



khairpep™
transforme

*Love your hair.
Love Khairpep.*

For stronger, healthier hair.
Leave-in peptide treatment

with **K18Peptide™**



Repair hair damaged by chemical processes

Heat styling and common chemical processes like colouring, bleaching, straightening and perming break the hair's bonds, leaving it weak and damaged.

Most hair treatments just mask the damage temporarily, then wash out over subsequent shampoos.

Now there's a way to permanently repair and restore the health of your hair.

Khairpep™ Transforme leave-in treatments:

- ✓ Are clinically proven to repair, strengthen and restore elasticity to damaged hair
- ✓ On the first treatment, restore strength by up to 85% and improve elasticity up to 120%
- ✓ Give improved results with repeat treatments, providing up to a further 41% increase in hair strength, with maximum benefit achieved after 3 to 4 treatments
- ✓ Repair and strengthen hair that has become fine and fragile
- ✓ Do not wash out even after repeated shampooing, unlike traditional treatments or 'plex'-type products
- ✓ Achieve stronger and healthier-looking hair.

The discovery

Khairpep's patented K18Peptide™ has an unusual origin story. Respected professor of biotechnology Dr Artur Cavaco-Paulo and a team of European researchers were working to save and preserve ancient tapestries when they developed a long-chain peptide that could penetrate and rebuild tapestry fibres.

They realised the other potential applications of this discovery, and made a major breakthrough in 2006 – demonstrating, for the first time, that a long-chain peptide could penetrate human hair.

After extensive further research, K18Peptide™ was developed – **the first long-chain peptide that can penetrate the hair cortex and permanently repair the hair's disulfide bonds.**



The science

K18Peptide™ is a long-chain peptide formulated to shuttle amino acids (the building blocks of hair) into the inner structure of the hair. Once inside the hair, the unique amino-acid chain bonds with the hair protein, repairing the broken disulfide bonds, reattaching the hair fibre, adding strength and elasticity, and restoring the hair's health, shine and manageability.

Clinically proven to penetrate and repair damaged hair

Using fluorescence microscopy, independent researchers showed that K18Peptide™ penetrates into the hair cortex, bonds with hair proteins – and remains even after daily shampooing.

Images show K18Peptide™ in the structure of the hair

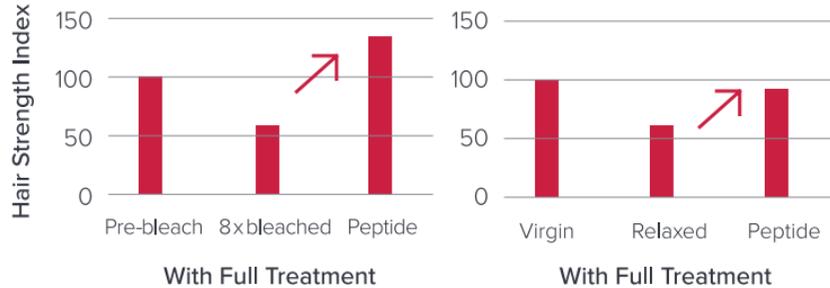


On unbleached hair treated with K18Peptide™



On bleached hair treated with K18Peptide™

Clinically proven to add strength



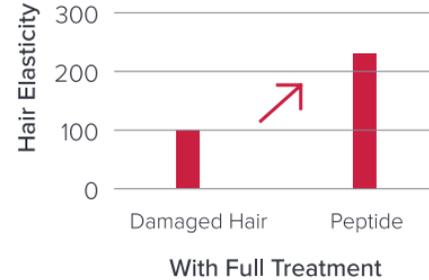
Repairs bleached hair

When hair that had been bleached 8 times was treated with K18Peptide™, the hair strength increased by up to 85%.

Repairs relaxed and straightened hair

Virgin hair was relaxed with a strong alkaline/guanidine solution to produce intense straightening conditions, then treated with K18Peptide™. The result was an over 90% recovery of hair strength.

Clinically proven to improve hair elasticity



Improves elasticity

Independent clinical tests verified an up to 120% improvement in elasticity.



Results improve with repeated treatments

Repeated applications saw up to an additional 41% increase in hair strength.

Maximize
your Khairpep™
experience



Khairpep™ product range



Khairpep™ Transforme leave-in masque treatment program is your introduction to the Khairpep™ experience.



Khairpep™ Transforme leave-in hair masque is a restorative, intense therapy treatment that repairs, strengthens and improves the elasticity of the hair, and provides the additional benefits of softening and detangling.



Khairpep™ Transforme leave-in serum is a powerful but lightweight serum that repairs, strengthens and improves the elasticity of the hair, and adds volume to fine and fragile hair.

Masque or Serum?

Khairpep™ masque and Khairpep™ serum have the same restorative and repairing properties. See below how to choose your Khairpep™ product.



Khairpep™ masque

Use masque when you need maximum moisture, detangling and smoothing.



Khairpep™ serum

Use serum if you have fine, short to medium-length hair, you don't normally use conditioner, and you want maximum body with a little texture.



Khairpep™ masque & serum combination

Use both masque and serum on medium to long hair for maximum body at the roots and softening and detangling on the mid-lengths and ends.



When bleaching and colouring

Khairpep™ masque and serum are recommended for use during colouring and bleaching services to protect and strengthen your hair. Ask your colourist.

Khairpep™ leave-in hair repair masque treatment program with K18Peptide™

Khairpep™ masque comes in a set of three convenient 5ml tubes, designed to be used as an initial treatment program for hair damaged by colouring, bleaching, relaxing, perming and heat, for fine and fragile hair.

Each 5ml tube contains 1–2 applications, depending on the length and thickness of your hair.

To ensure the best outcome:

① Shampoo your hair but do not condition, then towel-dry thoroughly.

② Application on short hair:

Dispense ½ tube of masque and lightly spread it over your palms. Massage through hair, detangle with fingers and comb through.

③ Application on long hair:

For ease of application, divide hair into 4 sections. Dispense ¼ tube of masque and lightly spread it over your palms. Apply from roots to ends of first section of hair, and massage through. Repeat for remaining 3 sections, then detangle with fingers and comb through.

④ Leave 4 minutes.
Do not rinse out.

⑤ Style your hair as desired.

Note: Khairpep™ is a progressive treatment, so to gain maximum benefit, use the masque at your next 3 to 4 shampoos for best results. Then use periodically to maintain hair quality.



For incredible strength and moisture, use Khairpep™ leave-in masque 50ml

To ensure the best outcome:

- ① Shampoo your hair but do not condition, then towel-dry thoroughly.
- ② **Application on short hair:**
Dispense 2 pumps = 2ml of Khairpep™ masque into your palm, and lightly spread the product over your palms. Massage through the hair, detangle with fingers and comb through for even distribution.
- ③ **Application on long hair:**
Dispense between 2 pumps = 2ml on finer hair, and 5 pumps = 5ml on thicker hair.

For ease of application, we suggest dividing your hair into 4 sections.

For each section, depending on the length and thickness of the hair, dispense ½ to 1 pump of Khairpep™ masque into your palm, and lightly spread the product over your palms. Apply from roots to ends of each section, detangle the hair with your fingers and comb through for even distribution.

- ④ Leave 4 minutes. Do not rinse the product out!
- ⑤ Style your hair as desired.



For incredible strength and volume,
use Khairpep™ leave-in serum 50ml

To ensure the best outcome:

- ① Shampoo your hair, but do not condition, then towel-dry thoroughly.
- ② Evenly mist the hair with Khairpep™ serum.
Use up to 2ml = 15 pumps on short hair, and up to 5ml = 36 pumps on long hair.
For even application of the product, we recommend dividing long hair into 4 to 6 sections. Then spray 3 to 6 pumps of serum from roots to ends of each section.
- ③ Detangle the hair with your fingers and gently squeeze the hair sections together to ensure even distribution, then comb through.

- ④ Leave 4 minutes. Do not rinse the product out!
- ⑤ Style your hair as desired.

Khairpep™ is a progressive treatment: in order to gain maximum benefit, repeat the serum application at your next 3 to 4 hair washes. Then use periodically as needed to maintain hair quality.

Suitable for all hair types.



In-salon treatments

Speak to your colourist about using Khairpep™ treatments during in-salon chemical services.

The use of Khairpep™ masque and serum protects and strengthens your hair during colouring and bleaching, providing improved uniformity of colour results, longer-lasting colour and added strength, shine and manageability.

The application of Khairpep™ masque after relaxing treatments and perming will strengthen the hair and provide added condition, shine and manageability.





Made in Canada
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