

K18

BIOMIMETIC
HAIRSCIENCE



consumer faq



K18 is free of

- ✗ Parabens
- ✗ Sulfates
- ✗ Silicones
- ✗ Phthalates
- ✗ Sodium Chloride
- ✗ Artificial Colors
- ✗ Formaldehyde and Formaldehyde Donors

K18 is

- ✓ Vegan
- ✓ Color safe
- ✓ Made in Canada
- ✓ Never tested on animals

1. What are the Ingredients in K18?

K18 Mask

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Cetearyl Alcohol, Dicaprylyl Ether, Cetyl Esters, Behentrimonium Chloride, Polysorbate 20, sh-Oligopeptide-78, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Isopropyl Alcohol, Tocopherol, Phenoxyethanol, Potassium Sorbate, Citric Acid, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.

2. What is K18?

K18 is a haircare brand with patented hair technology that is clinically proven to undo hair damage caused by chemical services, thermal styling, mechanical styling, and environmental damage.

3. How does K18 work?

When thinking of hair, the easiest comparison would be to many different ladders that have been twisted to create the keratin chain. These ladders stay in place as a result of disulfide bonds. They are held together and present in the cortex, medulla and cuticle.

When these ladders are damaged, it's not just the singular rungs of the ladder that break, it's the entire ladder including the runners and any connections between these multiple ladders held together by electrostatic attraction.

Most products only focus on creating a temporary bridge between the rungs of a ladder (the ionic crosslink across the broken disulfide bonds). This washes away with any alkaline agent like water or shampoo without any mechanism to support the sides of the ladder (broken keratin chains). The hair then continues to stay weak and limp.

Through a period of 10 years of research (3 years in scanning and in silico design), the keratin proteome covering 1,242 decapeptides, we at K18 patented the first peptide that is most effective at connecting the broken keratin chains. This means that K18 is able to provide lasting results that repair and heal hair in four minutes.

The future of haircare was born in a single patented peptide.

Any chemical process that involves an alkaline environment breaks the keratin chains that keep hair together and strong. K18 is the first product in history to reconnect the broken keratin chains. It does so by penetrating the cortex and reconfirming the disulfide bonds across the sides of the ladder and so reconnecting the broken keratin chains. Hair is now repaired and restored to a near undamaged state of strength and elasticity.

4. What is K18Peptide?

K18Peptide is a unique sequence of amino acids that penetrates the hair strand and reconfirms disulfide bonds damaged both in-salon and at home. It is clinically proven to return hair to its youthful, elastic state without washing out.

A team of European scientists created K18Peptide after ten years of extensive research and reviewing more than 1,200 possible amino acid sequences covering the entire keratin genome expression of hair.

K18Peptide is exclusive to K18 products.

5. What does K18 Mask do?

K18 Mask is a progressive treatment that can be used with all professional in-salon services or as an at-home treatment for clients.

It's a lightweight formula applied to clean, towel-dried both in-salon and at home. **K18 Mask** is clinically proven to regenerate damaged hair after just one 4-minute treatment.

6. Who is K18 Mask for?

Everyone.

7. I noticed there's alcohol in the formula. Isn't that bad for my hair?

In chemistry, the term "alcohol" is used to describe a broad range of organic compounds. Although the ingredients have "alcohol" in the name, they all behave differently and serve different functions in a formula. Many of them are very different in appearance and function from Denatured or Isopropyl (rubbing) alcohol.




Denatured alcohol is used in K18 formulas because it opens keratin's porous structure and helps deliver the peptide to the hair's damaged sites.

Isopropyl alcohol is at a very low level (about 0.5%) in the **K18 Mask** formula. It is part of an ingredient blend, but it is not directly added to the formulas. It acts as a solvent by making the conditioning agents able to blend into the formulations.

8. How do I use K18 Mask at home?

Follow these steps:

1. Shampoo, rinse. Skip the conditioner.
2. Towel dry hair thoroughly.
3. Apply Mask. Wait 4 minutes. Do not rinse.
4. After 4 minutes, apply styling products if desired and dry/style as usual.

	fine/ thin	medium	thick/ course
 short (chin-length or shorter)	1 +/- pump	1-2 pumps	2 pumps
 medium (shoulder length)	1-2 pumps	2 pumps	2-3 pumps
 long (mid-back length)	2 pumps	3 pumps	4 pumps

9. How often do I use K18 Mask?

K18 Mask is a progressive treatment designed to be used consecutively for 4-6 washes. After that, use every 3-4 washes to maintain healthiest hair possible.

10. Does K18 have UV protection?

No.

11. Does K18 protect from heat?

K18 does not protect from heat, but it's clinically proven to repair damage from heat styling.

12. Is K18 organic?

K18 is not organic because only natural ingredients can be certified organic. K18 uses both natural and synthetic ingredients because we prioritize cleanliness and safety. Natural ingredients are not always safe.

13. When should I expect to see results?

You will start seeing stronger, smoother hair after using K18 for the first time.

14. Does K18 wash out of hair?

No, K18's strengthening and smoothing results are clinically proven to remain in hair, even after repeated shampoos. However, K18 will not make hair invincible. Please continue to use proper judgement.

15. Should I use K18 Mask before my conditioner or conditioning mask?

You can use **K18 Mask** INSTEAD of conditioner or conditioning Mist on the days you are using **K18 Mask**.

For more hydration, apply conditioner or conditioning mask AFTER your 4-minute treatment. No need to rinse **K18 Mask** out.

16. Can I mix K18 Mask with other styling products?

We do not recommend mixing **K18 Mask** with other products, but you can layer styling products over it after the 4-minute processing time.

17. Can I use K18 Mask on Day 2 hair?

No. For best results, apply **K18 Mask** on towel-dried, damp hair after washing.

18. Is K18 Mask applied to dry or damp hair?

K18 Mask is always applied to damp, towel-dried hair.

19. Can I use K18 Mask every day?

K18 Mask is a progressive treatment designed to be used consecutively for 4-6 washes. After that, use every 3-4 washes to maintain the healthiest hair possible.

20. Can I overuse K18 Mask?

K18 Mask is a concentrated treatment. To avoid overuse, we recommend using it consecutively for 4-6 washes. After that, use every 3-4 washes to maintain healthiest hair possible.

21. Will K18 weigh my hair down?

Nope! The lightweight formula works within hair's cortex, leaving hair feeling clean and light.

22. What happens if I apply styling products before **K18 Mask** 4-minute processing time is up?

We recommend applying styling products after the **K18 Mask** 4-minute processing time to get the best results. Applying styling products before the processing time has finished will reduce the efficacy of the K18Peptide.

23. Why do you use **K18 Mask** on towel-dried hair?

Hair needs to be towel-dried and slightly damp so that K18Peptide can penetrate deep into the hair cortex. When there's too much water inside the hair cortex, K18Peptide is not able to reconform broken disulfide bonds.

24. Why do you skip conditioner?

K18 is most effective on clean, towel-dried hair. Conditioner formulas use silicones and conditioning agents that form heavy coatings on hair that prevent K18Peptide from getting to the broken disulfide bonds within the cortex. You may use conditioner after K18 has processed if needed, not before.

25. Why do you need to leave **K18 Mask** in?

K18 Mask is most effective as a leave-in treatment because it works within the hair's cortex.

26. Is **K18** clinically tested?

Yes. **K18 Mist** and **K18 Mask** have been clinically tested and they have been proven to:

- Reverse damage by up to 82% after a single application
- Dramatically reduce breakage and split ends
- Significantly increase hair's strength and elasticity
- Reduce color fade
- Restore natural shine
- Penetrate into the cortex to reconform broken disulfide bonds
- Transform hair in just 4 minutes

27. I see wheat listed on the ingredient list. Can I use it if I have a wheat allergy?

Check with your doctor before using K18 if you have a wheat allergy. If your doctor allows, we recommend testing the product on a small patch of skin to make sure there is no reaction.

28. Is K18 safe to use during pregnancy?

Although K18Hair is free of sulfates, parabens, phthalates, silicones, artificial colors, sodium chloride, formaldehydes, is vegan, and cruelty-free, we recommend that clients always consult their doctors as they will have individualized care plans. We are happy to provide MSDS sheet.

29. What about allergies?

K18Hair is free of sulfates, parabens, phthalates, silicones, artificial colors, sodium chloride, formaldehydes, is vegan, and cruelty-free. With that being said, anyone can be allergic to anything. We are happy to provide MSDS sheet.

30. Why is it important to apply K18 to clean hair?

We recommend applying K18 to clean hair as products can include oils, silicones, and film formers which will act as a barrier and can alter efficacy of product. In severe cases of product buildup, it may be necessary to use a clarifying or detoxifying shampoo for best results so that K18 may penetrate into the cortex.

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