



## Welcome to the Pure Brazilian Team!

A Healthier & Safer Way to Change Your Clients' Lives!

In this class you will become a certified Pure Brazilian Stylist and learn how to successfully perform a Pure Brazilian Treatment on any client.

### What is Pure Brazilian?

- The Pure Brazilian Treatment is a 90 Minute in salon service that will transform your client's hair to silky, smooth, frizz-free and manageable.
- The Pure Brazilian Treatment is not permanent. This is NOT a relaxer. It is a smoothing process that coats hair with a protective barrier of amino acids, making it stronger, MUCH softer and more manageable.
- The treatment lasts approximately 3-5 months, provided you are using the Pure Brazilian home care line.
- Blow dry time is cut in half!
- Color "Pops" as the cuticle is sealed.
- Works great on extensions.
- Washes out in the salon! No Down Time!
- Can be used over relaxers, perms, Japanese treatments and color.
- The Pure Brazilian can be customized to suit your clients desires in terms of curl and wave retention.
- Lastly, this service is ideal for ANYONE who wants to improve the health of their hair.

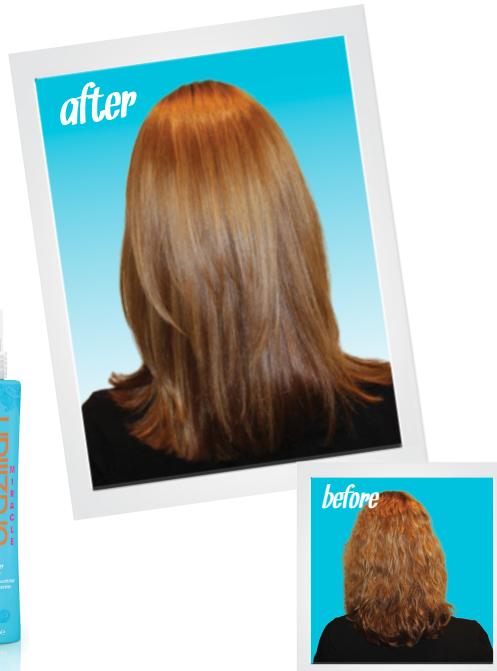


### How to get started...

#### Who would benefit from a Pure Brazilian Professional Smoothing Treatment?

Upon consultation with your client, would they answer yes to any of these questions?

1. Does the client want to reduce the time spent styling their hair?
2. Does the client want to stop breakage in their hair?
3. Has the client's hair stopped growing past a certain point?
4. Does the client's hair feel coarse or dry?
5. Does the client's hair lack shine or a healthy luster?
6. Does the client have realistic expectations of what this procedure will do for them?



#### How do you prepare to perform the Pure Brazilian Service?

Gather these essential tools:

##### Tools:

1. Fine tooth comb
2. Gloves
3. Clips
4. Bowl
5. Chemical brush
6. Towels
7. Blow-dryer
8. Round/paddle brush
9. Professional flat iron  
(able to heat to 450 degrees)

##### Products:

1. Pure Brazilian Anti-Residue Shampoo
2. Pure Brazilian Reconstructor Solution
3. Pure Brazilian Deep Conditioning Masque
4. Miracle Leave-In Conditioner Spray



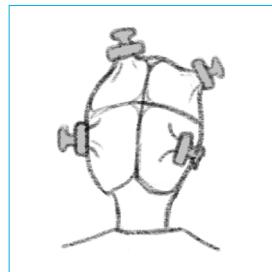
# ORIGINAL Reconstructor Solution Step-By-Step!



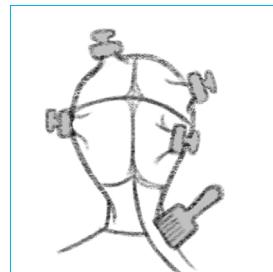
**1** Open the cuticle. Wash hair with Pure Brazilian Anti-Residue Shampoo (Step 1). Let sit on hair for 5 minutes to penetrate the cuticle. Repeat if necessary until hair has a "squeaky clean" feeling. Focus on hairline, nape of neck and mid-shaft to end.



**2** Towel dry the hair. Hair should be damp, but not "too wet" or "too dry". Use a blow-dryer if needed.



**3** Divide the hair into 4 sections using clips. You will start applying from the nape to the top. Measure 1 ounce of Pure Brazilian Reconstructor (Step 2) Solution into your color bowl. Add more if necessary, but this is usually enough.



**4** Starting at the nape, using  $\frac{1}{4}$ " to  $\frac{1}{2}$ " subsections, use applicator brush to lightly dust the Reconstructor onto a section of hair. Apply root to end but to not apply directly to the scalp. Comb through with a fine tooth comb to remove excess product. Apply evenly to each section until all hair is coated.



**5** Blow-dry hair 100% using a round brush or paddle brush. Get the hair as smooth as possible.



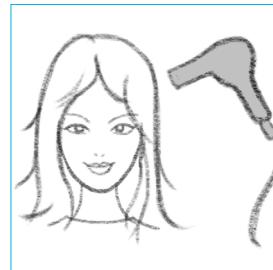
**6** Section the hair into 4 sections. Depending on the condition of the hair, the flat iron's temperature should range between 380-450 degrees. Using 2-3 inch sections, flat iron from root to end using consistent pressure. Pass over 5-6 times. If the client desires a straighter effect, pass over 6-8 times.



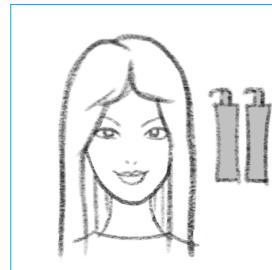
**7** Rinse the Reconstructor Solution from the hair for 2-3 minutes using lukewarm water. (No need to shampoo, just rinse.)



**8/9** Apply the Pure Brazilian Deep Conditioning Masque (Step 3) liberally. Let sit for 2-3 minutes. Rinse. Spray Pure Brazilian Miracle Leave-In Conditioner evenly through hair.



**10** Blow-dry using fingers. Then style as desired.



**11** Be sure your client uses the Home Care products to optimize treatment and ensure long lasting results!

## Important Notes:

- a. "Less is more" with product usage. A little goes a long way!
- b. Each step is important, and can affect the whole process. Take your time and be meticulous with each step.