



1. Prepare the surface. Wash the hair with **Brazilian Blowout Anti-Residue Shampoo**, specially formulated to avoid stripping color. Be sure to really scrub around the hairline, nape of the neck, and from the mid-shaft down.



2. Towel dry the hair, just a bit, to extract the excess moisture from the hair. You need to keep most of the moisture in the hair for the **Brazilian Blowout Professional Solution** to absorb and spread evenly. If the hair dries during the application process, use a water bottle to re-wet hair to make it easier to apply and spread the solution.



3. Divide the hair into 4 even sections. You will start from the base of the head and work your way to the top.



4. Apply the **Brazilian Blowout Professional Solution** section-by-section, using an applicator brush and a comb to pull solution through the hair. When applying the solution, make sure you are dusting the product on the hair; apply directly to the root (not scalp) and work the product from root to end - Less is more. For **Short Hair** use ¼ oz. to ½ oz.; **Medium Hair** use ½ oz. to ¾ oz.; **Long Hair** use ¾ oz. to 1 oz.

**ZERO+ Notes:** The ZERO+ formula consistency is a bit thicker than the original Brazilian Blowout Solution. When applying, use the same dusting technique and work product through the hair with a fine-tooth comb to distribute product evenly.



5. Blow-dry the hair as straight and smooth as possible. You can use either a paddle brush or a round boar bristle brush - whatever your professional preference. For best results, blow-dry the hair with as much tension as possible. When blow-drying, it is always recommended to keep the blow-dryer at least 2 inches away from the hair to minimize the steam released.



6. Flat iron the whole head of hair to seal the product into the hair. You should be using a professional flat iron that reaches 450 degrees. Depending on the condition of the hair, the flat iron temperature should range between 380 to 450 degrees (using lower temperatures for hair that is more damaged). You will take ½ - 1½ inch sections, and apply the flat iron from root to end, using the same tension or pressure all the way down the hair shaft, easing off the tension through the ends. Pass over each section of hair at least 4 to 5 times. For a straighter appearance, pass over the hair 7 or more times.

**ZERO+ Notes:** When you flat iron the hair, you will iron smaller sections than you would with the Brazilian Blowout Original Formula. You will use ¼ -½ inch sections. You should also perform 4-5 additional passes on the hair.

**IMPORTANT! FOR ZERO+ ONLY: Once the hair has been completely flat ironed, the treatment is complete. There is no need to rinse the hair and there is no down time. The client may exercise, swim, put hair into a ponytail or clip. It will have no adverse effect on the results.**



7. Rinse the solution from the hair with warm water for 1-2 minutes (do not shampoo).



8. Apply **Brazilian Blowout Deep Conditioning Masque**; leave in for approximately 1 minute, then rinse (do not shampoo).



9. Apply small amount of the **Brazilian Blowout Daily Smoothing Serum** or **Brazilian Blowout Thermal Straightening Balm** starting at the ends of the hair and working up.



10. Blow-dry with fingers as desired, or with a flat or round boar bristle brush for the smoothest, sleekest appearance.

Please remember, the Brazilian Blowout Professional Smoothing Treatment must be performed by a certified licensed stylist only and must be used with appropriate ventilation and in accordance with the manufacturer instructions. Stylists should wear protective gloves when performing this treatment. Both stylists and clients should wear protective eyewear for optimal protection. If the Brazilian Blowout Professional Smoothing Solution comes into contact with the skin, wash immediately. If ingested or in contact with eyes, call a physician. If you are nursing or pregnant do not use this product. Do not use this product on children, pregnant women, chemically sensitive clients, the elderly, and clients with respiratory conditions. Keep out of reach of children.

# Brazilian Blowout Client Consultation

In order to optimize the results of your clients' **Brazilian Blowout Professional Smoothing Treatment**, we recommend filling out a **Brazilian Blowout Client Consultation Card**. It is very important to discuss the information on this card with your client, prior to performing their Brazilian Blowout treatment. This knowledge will allow you to assess the condition of the hair, understand the client's expectations, and prescribe the most appropriate **Brazilian Blowout Açai Aftercare and Styling Products** for their at-home regimen.

To receive a **FREE** 20-pack of **Brazilian Blowout Client Consultation Cards**, call Customer Service at 1.877.779.7706, or, download a paper version at [http://brazilianblowout.com/support\\_materials](http://brazilianblowout.com/support_materials).

## Client Color History

Your client's color history will allow you to determine the hair's condition, the temperature of your flat iron during the flat iron step of the treatment, and how many times you will pass over each section of hair with your flat iron.

It is important to determine the date of your client's last color treatment, as the **Brazilian Blowout Professional Smoothing Treatment** can only be performed on the actual day of a color service, or two weeks (14 days) after the treatment.

## Client Chemical Treatment History

Your client's chemical treatment history (i.e. previous keratin treatments, perms, chemical relaxing, straightening treatments, etc.) will allow you to better assess the true condition of the hair, and present you with an opportunity to discuss why the Brazilian Blowout is appropriate/best for their particular hair type.

## Expectations from the Brazilian Blowout

It is important to understand the exact result your client is expecting to receive from this treatment (i.e. extremely straight hair, loosened curl, zero volume, increased volume, etc.). This will allow you to customize the treatment based on their desires and expectations.

Brazilian Blowout Treatments	Hair Type	**Results
	Curly/Coarse/Frizzy	Loosens Curl/Leaves Minimal Volume
	Wavy/Frizzy Hair	Straightens/Leaves Minimal Volume
	Fine/Thin Extremely Curly/Frizzy	Loosens Curl/Increases Volume
	Fine/Thin/Slightly Wavy/Frizzy	Straightens/Increases Volume

*\*\*Results may vary depending on client's hair type and texture.*

## Client Lifestyle

It is important for you to understand your client's daily hair care routine and lifestyle in order to prescribe the appropriate **Brazilian Blowout Açai Aftercare and Styling Products**. These products help to prolong the life of the **Brazilian Blowout Professional Smoothing Treatment**.

You will want to ask your clients the following questions:

1. How often do you wash your hair?
2. How often do you style your hair with hot tools and styling products?
3. How often do you color your hair?
4. How often do you workout (sweat)?
5. How often do you swim (pool/ocean)?

After performing each **Brazilian Blowout Professional Smoothing Treatment**, a client should receive a **Brazilian Blowout Açai Aftercare Maintenance and Styling Product Prescription**. This prescription will help your clients achieve the longest lasting smoothing results possible. It is important for you to explain the benefits of using each product, and to instruct you clients on how to use each product properly.

**Brazilian Blowout Açai Aftercare and Styling Product Prescription** (refer to Aftercare and Styling Product chart for further product descriptions and "How to Get the Look" your client desires):

- Açai Anti-Frizz Shampoo
- Açai Anti-Frizz Conditioner
- Açai Daily Smoothing Serum
- Açai Deep Conditioning Masque
- Volume Shampoo
- Volume Conditioner
- Açai Shine & Shield Spray

- Açai Restorative Sculpt & Define Polish
- Açai Protective Thermal Straightening Balm
- Instant Volume Thermal Root Lift
- Instant Volume Body Boost Powder
- Açai Brazilian Dry Oil
- Açai Flexible Molding Clay Wax