soft and Soft Chocolate Treatments** – Not Applicable



### **DURING THE 3 TO 4 DAY DEVELOPMENT PERIOD:**

(Original and Chocolate Treatments)

- ✓ **DO** wear hair down at all times.
- ✓ **DO** use a blow dryer if the hair becomes wet.
- ✓ **DO** use a flat iron to touch up as needed.
- ✓ **DO** use a silk scarf or Gripas to help keep the hair smooth.

## DON'Ts – BEFORE 1ST SHAMPOO



### **DURING THE 3 TO 4 DAY DEVELOPMENT PERIOD:**

(Original and Chocolate Treatments)

- ⊘ **DON'T** wet or wash the hair during this time.
- ⊘ **DON'T** tie the hair into a pony tail(s) or braid(s) to avoid unwanted dents, waves or curls.
- ⊘ **DON'T** use any clips, bands or pins to avoid unwanted dents or marks.
- ⊘ **DON'T** put hair behind your ears or use glasses like a head band to hold it back.

## THE KEY TO LONG LASTING RESULTS IS USING THE PROPER HOME CARE PRODUCTS

**MARCIA TEIXEIRA®** has captured the purest form of keratin and blended it with exotic fruits and nuts found deep in the Amazon Rainforest. Using innovative technology, **MARCIA TEIXEIRA®** has developed a line of products with properties that strengthen, protect, and revitalize the capillary fiber of the hair.

These luxurious hair care products are sulfate free, provide UV protection, can be used on all hair types, and are specially formulated to prolong the results of the

**MARCIA TEIXEIRA® Keratin Treatments.**



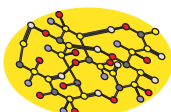
## *treated*

COLOR-SAFE SHAMPOO & CONDITIONER  
SULFATE - FREE



**Shampoo:** With a natural blend of superior ingredients, our sulfate free Treated Shampoo gently cleanses hair, while preserving longevity of color and enhancing shine.

**Conditioner:** Provides essential proteins that strengthen hair, seals in color, regenerates dry dull hair, leaving beautiful, healthy, shiny hair.



### **Keratin :**

Loaded with amino acids, adds protein and builds strength



### **Babassu:**

Babassu oil helps to strengthen the hair fiber.



### **Cupuaçu:**

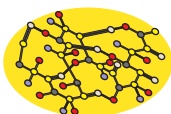
Has a high water absorption capacity promoting smoothness and softness in the hair.

## *hydrate* MOISTURIZING SHAMPOO & CONDITIONER SULFATE - FREE



**Shampoo:** With a unique blend of natural ingredients, our sulfate free Hydrate Shampoo cleanses hair, while balancing out the hair's natural oils.

**Conditioner:** Loaded with antioxidants, this unique conditioner balances hair's natural oils, adds moisture and creates luminous shine.



### **Keratin:**

Loaded with amino acids, adds protein and builds strength



### **Açaí:**

Anti-aging with antioxidant and revitalizing properties



### **Passion Fruit:**

High levels of linoleic acid, providing intense moisture

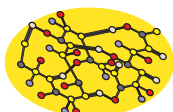


## *gentle* DAILY USE SHAMPOO & CONDITIONER SULFATE - FREE



**Shampoo:** Specially formulated for everyday use, the combination of special ingredients in our sulfate free Gentle Shampoo gently cleanse as they strengthen hair, without stripping moisture.

**Conditioner:** Loaded with antioxidants, this unique conditioner balances hair's natural oils, adds moisture and creates luminous shine.



### **Keratin :**

Loaded with amino acids, adds protein and builds strength



### **Pomegranate Extract:**

Anti-aging with antioxidant and revitalizing properties



### **Lemongrass Extract:**

Cleansing properties that dissolve excess oil without stripping moisture from the hair

## KERATIN INTENSIVE *masque*

- Enhanced with Pracaxi, a natural ingredient that hydrates the hair, and keratin to build strength
- Conditions, moisturizes, strengthens and enhances shine
- Weekly use is recommended to prolong all Treatment results, particularly **SOFT** and **SOFT CHOCOLATE**.
- Good for all hair types
- Good for clients whether they have a Treatment (of any variety) or not

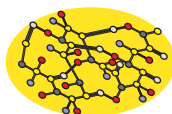


**Pracaxi**

### USE AS AN IN-SALON TREATMENT

- Shampoo with the Marcia Teixeira® Shampoo of your choice
- Towel dry hair
- Massage Masque generously into hair (not into scalp)
- Place plastic cap over the hair
- Seat client under a dryer or heating lamps for 15-20 minutes
- Rinse hair thoroughly
- Style as usual

## *leave-in* KERATIN SPRAY



**Keratin**

- A unique formulation of vitamins, antioxidants, and keratin to add strength
- Detangles, prevents split ends, protects from UV rays
- Leaves hair soft, shiny, and manageable
- Good for all hair types
- Recommended to help prolong all Treatment results
- Good for clients whether they have a Treatment (of any variety) or not

## *buriti* SHINE SERUM THERMAL PROTECTOR



With a pleasant, flowery fragrance, the **Buriti (boo-ree-chee) Shine Serum** is loaded with vitamins, antioxidants and essential fatty acids, which restore hair fiber, increase elasticity, add moisture, and build strength, providing softness and shine. **Light weight, non-greasy – does not weight the hair down.**

Good for all hair types, **Buriti Shine Serum** can be used on wet or dry hair. It acts as a thermal protector and is recommended anytime heat is applied to the hair. It seals in moisture, smooths fly-aways, enhances shine, and results in beautiful, healthy, shiny



### **Buriti:**

Loaded with vitamins, antioxidants, and essential fatty acids to restore hair fiber

## FREQUENTLY ASKED QUESTIONS

1. **Can I perform these treatments over Japanese straightening or relaxed hair?**  
Yes, you can perform these treatments over **any kind of previously chemically treated hair**, as long as the scalp and hair are healthy enough to receive professional salon services.
2. **Are these treatments relaxers?**  
No, these treatments are low pH (acidic) products that do not soften and swell the hair shaft or break the natural disulfide bonds of the hair, like high pH (alkaline) relaxers and straighteners do.
3. **Can I perform these treatments after coloring the hair?**  
Color should be done **BEFORE** the Original, Chocolate, and Advanced Treatments. Color should be done **AFTER** the Soft Treatment and Soft Chocolate Treatment.
4. **Can I color the hair after these treatments?**  
If using the Original, Chocolate, or Advanced Treatments, you have to wait at least 2 to 3 weeks. If using Soft Treatment or Soft Chocolate Treatment, the hair can be colored at any time after the service is done.
5. **Can I perform these treatments on highlighted hair?**  
Yes, as long as the scalp and hair are healthy enough to receive professional salon services and the necessary precautions are taken with regard to temperature and the use of the Magic Tape®. See Step-by-Step instructions for use.
6. **Can I perform these treatments on virgin hair?**  
Yes, but the results won't last as long as a treatment performed on previously colored or chemically treated hair.
7. **Can I perform these treatments on teenagers?**  
Yes, however as noted on page 9, we recommend that teenagers under the age of eighteen (18) should produce verifiable parental consent.
8. **Can my client wash their hair after these treatments, and if so when?**  
Original Treatment – after 4 days  
Chocolate Treatment – after 3 days  
Advance Treatment – rinse same day – shampoo after 1 day  
Soft and Soft Chocolate Treatment – same day
9. **Can my client wear a ponytail or tie their hair up?**  
Immediately following completion of the Soft and Soft Chocolate Treatments, yes; with all other treatment varieties, as shown in item 8 above.
10. **What should my client do if their hair gets wet during the 3 to 4 day development period (as required by treatment variety)?**  
Blow dry the section of hair immediately and/or use a flat iron to re-straighten.

**11. Can my client go into a swimming pool or the ocean after these treatments?**

Following the first shampoo after the 3 to 4 day development period, or sooner as per treatment variety, the client can swim in both the ocean and/or a chlorinated pool. We strongly recommend use of Marcia Teixeira® Keratin Leave-in Spray to help minimize absorption of salt and chlorine. Both substances will shorten the longevity of treatment results.

**NOTE:** Clients should always rinse their hair with clear water in between getting in and out of the water and should never sit in the sun with salt or chlorine residue left on the hair.

**12. How long will the results last?**

Results will last from 6 weeks to 5 months depending upon the treatment variety and the client's home care habits.

**13. What shampoos should I use after getting a treatment?**

Marcia Teixeira® Shampoos and Conditioners are sulfate free, offer UV protection, have added keratin to help reinforce the strength and elasticity of hair, and are specially formulated to provide long lasting results. We strongly recommend the use of all Marcia Teixeira® home care products to make your results last as long as possible.

**14. Do I have to do touch-ups on my next visit or the whole head?**

All treatment varieties should be repeated from roots to ends.

**15. When should I repeat the treatment?**

All Marcia Teixeira® Treatments are safe to repeat as frequently as desired, based on the client's needs and choice.

**16. Should I cut my client's hair before the treatment?**

Hair should be cut after the completion of any treatment because that is the time when any imperfections in length or over processed ends will be most visible.

**17. Can I use hair spray, gel, mousse, or any other hair products on my hair during the 3 or 4 day development period?**

**NO!** Don't apply any products to your hair during the 3 to 4 day development period. Even after that, use caution as many of these products contain alcohols or other ingredients that can strip moisture from the hair and shorten the longevity of your results.

## APPENDIX I

### Procedures For Compliance With U.S. Federal Regulations Relating To Formaldehyde Releasing Products

#### Introduction

The Department of Labor's Occupational Safety and Health Administration (OSHA) requires that employers monitor employee exposure to formaldehyde. This applies to all occupational exposures to formaldehyde - solutions, gas, or materials that release formaldehyde. Exposure results must be recorded at levels that would have occurred without the use of a protective respirator.

#### I. When exposure monitoring is not required

If an employer can document, using objective data, that the foreseeable conditions of use of formaldehyde or formaldehyde releasing products cannot result in exposing employees to airborne formaldehyde concentrations at or above:

- 2 ppm in 15 minutes; and
- .5 ppm over an 8 hour time-weighted-average

then the employer does not have to measure employee exposure to formaldehyde. In this case, the employer does not have to follow Sections II, III, IV, V, VI, and VIII. Compliance with Sections VII, IX, and X is still required.

Be aware of any changes to the workplace environment that might result in the employee exposure to formaldehyde to increase above 2 ppm in 15 minutes or .5 ppm over an 8 hour time-weighted-average. Should this occur, compliance with all sections would be required.

#### II. Methods of testing for exposure

There are two options for exposure testing:

- (1) Individual exposures. Individually measure the exposure of each employee potentially exposed to formaldehyde;
- (2) Representative sampling. To accurately estimate the exposure of all employees, measurements should be taken:
  - For each job classification.
  - Short-term and long-term exposures within each job classification.
  - For each work shift within each job classification, unless you can document that exposure levels are equivalent for different shifts.

#### III. When exposure monitoring is required

##### Initial monitoring.

1. Identify all employees who might have been exposed to 2 ppm formaldehyde (or more) over 15 min. Identify exposure to each.
2. If the initial monitoring test shows that any employee was exposed to 2 ppm formaldehyde (or more) in 15 minutes then the employer must periodically measure the exposure to formaldehyde or those employees.

##### Later monitoring.

1. If there is a change in production, equipment, process, personnel, or control measures that might result in new or additional exposure to formaldehyde then the initial monitoring process must be repeated.
2. If you receive any reports of signs or symptoms of respiratory or dermal conditions associated with formaldehyde exposure you must promptly monitor the affected employee's exposure.  
Such signs or symptoms are:
  - Irritation of eyes, nose, and throat
  - Nasal congestion
  - Headaches
  - Skin rash
  - Asthma
3. If the last monitoring shows that exposure was at or above .5 ppm over a time-weighted period of 8 hours then the employer must repeating monitoring of employees every 6 months.
4. If the last monitoring shows that exposure was at or above 2 ppm over 15 minutes then the employer must repeating monitoring of employees at least once a year under worst conditions.

##### Termination of monitoring.

Periodic monitoring can be discontinued if the results from two consecutive sampling periods taken at least 7 days apart show that the employee exposure is:

- Below 2 ppm over 15 minutes; and
- Below .5 ppm over 8 hours time-weighted-average.

These results must be statistically representative and consistent with your knowledge of the job and work operation.

##### Accuracy of monitoring. Confidence levels must be 95% for all measurements:

- 2 ppm over 15 minutes, plus or minus 25% of the measurement
- .75 ppm over 8 hours time-weighted average, plus or minus 25% of the measurement
- .5 ppm over 8 hours time-weighted average, plus or minus 35% of the measurement

##### Employee notification.

1. Notify employees of the monitoring results within 15 working days of receipt. This can be done by notifying each employee individually or by posting the results in a location accessible to all employees.
2. If exposure exceeds .75 ppm over 8 hours time-weighted-average or 2 ppm over 15 minutes then inform the affected employees what corrective actions will be taken to decrease exposure.

##### Observation of Monitoring

1. Provide employees or their designated representative an opportunity to observe any monitoring of employee exposure to formaldehyde.
2. If observation of monitoring occurs in an area where protective clothing or equipment is required then provide the clothing or equipment to the observer. Ensure that the observer to use these protective devices and that he or she complies with all other applicable safety and health procedures.

## IV. Regulated Areas

### Posting notices.

In all areas where airborne formaldehyde levels exceed .75 ppm over 8 hours time-weighted average or 2 ppm in 15, post the following notice at all entrances and access ways:

DANGER  
FORMALDEHYDE  
IRRITANT AND POTENTIAL CANCER HAZARD  
AUTHORIZED PERSONNEL ONLY

### Regulating access.

When an area requires posting notices (as described above), limit access of the area to persons who have been trained to recognize the hazards of formaldehyde.

### Notifying other employers.

Notify any other employer in the same workspace of the location and access restrictions to areas that require the posting of a notice.

## V. Reducing Exposure

Implement procedures to reduce employee exposures to formaldehyde to levels below 2 ppm over 15 minutes and .75 ppm over a time-weighted-average of 8 hours. Such procedures should include engineering and work practice controls.

If feasible procedures cannot reduce employee exposure to below either of these levels then apply the procedures to reduce exposure to the extent feasible and provide respirators to employees.

## VI. Respiratory Protection

If an employee uses a respirator as a result of the requirements of this guide it should be used:

- When implementing or installing the procedures to reduce exposure levels
- Any time that such procedures do not sufficiently reduce exposure levels
- In an emergency

Respirator and its use must be in accordance with OSHA Regulations, 29 CFR 1910.1048(g)(2) through (g)(3).

## VII. Protective Equipment and Clothing

Eyewash facility. Provide an eyewash facility for use in the event that formaldehyde splashes into the eye and train employees on its use.

Protective clothing. Provide employees with protective clothing as needed and ensure its use. Employees should gloves – latex, nitrile, or butyl rubber – when applying the product. If protective equipment becomes contaminated with formaldehyde make sure it is cleaned before reuse. Do not allow any employee to take home formaldehyde contaminated clothing or equipment.

Contaminated equipment. When storing formaldehyde contaminated equipment place the following sign on the container or entry to the area:

DANGER  
FORMALDEHYDE-CONTAMINATED CLOTHING AND/OR EQUIPMENT  
AVOID INHALATION AND SKIN CONTACT

Only allow persons trained to recognize the hazards of formaldehyde remove the contaminated material. Repair and/or replace protecting clothing and equipment as needed to ensure its effectiveness. Notify any person who cleans or repairs the contaminated clothing or equipment how to safely handle it and about the effects of formaldehyde.

## VIII. Medical Supervision

This section applies to all employees who are exposed to 2 ppm formaldehyde or greater in 15 minutes or .5 ppm over a time-weighted-average of 8 hours and all employees who show symptoms associated with overexposure to formaldehyde. Note that overexposure to formaldehyde from exposure to less than .1 ppm is exceptional.

Provide the following to affected employees at no cost and without loss of pay to the employee:

- Medical disease questionnaire
- Physician determination of whether, based on the questionnaire, the employee should use a respirator
- A medical examination if, after reviewing the medical questionnaire, the physician feels the employee is at an increased risk from exposure to formaldehyde. This examination must include:
  - 1) A physical examination with emphasis on symptoms associated with formaldehyde overexposure.
  - 2) Laboratory examinations for employees using respirators consisting of baseline and annual pulmonary function Tests. At minimum, these tests must include forced vital capacity, forced expiratory volume in one second, and forced expiratory flow.
  - 3) Any other test the examining physician feels is necessary.
- Counseling employees who have medical conditions that would be aggravated by formaldehyde exposure – directly or indirectly.
- If an employee has been exposed to formaldehyde as a result of an emergency, provide medical examinations as soon as possible. The examination should focus on symptoms associated with overexposure to formaldehyde and anything else the physician considers appropriate.

Provide the physician with the following information:

- A copy of this guide and OSHA Regulation 29 CFR 1910.1048 Appendices A, C, and D
- A description of the affected employee's job duties as they relate to the formaldehyde exposure
- The representative exposure level for the employee's job assignment
- Any information regarding protective equipment or clothing, or respiratory protection used by the employee
- Information from previous medical examinations of the affected employee within the control of the employer
- If it is an emergency examination, a description of how the emergency occurred and the exposure the employee may have received

After the examination, obtain the written opinion from the physician, which should include:

- An opinion as to whether the employee has a medical condition that places him or her at an increased risk of material impairment to health from formaldehyde exposure
- Recommended limits on the employee's exposure

# Marcia Teixeira® Keratin Treatment Training Manual

- Recommended changes to employee's use of protective equipment or clothing, as well as respirators

Make sure that the employee has been informed by the physician of any medical conditions that would be aggravated by formaldehyde exposure. Retain the results of the medical exam and any tests conducted, and provide the affected employee with a copy of the results within 15 days of receipt.

After selecting the initial physician, notify the employee that he or she can have a second physician review those findings. If the employee chooses this option follow procedure in accordance with 29 CFR 1910.1048(l)(9).

If an employee reports significant irritation in eyes or upper airways, or respiratory or skin irritation that is attributed to workplace formaldehyde exposure, then a physician must examine him or her. This should be done in accordance with 29 CFR 1910.1048(l)(8).

## IX. Hazard Communication

Health Hazard Communication. Develop, implement and maintain a written hazard communication program. The program should be regularly updated, easily accessible to all employees, and should include the following:

- A list of all hazardous chemicals known to be present in the workplace and the corresponding Material Safety Data Sheet (MSDS). MSDSs can be obtained from the manufacturer.
- The hazards of non-routine tasks
- The hazards associated with chemicals contained in unlabeled pipes in work areas
- If other employees use the same workspace, the methods of informing them of the labeling system used and other precautionary measures to take to protect employees
- The need for warning labels (as described below)

Warning Labels. Affix hazard warning labels to all containers of hazardous materials or place placards or signs to identify the materials. The following information should be included:

- Identify the hazardous chemicals
- Appropriate hazard warnings
- Name and address of the chemical manufacturer, importer, or other responsible party
- For all materials that contain formaldehyde or would release formaldehyde, state that physical and health hazard information is readily available from its corresponding MSDS.

Revise labels within three months of becoming aware of any new significant information regarding the hazards of the chemical.

## X. Employee information and training

Conduct an initial training for all new employees on the safe handling of formaldehyde and its dangers. Provide the same training for all employees at least once a year. This training should include a discussion of the Hazard Communication Program as well as the following:

- The location and availability of the written hazard communication program
- The attached Material Safety Data Sheet (MSDS)
- The purpose of the Medical Supervision program as a way to ensure the health and safety of all employees to any possible formaldehyde overexposure
- The hazards of overexposure to formaldehyde, including irritation of eyes, nose, and throat, nasal congestion, headaches, skin rash, asthma, and potentially cancer
- Methods to detect the presence or release of hazardous chemicals in the work area
- Instructions that employees immediately report any development of adverse signs or symptoms the employee thinks is attributable to formaldehyde exposure
- The proper use of any protective clothing or equipment and its limitations
- How to handle spills, emergencies, and clean-up procedures
- An explanation of how proper procedures and work practice controls affect the reduction of formaldehyde exposure
- A review of procedures in the event of an emergency

Verify that each employee has received and understood the above training by using a written certification that includes the name of each employee trained, the date of training, and the subject of training.

Retrain employees when it appears they do not have the skill or understanding to properly use protective equipment or clothing. Provide employees with access to training materials, without cost, and ensure that they are readily available. Also be prepared to provide copies of all training materials to OSHA.

## XI. Recordkeeping

Monitoring required. When monitoring of formaldehyde exposure is required, maintain an accurate record of all measurements taken to monitor employee exposure to formaldehyde, including:

- Date of measurement
- Operation being monitored
- Methods of sampling and analysis and evidence of their accuracy and precision
- Number, duration, time, and results of samples taken
- Types of protective devices worn
- Names, job classifications, social security numbers, and exposure estimates of employees whose exposures are represented by the actual monitoring results

No monitoring required. If no monitoring is required, maintain a record of the objective data relied on to support this determination.

For issues relating to medical supervision, keep the following records:

- Name and social security number of each employee
- Physician's written opinion
- List of any employee health complaints that may be related to formaldehyde exposure
- A copy of medical exam results, including questionnaires and any tests
- Any documents relating to respirator fit testing

Record retention. Keep all exposure records for at least 30 years, medical records for the duration of the employment plus 30 years, and respirator records until a more recent record replaces it. Be prepared to make exposure and medical records available to employees, their representatives, or OSHA.

Sources: 29 CFR 1910.1048 (Formaldehyde), 29 CFR 1910.1200 (Hazard Communication), 29 CFR 1910.132 (Personal Protective Equipment) 29 CFR 1910.134 (Respiratory Protection).











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*difference*  
results you can see

Marcia Teixeira® Keratin Treatments deliver frizz-free, soft, shiny hair, but don't just take our word for it. Our treatments offer results that you can see!



### **CONSISTENT RESULTS**

From one treatment to the next, Marcia Teixeira® Keratin Treatments deliver frizz-free, soft, shiny and manageable hair. They can be used on any type of hair to reduce curl and frizz, while enhancing shine and softness.

### **LONGEVITY**

Results last from 2-5 months, depending upon treatment formula used.

### **SAFETY**

The Company is dedicated and committed to clear and open communication to ensure product safety, education, and client service.

### **EDUCATION**

In order to offer any of our professional use only treatments, Marcia Teixeira® requires that stylists complete a hands-on education program.

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