

GOLDWELL 

FROM FRUSTRATED

KS
KERASILK

TO FABULOUS

DISCOVER THE **FIRST** CUSTOMIZABLE
LONG-LASTING KERATIN SMOOTHING SERVICE –
HAIR SMOOTH LIKE SILK FOR **UP TO 5 MONTHS**.

SO WHAT EXACTLY IS KERASILK®?

Kerasilk® Keratin smoothing service is the first system designed to provide varying intensities of curl and frizz reduction — customized by your stylist, unique to your hair type and desired outcome.

Wavy to curly, frizzy to unmanageable — women with unruly hair have a wide range of needs. You need a customized approach to managing curl and frizz — not a one-size-fits-all approach.

HAIR SMOOTH LIKE SILK FOR UP TO 5 MONTHS:

MAKES UNRULY, FRIZZY HAIR MANAGEABLE

SOFTENS CURLS AND SMOOTHS FRIZZ

REDUCES YOUR DAILY STYLING TIME SIGNIFICANTLY



“i like my natural waves – but not the frizz.”

Jen, from Washington



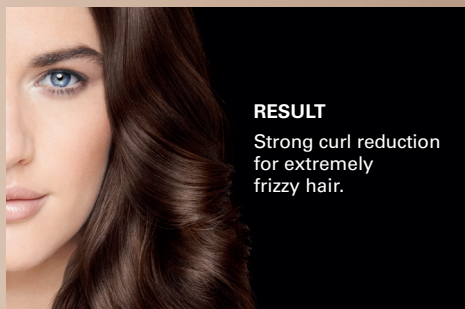
RESULT

Soft curl reduction for extremely frizzy hair.



“i can't control my hair – it's frizzy and wiry.”

Mollie, from California



RESULT

Strong curl reduction for extremely frizzy hair.



“my hair looks so bulky – i just need less volume.”

Lucy, from Maryland



RESULT

Soft curl reduction for mildly frizzy hair.

HOW DOES IT WORK?

The Kerasilk® Keratin smoothing service utilizes a new generation of technology (consisting of glyoxylic acid, keratin and silk proteins) that penetrates the hair structure and creates a matrix of new Keratin bonds that reinforce and stabilize hair for up to 5 months.



IS KERASILK® SMOOTHING SERVICE SAFE FOR MY HAIR?

As one of the most trusted names in the hair salon industry, the Goldwell® brand has long been committed to offering our salon partners and their clients products of the highest performance and safety. The Kerasilk® Keratin line's long-lasting formulation is the latest example of this commitment to safety without sacrificing performance and a hallmark of the Kerasilk® Keratin line of hair transformation products.

For more information, visit www.goldwell-northamerica.com

HOW DO I MAINTAIN MY RESULTS AT HOME?

Just like the salon service, the Kerasilk® Keratin at-home care products are enriched with Kerashape Technology. With both Rich and Ultra-rich formulas, the at-home care products are designed to maximize the Kerasilk® Keratin smoothing service transformation — achieving hair smooth like silk for up to 5 months.



RICH KERATIN CARE

Transforms unmanageable and damaged hair into smooth and soft hair.

Shampoo, Conditioning, Spray, Daily Mask and Silk Fluid.



ULTRA RICH KERATIN CARE

Transforms extremely unmanageable and damaged hair into smooth, soft and controlled hair.

Shampoo, Intense Daily Mask and Oil.



HOW CAN I GO FROM FRUSTRATED TO FABULOUS?

Book an appointment with your stylist today.

