

hairtalk®
extensions

APPLICATION REFERENCE GUIDE: **KERATIN**

From the innovators of the tape-in extension we introduce hairtalk® Keratin extensions. Create seamless length, color and volume without compromising discretion. Our pre-customized - 1 cm height, 0.8 cm wide - bonds allow you to give your clients the customized application and styling versatility they desire. Choose from our wide assortment of Naturals, Blondes, Reds, Rooted and Colormelts™ colors to create the perfect new look with the highest quality 100% Remy human hair you know and trust.

hairtalk® Keratin extensions were developed as always with the stylist in mind. Our goal is to develop products and methods allowing you to develop a successful business. The hairtalk® Keratin Master Certification provides stylists with the tools and skills needed to compete in the ever-expanding extensions market.

The hairtalk® Keratin Application Reference Guide is designed to be used in conjunction with a hairtalk® Keratin Master Certification. Visit: www.hairtalkusa.com/education for our entire catalog of education offerings.

KERATIN BOND DIMENSIONS & COLOR TECHNOLOGY



Naturals



Blondes



Reds



Silvers



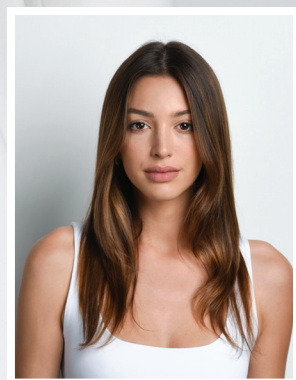
Colormelts™



Rooted

CREATE THE LOOK

17" Keratin
Colors 6, 7 & 3/7 CM



During consultation, it's important to discuss the full preparation and installation process along with proper client care and plans for reapplication.

STEP 1: CONSULTATION QUESTIONS

Has your client ever worn hair extensions?

Clients who've worn extensions before may be more comfortable with the process. However, each application must be preceded with a full consultation and client care expectations.

What are your client's hair goals?

Understand your client's goal in order to determine the best products, colors, lengths, and quantities. This can include length, color effects, haircut correction and more.

What is your client's lifestyle?

Understanding your client's lifestyle will help you select the best products and manage your client's expectations.

When was your client's last chemical service – color, keratin treatment, relaxer or perm?

Chemical services should be performed 48 hours prior to any hairtalk® extensions application.

How does your client care for their own hair?

Always refer to the hairtalk® Keratin Client Care Card. Consult and price services with hairtalk® Hair Care, specifically formulated for extensions and perfect for your client's natural hair.

Does your client swim, sun or sweat often?

Your client may still do these things, however they must take extra care to protect their extensions. Swimming in a pool/ocean or using hard water may expose hair to chemicals or minerals and can cause discoloration. Refer to the hairtalk® Keratin Client Care Card for proper at home care.

Is your client taking any medications?

Some medications and medical conditions may promote hair loss, thinning, or skin irritations. These clients may not be ideal candidates for extensions.

STEP 2: STYLE AND COLOR MATCHING

Use your hairtalk® Professional Color Ring and natural lighting to identify colors needed to complete your client's transformation.

Begin by matching mid-shaft to ends, as this is what you'll be extending. Then consider the client's root color. We recommend using multiple colors, including Naturals, Rooted and Colormelts™ to create the perfect dimensional blend.

Next, determine length and amount of extensions needed based on client's hair density, length and desired end result. For instance, subtle volume and color effects can sometimes be achieved with just 1 pack of hairtalk® Keratin extensions.

APPROXIMATE NUMBER OF PACKS NEEDED FOR FULL HEAD APPLICATION

DESIRED RESULTS	FINE DENSITY	MEDIUM DENSITY	THICK DENSITY
Volume	2 packs	4 packs	4 packs
Color	2 packs	4 packs	4 packs
Length	3-6 packs	4-6 packs	6+ packs



Color and Chemicals

NOTE: Chemically processing and/or coloring extensions voids the hairtalk® warranty.

If you choose to custom color extensions to a desired shade, **DO NOT** deposit more than 2 levels. **DO NOT** lift color.

Clarify

Gently detangle and wash client's hair 2x with hairtalk® Cleanse Plus Intensive Shampoo to remove oil, impurities, and buildup from hair and scalp. **DO NOT** apply conditioner or styling products.

Blow Dry | Flat Iron

Dry client's natural hair completely and flat iron smooth.

Sectioning

Using the hairtalk® Sectioning Brush or Rattail Comb, and Croc Clips, section hair into 3 sections. See Figures 1 & 2. Clip Section 2 & 3 forward. Begin application in Section 1 at the back of the head, working from occipital bone upward.

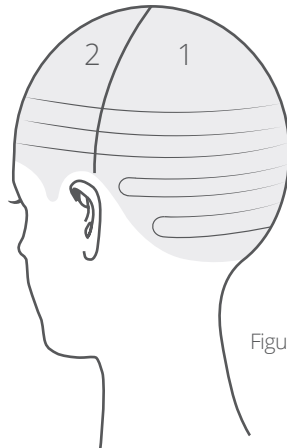


Figure 1



Figure 2

Row Spacing

On average, leave between 0.25"/0.5 cm to 1/2"/1 cm in between rows and .5"/1 cm from any hairline.

Weight Line

If needed, diffuse any visible weight line using texturizing shears as you drop each section before applying that row.

Tools

To ensure clients are provided a luxury service experience during installation, certain tools are suggested to be prepared prior to installation of weft.

- **Keratin Applicator Tool***
- **Keratin Extension Shields**

**Note: Carefully read all instructions for use on Thermal Applicator located inside the packaging.*

Practice Hair

When removing the practice hair from the easel, we recommend you remove a row of 5 Keratin bonds at a time to keep yourself organized during application and protect the integrity of the bond.

Flat vs. Rolled Method

Keratin **nape** row sections have a reversed S pattern until reaching the row just before the full temple row (See Figure 3). This reverse S is created by beginning Row 2 at the same side Row 1 ended .

Follow that pattern until reaching the row just above the ears using a flat application technique.

Keratin **temple** row sections begin near the hairline/ temple (See Figure 4) using a rolled application technique for customized bonds*.

Work from the temple inward towards the center back (see Figure 5) using the flat application technique for full bonds.

- Customized/Rolled bonds are recommended for face framing and areas of high visibility.
- Full/Flat bonds are recommended to complete rows and build density.

***IMPORTANT: Customizing hairtalk® Keratin extension bonds VOIDS the hairtalk® warranty.**

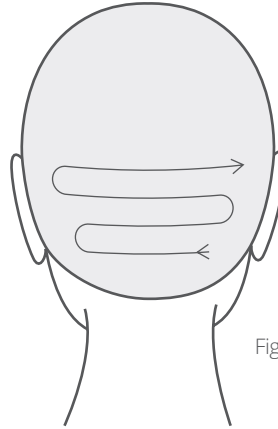


Figure 3

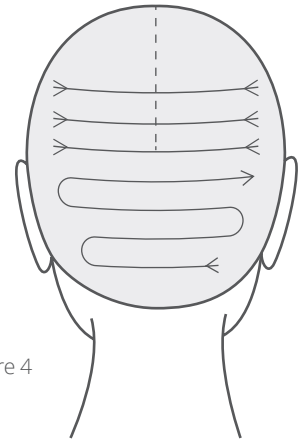


Figure 4



Figure 5

PART 1- FLAT APPLICATION METHOD USING FULL BOND

Instructions offered in the hairtalk® Keratin Application Reference Guide begin on the right side of the head for right-handed stylists. Left-handed stylists should consider reversing the direction and begin application on the left side of the head.

**STEP 1**

- Begin Row 1 in Section 1 as shown in Figures 1 & 2 at the nape. Section approximately 0.5"/1.25 cm from the hairline below and at the sides. **[1]**
- Use hairtalk® Sectioning Brush or Rattail Comb to find the spot where the tail disappears; this ensures proper placement for Row 1 especially if the client wears their hair pulled up.

STEP 2

- Beginning on the right side, take a small square of the hair equal to the density on 1 Keratin extension. **[2]**

NOTE: section should be approximately 0.25" x 0.25"

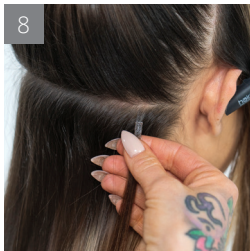
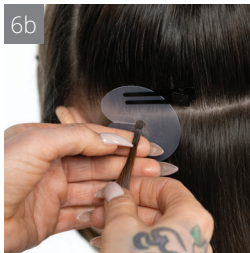
STEP 3

- Insert pre-sectioned hair into hairtalk® Keratin Extension Shield to isolate the area of application, ensuring clean sectioning at attachment site.
- Fill the opening in the center of the extension shield if using a full bond; adjust for customized bond. **[3]**
- Using the extension shield as a guide, align the part line with the upper line and secure in place.

STEP 4

- Place keratin bond over pre-sectioned hair approximately 0.25" away from scalp aligning the top of the bond with the lower line on the extension shield as a guide. **[4]**

PART 1- FLAT APPLICATION METHOD USING FULL BOND



STEP 5

- Gently place applicator paddles over the bond and under client's hair. Tap the paddles 3 times onto the bond and isolated hair, or until the bond softens. [5a, 5b]

NOTE: If the bond becomes "threaded", this is an indication your tool temperature is set too high.

NOTE: If your fusion applicator has just one heated paddle, the heated paddle must be on top to heat the bond.

STEP 6

- Using your index finger, tap the softened bond 2x to secure it onto the pre-sectioned natural hair. Fold both sides of the bond downward, slightly overlapping on the underside. Press firmly to seal. [6a, 6b]

NOTE: If the bond is not sufficiently SEALED TO THE NATURAL HAIR, repeat Steps 5 & 6.

STEP 7

- Gently tap applicator on the front and sides of bond to ensure a flat, smooth surface, completely sealing the natural hair. [7]

NOTE: If the bond is not sufficiently molded with smooth edges, repeat step 7 as needed to avoid any discomfort or irritation to scalp.

STEP 8

- Carefully unclip and remove the extension shield. [8]

PART 1- FLAT APPLICATION METHOD USING FULL BOND

**STEP 9**

- Leaving 1 mm minimum spacing between extensions, prepare for your next extension. [9]
- Repeat Steps 1-9 until reaching last extension on the left side of Row 1 leaving approximately 0.5"/1.25 cm from the hairline.

NOTE: Placement and spacing between each bond is determined by your client's hair density and desired end result (ie. More Density = Less Space).

NOTE: As your application progresses, you may choose to leave more space between bonds, focusing on filling specific areas to accomplish the desired end result.

STEP 10

- Begin Row 2 approximately 0.5"/1.25 cm above Row 1 in Section 1 of the head as shown in Figures 1 & 2. [10]

STEP 11

- Beginning on the left side or the same side Row 1 ended as shown in Figure 3, leave approximately 0.5"/1.25 cm from the hairline. [11a]
- Repeat Steps 2-9 until reaching the end of the row. [11b]

NOTE: Use a bricklay pattern when placing extensions to maintain balance as you continue working upwards. [11c]

STEP 12

- Continue working upward following the steps in Part 1- FLAT APPLICATION METHOD USING FULL BOND until reaching the first temple.

First Row Application



NOTES

Part 2 - ROLLED APPLICATION METHOD USING CUSTOMIZED BOND

hairtalk® Keratin extensions come pre-customized with a bond height of 1 cm and width of 0.8 cm; however, should you choose to customize further, remember these important recommendations:

CUSTOMIZING WIDTH:

- Determine desired bond width and isolate the section you want to remove.
- Carefully cut bond using the hairtalk® Keratin Bond Cutter vertically; **DO NOT** cut the hair just below the bond.

CUSTOMIZING HEIGHT:

- hairtalk® does not recommend customizing bond height. As our Keratin extensions already come pre-customized with a shorter bond height, further removal of bond could cause extensions not to adhere to the hair properly.

STEP 1

- Begin first temple row in Section 3 as shown in Figure 2 on the right side of the head. Section approximately 0.5"/1.25 cm from the hairline below and at the sides. **[1]**

NOTE: Rolled application method is recommended for applying customized bonds.

STEP 2

- Follow Steps 2-5 Part 1- FLAT APPLICATION METHOD USING FULL BOND. **[2a, 2b]**

STEP 3

- Using your index finger, tap the softened bond 2x to secure it onto the pre-sectioned natural hair. Then using your thumb and index finger, gently roll the softened bond onto the pre-sectioned natural hair; slightly overlapping the underside of the bond. **[3]**
- Continue molding the rolled bond ensuring there are no sharp edges or ridges that could cause discomfort at the scalp.



PART 2 - ROLLED APPLICATION METHOD USING CUSTOMIZED BOND

STEP 4

- Unclip shield, and continue application moving towards the center back leaving 1 mm in between placements. Stop before reaching the center back. **[4]**

NOTE: As you work towards the back center, you may choose to begin applying using the flat application method.

STEP 5

- Beginning on left side, repeat Steps 1-5 Part 2: ROLLED APPLICATION METHOD USING CUSTOMIZED BOND. **[5]**

STEP 6

- When reaching center back, determine how many extensions needed to close open gap and complete row. Continue working upward as needed using a brick-lay pattern to maintain a balanced application.

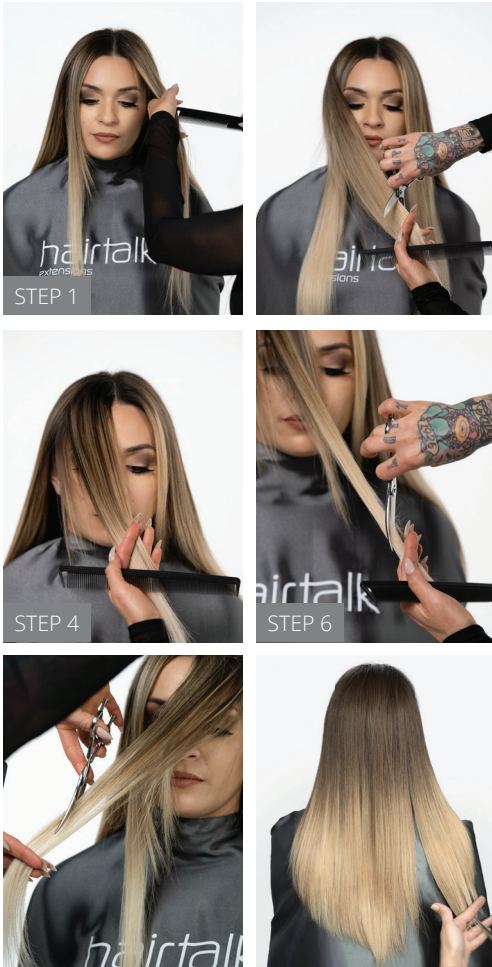


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Full Row Application



NOTES



hairtalk® extensions are pre-tapered and often only minimal blending is needed, however when needed, it's important to follow these steps extension specific haircutting techniques to ensure you protect your client's extension application.

IMPORTANT: DO NOT use traditional cutting techniques on hair extensions. This will preserve the style and length of the your client's look.

1. Section hair in the center from forehead to nape and bring both sections forward.
2. Stand in front of your client; you may choose to have your client standing for Blend and Shape.
3. Beginning at the very front of either side, take a 1" (2.5 cm) diagonal subsection.
4. Over direct the subsection forward and over, almost crossing the nose to the other side of the face.
5. Gently shake the subsection releasing client's natural hair allowing you to blend without cutting client's natural hair.
6. Slide cut downward blending natural hair with extensions; do not fully close the blade to preserve length and density.
7. Repeat Steps 2-5, taking 1" (2.5cm) diagonal subsection until the entire side is blended.
8. Repeat STEPS 1-5 on the opposite side.
9. Once both sides have been blended, bring all hair to the back.
10. Take ½" - 1" vertical section all along the back, shake and slide cut downward blending the natural hair with extensions. See Step 4.
11. Lay all the extensions on the back when finished. Finish by gently point cutting along the perimeter.

NOTES



NOTES

Removal is recommended 3-5 months after initial application to protect your client's own hair and scalp.

STEPS

1. Using the hairtalk® Remove Tool, gently press the bond between the diamond head nose to break and separate the bond. **[1]**
2. Apply 1-2 drops of hairtalk® Keratin Remove Gel directly on the bond. Wait 5-10 seconds and allow gel to penetrate the bond. **[2]**
3. Using Remove Tool again, firmly pressing the bond between the diamond head nose to further break and separate the bond. **[3]**
 - You may rotate the Remove Tool and break along the sides to fully separate the bond from the client's hair.
4. Holding the client's hair just above the bond, gently slide bond off the client's hair with your fingers tips, and remove any bond residue with hairtalk® Rattail Comb. **[4]**

HAIRTALK KERATIN IS A SINGLE-USE EXTENSION PRODUCT AND MAY NOT BE REUSED.

New Application Process:

1. Repeat consultation and color match.
2. Order new hair for your client.
3. Complete all steps for new application.



NOTES



Offer and review hairtalk® Hair Care and Keratin Client Care Card to ensure your client is informed of proper at home care.

CLEAN | CONDITION

1. Before washing, brush gently working from the ends upward with hairtalk® Extension Brush.
2. Wash & condition with hairtalk® Cleanse Shampoo and Nourish Conditioner, keeping Conditioner away from bonds.
3. Apply hairtalk® Nourish Plus as directed, working from mid-shaft to ends, especially on blondes, to hydrate and protect.
4. Rinse hair well to remove all product and prevent product build up.
5. After washing, towel dry, then hold hair at mid-shaft and brush gently working from the ends upward with a wet brush.

STYLE

1. Before styling, remove tangles by brushing gently working from ends upward with hairtalk® Extension Brush.
2. Apply styling, finishing or setting product away from the bond and avoid your hair root.
3. Use thermal protecting product when heat styling.
4. Temperature settings: 300°F MAX for human hair extensions.

SLEEP

1. Sleep with dry hair tied in a soft pony, braid or top knot. Wet, loose hair tangles and is prone to matting.
2. A silk or satin pillowcase will give your extensions some extra love.

SWIM | SUN | SWEAT

1. Before any of these activities, mix water with hairtalk® Nourish Plus in hairtalk® Spray Bottle and lightly mist mid-shaft to ends to help prevent discoloration from chlorine, salt, sunscreen and tanning products. Brush gently working from ends upward with hairtalk® Extension Brush. Tie hair in soft pony, braid or top knot to prevent tangling and discoloration.
2. After swimming or sweating, wash as directed above in CLEAN | CONDITION section.

hairtalk® is committed to helping you offer your client's the luxurious service.

Review the list of hairtalk® Stylist Do's & Don'ts to ensure you're always meeting our standards of application:

STYLIST DO'S

- Do** provide a thorough consultation.
- Do** clarify with hairtalk® Cleanse Plus Intensive Shampoo.
- Do** dry and flat iron smooth before application.
- Do** follow all step by step guidelines for proper application, removal.
- Do** follow Blend and Shape guidelines.
- Do** send client home with hairtalk® Hair Care and Keratin Client Care Card with every fusion extension service.

STYLIST DON'TS

- Don't** place extensions too close to the scalp or hairline.
- Don't** skip steps.
- Don't** apply heat directly to the keratin bond after it has been cured.
- Don't** lighten/lift extension color.

NOTES

1. How long do the extensions last?

Properly applied, they can last from 3-5 months when cared for properly.

2. Can Keratin extensions be reapplied after removal?

hairtalk® keratin extensions are a single use extension product.

3. Is it human hair?

ALL hairtalk® extensions are 100% Remy human hair with the cuticle intact and facing the same direction.

Note: Synthetic Practice Hair is temperature safe and used only on mannequins for instructional purpose only.

4. Can regrowth be colored?

We recommended client's natural roots/color retouch be done at least 48 hours prior to application. If client needs root touch-ups between extension services and there is enough new growth to keep the color off of the keratin bond, you may do a partial retouch along the parting and hairline only. **Note: coloring the extensions voids the warranty.**

5. Can you iron, curl or blow-dry the hair?

Yes, avoid temperatures above the recommendations or applying heat directly to the keratin bond as outlined on the Keratin Client Care Card.

6. What styling and finishing products can be used?

hairtalk® Hair Care is specifically formulated for extensions and works beautifully on natural hair. Use as directed. Refer to the hairtalk® Keratin Client Care Card for complete care recommendations.

7. Do you offer different textures?

hairtalk® extensions have a natural body wave and can be worn straight, wavy or curled to style.

8. Can client's swim workout, sauna/steam?

Yes, with careful protection. Exposing extensions to sunscreen, and tanning oil may cause discoloration. Refer to the hairtalk® Keratin Client Care Card for complete care recommendations.

NOTES

The stylist who installed the extension should exam the application when a client presents concerns. In each of these scenarios and anytime client expresses issues with their extensions the stylist should ALWAYS consider:

1. When were the extensions installed?
2. Is the client using hairtalk® Hair Care? If not, what hair care products is client using?

Scenario 1: Extensions are slipping off

Causes: Improper application.

Fact Find:

- Was heat applied long enough to activate keratin?
- Was the temperature too low?
- Was the bond properly sealed?
- Was enough or too much hair bonded to the extension?

Recommendation:

- Completely remove any slipping extensions using hairtalk Removal steps.
- Prepare client's hair and apply new extensions using hairtalk® Keratin Application Reference Guide.

Scenario 2: Discoloration

Causes: Mineral and chemical deposits from hard water, ocean, lakes, sunscreen, oils, and more.

Fact Find:

- What was original extension shade? And now?
- Has the client been swimming in a pool, ocean or lake?
- Does clients home run on well water?
- Has client used tinted sunscreen, tanning or other lotions?
- Is client using purple shampoo or tinted shampoo?

Recommendation:

- Refer to hairtalk® Keratin Client Care Card for proper care instructions BEFORE swimming.
- Apply hairtalk® Revive Demineralizing Treatment.
- Remind client of proper hair care as outlined on the Keratin Client Care Card.
- Remind client to apply hairtalk® Nourish Plus as recommended on the Keratin Client Care Card before exposing extensions swimming, tanning etc.
- Client should avoid tinted product on hair and upper body skin which may come in contact with hair (ie. self-tanner).
- Client should avoid purple shampoo or any tinted hair care product.

Scenario 3: Matting and tangling

Causes: Client is not following hairtalk® Keratin Client Care Card recommendations specifically for sleeping with wet hair or not brushing properly.

Fact Find:

- Has client worn extensions before or is this the first time?
- Refer to hairtalk® Keratin Client Care Card.
- Does client sleep with wet or dry hair?
- Does client sleep with loose hair or tied in pony, braid or bun?
- How often in a day is client brushing for detangling?
- Is client detangling BEFORE washing?
- Is client leaving hair wrapped in a towel after washing for extended time?

Recommendation:

- Apply hairtalk® Nourish Plus as directed
- Strand by strand, gently detangle using a hairtalk® Extension Brush.
- Remind client to refer to hairtalk® Keratin Client Care Card for proper at home care.

IMPORTANT: Chemically processing hairtalk® extensions VOIDS the hairtalk® warranty. Chemical processes that VOID the warranty include but are not limited to: coloring, purple/tinted products, perming, smoothing treatments (ie. keratin straightener, relaxer), or any product that chemically alters natural hair will do the same to extensions and effectively VOIDS the hairtalk® warranty.

Scenario 4: Scalp Irritation/Itching

Causes:

- Extensions applied too close to the scalp.
- Extensions applied on a diagonal.
- Section was pulled too tight.
- Extensions were placed against the natural growth pattern of the hair.
- Client may not be shampooing and rinsing properly.

Fact Find:

- Were the bonds spaced properly from the scalp and from each other?
- Were extensions applied according to hairtalk® Keratin Application Reference Guide?
- Does the client have any known allergies?

Recommendations:

- Completely remove all extensions. BEFORE any further services are performed, do a full scalp and hair evaluation.
- If you determine the client is able to have their extension reapplied, prepare client's hair and apply new extensions using hairtalk® Keratin Application Reference Guide.
- If irritation persists, contact your hairtalk® Sales Representative.

Scenario 5: Dullness and brittleness

Causes:

- Excessive/improper heat styling
- Insufficient moisture and nutrients
- Client is not using hairtalk® Hair Care

Fact Find:

- What color were the extensions originally? And now?
- What temperature setting is client using when heat styling?
- How often is client using hairtalk® Nourish Plus?

Recommendations

- Apply hairtalk® Nourish Plus as directed.
- If dullness persists, contact your hairtalk® Sales Representative.

NOTES

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