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ORGANIC SMOOTHING TREATMENT

Technical guide





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**INFUSION** **ORGANIC  
KERATIN  
THERAPY**

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SMOOTHING TREATMENT  
SOIN ADOUCISSANT

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Organic acid complex  
Botanical actives  
& Natural oils  
Complexe d'acides organiques  
Actifs botaniques  
& Huiles naturelles

**MONTIBELLO**  
1000 ml 33.8 fl.oz.

1000 ml 33.8 fl.oz.  
MONTIBELLO



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BEFORE WE BEGIN

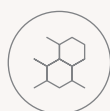
# Let's talk about **hair structure**: hair is mainly made up of proteins, lipids and water.

If all three are present in the right proportions, we have healthy, flexible, shiny, frizz-free hair. But if any of those elements are missing, our hair won't have the proper balance, causing dryness, breakage and frizzing.



## Proteins

Provide resilience and strength



## Lipids

Provide protection, flexibility and shine



## Water

Maintains moisture inside the hair shaft

## BUT WHAT IS KERATIN?

Keratin is a protein that's naturally found in human hair. In fact, hair is made up of 80% of this protein. Keratin is a peptide chain formed by a sequence of amino acids. Keratin-rich hair is healthy, flexible, soft, strong and shiny.

The adverse effects of time and the use of colouring products, highlights, blow-dryers and flat irons create gaps in the internal structure of our hair, leading to a loss of keratin, lipids and natural moisture.



## THE SOLUTION

# 100% natural organic smoothing treatment: Organic Keratin Therapy.

This highly innovative, exclusive treatment is based on a complex of organic acids that treat and straighten hair. A combination of 29 natural active ingredients boosted by six active botanical substances and a blend of 23 natural oils to achieve 100% naturally smooth hair.

It rejuvenates and repairs hair on the deepest level, achieving the ultimate shine and softness.

## HOW DOES THE TREATMENT WORK?

Hop Organic Keratin Therapy is formulated with a complex of organic acids, vegan keratin, amino acids, botanical extracts and natural oils that work in synergy, penetrating the hair fibre to provide in-depth treatment.

Acidic pH and heat activate the product, creating new bonds that lock the keratin and amino acids inside the hair shaft, realign fibres, seal the cuticle and lock in lipids, temporarily altering the hair's structure without breaking the disulfide bonds.

Hair returns to its natural state in approximately 3–6 months.





# Organic Keratin Therapy, an exclusive formula for a 100% natural, organically straightened look.



## **ORGANIC ACID COMPLEX (ORGANIC ACIDS + VEGAN KERATIN + AMINO ACIDS):**

Organic acids form new bonds that lock the keratin and amino acids inside the hair shaft and seal the cuticle for long-lasting results.

Plant-based keratin, an alternative to keratin derived from animals, repairs and strengthens hair fibre.

Amino acids can penetrate the deepest layers, filling and rebuilding the cortex.



**23 NATURAL OILS:** specifically chosen for their ability to provide intense nourishment and ultra-glossy shine.



**6 BOTANICAL EXTRACTS:** maintain hydration, eliminate frizz and create a protective shield against heat and external aggressors.



**NEUTRALISING PIGMENTS:** blue-violet neutralizing pigments with anti-yellow effect, designed to correct and neutralise any possible unwanted tones in blonde, bleached or grey hair.



## BENEFITS



- Eliminates **frizz**
- Reduces excess **volume**
- **100% natural smoothness**
- Ultimate **shine**
- **Strengthens** hair fibre
- **Repairs** damaged areas
- **Seals** the cuticle
- **Neutralises** unwanted tones
- Easier **brushing** and less **flat ironing**
- **Shields against temperatures** of up to 230 degrees
- Disappears **gradually**, with no noticeable difference at the roots
- **Compatible** with any other type of treatment
- Creates **soft, silky**, immaculate, manageable hair



- Doesn't **break** or permanently alter the structure of disulfide bonds
- Not a **permanent** straightening treatment
- No unseemly **roots**
- Doesn't **thin** hair
- Free of **formaldehyde** and its derivatives
- No sulphates / petrolatum / parabens / paraffins / palm oil / TEA-MEA / aluminium / mineral oil
- Doesn't give off **toxic fumes**
- Doesn't **irritate** eyes or throat





BEFORE & AFTER

# Discover the before and after of HOP's organic smoothing therapy to achieve 100% naturally smooth hair.

before



after



Natural hair with frizz and uncontrolled volume.

Flat iron temperature: 230°

Passes: 12

before



after



Dehydrated coloured hair, frizzy and dull.

Flat iron temperature: 200°

Passes: 8



Watch **step-by-step videos**  
with tips here



**Lightened, sensitized hair, lacking structure and movement.**

**Flat iron temperature:**  
200°

**Passes:** 10



**Hair with balayage and a tendency to frizz, unwanted tones and sensitized ends.**

**Flat iron temperature:**  
220°

**Passes:** 10

HOW TO APPLY

# The process: 100% natural organic smoothing treatment

The treatment is done in two stages: in the first we prepare the hair, and in the second we apply the product

## PREPARATION



DIAGNOSIS



WASH



NO-BRUSH  
BLOW-DRY

## TREATMENT



APPLICATION



RINSE



BRUSH  
BLOW-DRY



FLAT IRON



MOISTURISE  
+ BRUSHING



# Diagnosis

Before you begin, it's vital to spend at least 10 minutes analyzing the client and their hair in order to determine their hair's current state of health and what they expect to get out of the treatment.

It is important to follow and complete the diagnosis worksheet, as the information you gather will enable you to make the wisest decisions about how to apply the treatment.

Take your client through each step of the process, the benefits of the treatment and the anticipated results before getting started.

Important tip! You absolutely must inform your clients that HOP Organic Keratin Therapy is a heat-activated treatment, which means that, for optimal results, they will need to blow their hair completely dry after every wash to obtain loose, frizz-free, 100% naturally smooth hair.

Finally, tell your client which products you recommend for maintaining the treatment at home.

Once you've done this, the client will have all the necessary information and know how the entire process will unfold in the salon, allowing them to relax and enjoy the experience of receiving HOP's organic smoothing treatment.



## STRAND TEST:

During the diagnosis, if you have doubts about whether or not the treatment is right for a client's hair, you can do a strand test.

- 1. Take a small mid-layer section of hair** from the back of the head, between the nape and the crown.
- 2. Do the entire treatment on that section** (see the steps of the HOP organic smoothing treatment process) up to the ironing step. When you pass the treated strand through the flat iron, you will know if the treatment is suitable for that client's hair.
  - ▶ **If the results are optimal**, go ahead with the treatment.
  - ▶ **If the results are not optimal**, the client will need a few HOP TRANSFORMATIVE WELLBEING TREATMENTS to improve the health and elasticity of their hair so that it will be able to benefit from HOP Organic Keratin Therapy in the future.

STAGE ONE

# Preliminary wash

Wash hair with HOP ORGANIC ALKALINE SHAMPOO. Apply and rinse twice..

This step is essential for the smoothing treatment to work properly, as it allows HOP ORGANIC KERATIN THERAPY to penetrate the cuticle.

This type of shampoo is a must for every salon, because it prepares hair to absorb subsequent treatments or services.



★ **TIP: Don't focus only on the roots when shampooing; lather the mids and ends as well, so that all of the hair is ready to absorb the treatment. This shampoo can be rinsed out immediately.**

The new HOP Organic Alkaline Shampoo has a pH level of 8, which helps to open up the cuticle for deep cleaning.



# Dry

Comb out the hair as it falls naturally and blow it completely dry, without using a brush.

★ **TIP: If you direct the heat of the blow dryer correctly, moving from roots to ends in the same direction as the cuticle, the result will be smooth, tangle-free hair that's ready to work with.**



At this point, we recommend that you **take a photograph of the client's hair before** applying the treatment, so that they can appreciate how much it has really changed at the end of the session.





## STAGE TWO

# 1. Apply product

Divide hair into four sections and prepare a suitable amount of HOP ORGANIC KERATIN THERAPY in a bowl (see chart).

Apply the product lightly, starting 1 cm from the roots and moving down to the ends, with an applicator brush, coating the hair evenly. Use a fine-toothed comb to spread the product, making sure that no area has more than the rest.

All hair should hang down naturally, without using clips.

### Approximate quantity of HOP ORGANIC KERATIN THERAPY needed depending on hair length, density and thickness:

- ▶ **Short hair:** approx. 50gr - 80gr
- ▶ **Mid-length hair:** approx. 80gr - 125gr
- ▶ **Long hair:** approx. 125gr - 180gr

★ **TIP:** On hair with damaged and/or porous ends, you can apply a bit more product to help repair the ends and ensure a perfect result.

Thanks to its acidic pH, the new HOP organic smoothing treatment penetrates the hair shaft, rejuvenating, repairing and providing long-lasting shine.

### PROCESSING TIME:

The product's processing time is between 50 and 75 minutes, depending on the type of hair.

### Approximate processing times, depending on hair thickness, porosity, density and shape:

- ▶ **Fine hair:** 50 min.
- ▶ **Lightened hair:** 50 min.
- ▶ **Medium-thick hair:** 60 min.
- ▶ **Very thick and/or very curly hair:** 75 min.

★ **TIP:** After applying the product, cover the hair with cling film to help the active ingredients penetrate better. However, do not use cling film on lightened hair to prevent over-oxidisation of the colour.



## 2. Rinse

This step, along with flat ironing, is one of the most important in the entire treatment.

When the processing time has passed, add a bit of water and lather to remove the product from the hair.

Rinse half of the product out, which should take approximately 30 seconds, until the water turns a mauve colour.



★ **TIP: Focus on the roots and leave a bit more product on the ends to protect them from the heat of the flat iron.**



## 3. Dry:

Blow-dry hair completely with a brush. For optimal results, it's important to dry the hair as it hangs naturally, controlling face-framing strands and hairlines.

★ **TIP: At this point, it's very important that the hair be loose and perfectly placed, with no knots or tangles, as otherwise the flat iron could sensitize it.**



## 4. Iron

This step, along with rinsing, is one of the most important and time-consuming in the entire treatment.

The hair must be straightened with painstaking care, as this step will determine the outcome of the treatment.

Based on the preliminary diagnosis and following the recommendation chart, take thin sections of hair and straighten them using the flat iron and a comb. The iron should be set to between 190° and 230° C, and each strand will require between 6 and 12 passes.



### IRONING TECHNIQUE:

When using a flat iron, it's very important to consider the characteristics of each client's hair:

With thick hair, you need to divide it into strands thin enough to see your hand through them.

In contrast, when working with very fine hair you can take slightly thicker sections so that the heat of the flat iron doesn't damage it too much.

Passes should be gentle and steady, not quick or brusque, to ensure that the flat iron's heat is distributed evenly along the entire strand. Pay particular attention to the ends, making sure to seal them when you complete each pass.

★ **TIP: To determine the exact temperature and number of passes that each client needs:**

1. Select a strand of hair from the nape area.
2. Straighten that strand with the temperature and passes indicated on the chart.
3. If you notice that the hair loses too much colour, becomes too dry or develops split ends, the temperature is too high.
4. If the hair gives off static and feels rough, you've done too many passes.
5. When the hair is loose, the product has been absorbed and you can see the shine, you'll know that you've done enough passes and that the flat iron is at the right temperature.

# Chart of approximate values by hair type

HAIR	FLAT IRON TEMPERATURE	PASSES
Natural/thick	230°	12
Natural/medium	220°	12
Natural/fine	210°	10
Coloured/thick	220°	12
Coloured/medium	210°	10
Coloured/fine	200°	8
Lightened/thick	200°	10
Lightened/medium	200°	8
Lightened/fine	190°	6

★ TIP: Depending on the condition of the hair, it's advisable to use two different temperatures: one for the roots and another for mids and ends.

★ TIP: Turn the flat iron heat down 10 degrees when working on face-framing hair, which tends to be finer.



## 5. Rinse, moisturise and dry

Fully rinse the hair using only water (no shampoo) and apply a rinse or a mask as needed.

Let the product work, then rinse again and dry.

★ **TIP:** If you don't rinse the hair properly, it will end up looking heavy and dull.

**BONUS:** As a finishing touch, we recommend adding a few drops of a light sealing oil and trimming the ends for sublime results.



### MIST

Once you've finished the treatment and the hair air-dries, if any waves appear, especially around the face or near the roots, you still have time to fix it with the help of a mist.

**How to prepare the mist:**

1. Combine 1 part HOP Organic Keratin Therapy + 5 parts water in a spray bottle
2. Apply on dry hair in the area that needs fixing
3. Brush and use the flat iron as indicated for that hair type
4. Do not rinse



## RESULT

Take a photo in the same spot as the pre-treatment picture and share it with your client. That way they can see the change for themselves and even post it on social media if they like.

★ **TIP: How to take the perfect photo? Try for an uncluttered background with good lighting and zoom in on the hair. Don't be afraid to hold it up in order to show off the resulting smoothness and shine.**



## POST-TREATMENT

### How long should I wait to wash my hair?

You don't need to wait, you can wash it whenever you want.

### How long does the treatment last?

Anywhere from 3 to 6 months, depending on the type, porosity and condition of your hair, how often you wash it, and how well you maintain it.

### How can I maintain my HOP ORGANIC KERATIN THERAPY treatment?

Ideally, you should use shampoos that don't contain sulphates or mineral salts, as their cleansing action will gradually strip the product and make it disappear faster.

### HOW DOES THIS TREATMENT AFFECT HAIR COLOUR?

HOP ORGANIC KERATIN THERAPY is formulated with violet pigments that help to minimize undesirable tones.

- ▶ **On natural hair, the colour is not affected at all.**
- ▶ **On grey/white hair, it may alter the colour as this type of hair is more prone to oxidation. In such cases, it's important to control the temperature and number of passes with the flat iron to avoid over-oxidation.**
- ▶ **On coloured hair, the treatment may lighten it by 1 to 1 ½ tones.**
- ▶ **On lightened hair (highlights, balayage), the heat of the flat iron may cause some lightening, but the violet pigments in the formula will offset it.**



## HOW LONG DO I HAVE TO WAIT BEFORE COLOURING MY HAIR AGAIN?

Bear in mind that right after the treatment, the cuticle is tightly sealed, making it impossible for the hair to absorb or hold colour.

- ▶ **You should wait one week (the equivalent of 3 or 4 washes) after receiving the treatment before colouring or toning your hair.**
- ▶ **For hair lightening processes, wait 1 ½–2 months after receiving the smoothing treatment. In such cases, it is important to test the hair first and see if it is ready to be lightened or not.**

## BONUS

### A CLIENT CLAIMS THAT HER HAIR DOESN'T LOOK RIGHT AT HOME

If a client contacts you after washing her hair at home and says that it is wavy or frizzy after drying, you should give her an appointment at the salon. Wash her hair with sulphate-free shampoo and apply the type of mask her hair needs. Once the recommended processing time has passed, rinse and dry her hair using a blow dryer. When you're done drying her hair, if it looks like it should after the treatment, then the problem is the blow dryer she is using (or failing to use) at home. However, if her hair still looks frizzy or wavy, you'll need to figure out where you went wrong and repeat the treatment for your client.

### TOUCHING UP ROOTS

For those clients who want and need to, you can repeat the treatment just on their roots.

#### How to do it:

- 1. Wash hair with HOP ORGANIC ALKALINE SHAMPOO** and blow-dry fully so you can see which area needs to be touched up.
- 2. Apply HOP ORGANIC KERATIN THERAPY** to the area that needs it.
- 3. Leave to process for the recommended time**, depending on hair type.
- 4. Rinse out 50% of the product.** Work up a good lather all over the hair.
- 5. Blow-dry with a brush**, carefully controlling any cowlicks.
- 6. Ideally, you should only flat iron the area closest to the roots** and leave the previously treated ends alone.
- 7. Rinse, dry** and trim the ends.



# ORGANIC ALKALINE SHAMPOO

750ML / 25.4 FL.OZ

Deep cleansing shampoo enriched with an amino acid complex for optimal penetration of active ingredients.

## BENEFITS:

- Eliminates residues: clarifies in depth and gets rid of all unwanted build-up.
- Prepares for treatment: thanks to its alkaline pH, it opens up the cuticle and prepares hair to absorb the subsequent treatment.

## KEY INGREDIENT:

Enriched with LifeAlgae BioScience & Amino Acid Complex.

## RECOMMENDED:

For all hair types.

## HOW TO USE:

Apply on wet hair, massage in, leave on and rinse.  
Apply again.



# ORGANIC KERATIN THERAPY

1000ML / 33.8 FL.OZ

100% natural-effect smoothing treatment.

## BENEFITS:

- Provides shine, hydration and deep nourishment
- Softens and reduces volume
- Eliminates 100% of frizz
- 100% natural straight effect
- Improves hair fibre texture
- Neutralizes unwanted tones
- Free of formaldehyde and its derivatives.

## KEY INGREDIENT:

Enriched with Organic Acid Complex, Botanical actives & natural oils, and neutralising violet pigments.

## RECOMMENDED:

For all hair types

Perform strand test on sensitized hair.

## HOW TO USE:

Wash hair twice with Organic Alkaline shampoo. Blow-dry fully. Apply Organic Keratin Therapy 1cm from the roots. Leave on for 50-60' as diagnosed. Remove 50-60% of product with water. Blow-dry completely with a brush. Divide the hair into 4 sections and, using a flat iron, straighten it in fine strands 6-12 times at a temperature of 190-230° C, as diagnosed. Rinse and apply a rinse or mask. Leave on for 5'. Rinse and dry.





# Active ingredients

## 6 BOTANICAL EXTRACTS

**CHIA EXTRACT:** Protects against heat

**CALENDULA EXTRACT:** Protects against UVA/UVB

**ALOE VERA EXTRACT:** Moisturises

**ST JOHN'S WART EXTRACT:** Strengthens

**GARDENIA EXTRACT:** Regenerates

**ROSEMARY EXTRACT:** Antioxidant



## 23 NATURAL OILS

**COTTONSEED OIL:** Softens

**COCONUT OIL:** Moisturises and combats frizz

**JOJOBA OIL:** Reduces frizz and protects the hair against free radicals

**AVOCADO OIL:** Reduces dryness

**ARGAN OIL:** Builds up resistance to humidity

**SHEA BUTTER:** Repairs

**BRAZIL NUT OIL:** Nourishes

**OLIVE OIL:** Protects scalp and hair

**BABASSU OIL:** Repairs the cuticle

**PRACAXI OIL:** Conditions

**SESAME SEED OIL:** Rich in amino acids and vitamins B, E and K

**BAOBAB OIL:** Strengthens hair fibre

**SUNFLOWER SEED OIL:** Nourishes and softens

**SAFFLOWER OIL:** Increases elasticity

**ABYSSINIAN OIL:** Rich in Omega 3 and 6

**NATURAL ALPHA BISABOLOL:** Anti-irritant and anti-inflammatory properties

**MACADAMIA NUT OIL:** Rich in Omega 7 and 9 and vitamins B and E

**SOYABEAN OIL:** Repairs and protects

**AMBER OIL:** Ultimate shine

**POMEGRANATE SEED OIL:** Antioxidant

**BURITI OIL:** Wards off free radicals

**TEA TREE OIL:** Purifies

**ROSEHIP OIL:** Firms and nourishes intensely

# FAQS

## **What makes HOP ORGANIC KERATIN THERAPY different to other smoothing treatments?**

The difference lies in its composition and results. HOP Organic Keratin Therapy doesn't break the hair's disulfide bonds, allowing it to achieve 100% naturally straightened hair. It also lets you crimp or otherwise style your hair if you want. With other straightening treatments, the "stick-straight" result is less natural-looking and harder to style in waves, curls or any way other than straight.

## **Does HOP ORGANIC KERATIN THERAPY break hair fibre?**

Our treatment does not break or thin hair thanks its exclusive formula, which actually improves hair quality by replenishing and strengthening the hair fibre with a complex of organic acids, vegan keratin, amino acids, botanical extracts and natural oils instead of formaldehyde.

It's compatible with all sorts of treatments, meaning you can apply it any time you want.

## **Is the treatment permanent?**

Our HOP Organic Keratin Therapy is a temporary smoothing treatment that lasts approximately 3 to 6 months. Your hair will gradually return to its natural shape.

## **Does it work on all types of hair?**

Yes, it can be used on any type of hair, as long as it's not sensitized.

The preliminary diagnosis is very important, and we recommend doing a strand test to determine hair's health condition.

## **Can the HOP organic smoothing treatment be used on lightened or bleached hair?**

On these types of hair, you need to do a strand test first to see if it responds well to the treatment. If the results are not optimal, you will need a few HOP TRANSFORMING WELL-AGEING TREATMENT EXPERIENCE sessions to improve the health and elasticity of your hair so that it will be able to benefit from a HOP organic smoothing treatment in the future.

## **Can I put my hair up after the treatment?**

You can wear an updo or style your hair anyway you like after the keratin treatment; you can even create waves using a curling or flat iron.

## **Will it make my roots look greasy or matted?**

It doesn't make hair greasy or matted. However, you may notice that your roots have less volume the first few days; this is completely normal and will disappear after a few washes.

## **How is HOP ORGANIC KERATIN THERAPY activated?**

This is a heat-activated treatment, meaning you must dry your hair completely to achieve the desired effects of zero frizz and 100% natural straightness. The proper way to do it is by drying your hair from roots to ends, separating the strands with your fingers. It's very important to continue until your hair is 100% dry.

## **Will I need to cut my hair after using HOP Organic Keratin Therapy?**

Trimming the ends is advisable for optimal results.



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CLEANSER  
**ORGANIC  
ALKALINE  
SHAMPOO**  
DEEP &  
GENTLE WASH  
SHAMPOOING  
DOUX PURIFIANT  
LifeAlgae BioScience  
& Amino acid complex  
LifeAlgae BioScience  
& Complexe d'acides aminés

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INFUSION  
**ORGANIC  
KERATIN  
THERAPY**  
SMOOTHING TREATMENT  
SOIN ADOUCISSANT  
Organic acid complex  
Botanical actives  
& Natural oils  
Complexe d'acides organiques  
Actifs botaniques  
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