

EXPORT COFFEE

method of use

STEP 0 – Hair Diagnose

- Organic keratin straightening treatment
- Recommended for straightening even the most difficult hair
- Suitable for natural, virgin or resistant hair
- Result: **absolute long-lasting straight hair**

STEP 1 –Deep Cleansing Shampoo

- Wash hair with the shampoo and leave on for **5 minutes** (exactly)
- Rinse with plenty of water
- Repeat this process 2 or 3 times minimum, until the hair is very clean and has an almost rough touch
- Remove dampness with a towel (**Do not use a hairdryer**)
- Tips for a perfect wash:
 - Do not rub hair roots too much
 - Massage the entire length of hair
 - Pay special attention to the back of the neck

STEP 2 – Organic Straightening

- **Vigorously shake** the treatment bottle (important)
- Use gloves, a bowl and a palette
- Put **50g** of the product in a bowl
- Make partitions on damp hair
- Apply the treatment with the pallet, grabbing fine locks of hair
- Start with the back of the neck at 1 cm of the root
- Use enough product to cover all the lock

- Run a fine comb to remove the excess
- Leave on for **60 minutes**
- Every 15 minutes remove the excess with a fine comb, aligning
- **DO NOT RINSE**, detangle hair with a comb
- Make partitions and divide hair in fine locks
- **Make a perfect brushing**, starting on the back of the neck and pulling the hair locks
- A well-done brushing is what settles the level of straightening on the final result
- Continue brushing until hair is fully dried and well- aligned
- Prepare the straightener between 200-230° according to the hair
- Make partitions and divide hair in fine locks in order to straighten it
- Start on the back of the neck and run **7-12 times** each lock according to the type of hair
- In very damaged ends, run less times
- Finish with **Export Hair Oil** in the ends

TIPS – Last Recommendations

- It is essential to keep the hair dry for 24-48h for fixing the treatment correctly
- If hair gets wet from other causes (rain, sweat, heat) use a hairdryer to keep it dry and aligned
- For longer lasting results, use the **Export Home Care** line