

DIKSON®

KERATIN ACTION



DKA Dikson Keratin Action

Technical Information & Use Guide

DIKSON® KER ATIN ACTION

a real revolution in

FOR THE WOMAN WHO WANTS STRAIGHT HAIR WITHOUT PERMANENTLY ELIMINATING THE NATURAL WAVE IN HER HAIR

After the treatment carried out in the hair salon, the client can choose at every wash whether to have the natural wave in her hair again or straighten it quickly.

Simply drying hair using a hairbrush and hair-dryer is enough to have impeccable straight hair without using straightening irons, wonderfully soft and full of body to the touch: the DKA treatment rebuilds hair and gives it more structure to help straighten it when desired.



DKA does not contain formaldehyde.

Dikson Keratin Action

treatments to make your hair healthy and beautiful.

DKA can be applied to all hair types: natural, chemically treated, dyed, streaked or bleached.

Before carrying out the treatment, it is advisable to speak to the client to find out his/her expectations and inform him/her of the benefits of DKA.

Together with the client, examine his/her hair condition and type (curly, wavy, straight, frizzy, natural, dyed or streaked) and take account of any chemical treatments previously carried out, indicating the benefits to be gained with DKA treatment.

Provide correct information on post treatment care and present the products to be used at home to prolong the treatment's effectiveness.

Taking into consideration the hair type and length, stipulate a cost estimate and calculate the time required to undergo the treatment.

INSTRUMENTS AND PRODUCTS REQUIRED TO CARRY OUT THE TREATMENT:



DKA Preparation
Shampoo (pre-treatment 1)



Bowl, measuring spoon
and brush



DKA Keratin Treatment 2



Heat-resistant brushes
and tail combs



Gloves



Cap



Disposable
cape



Blow dryer



Towels



Professional hair straightener
that reaches a temperature of 230°



[01]



[02]



[03]



[04]



phase A

- Cleanse hair with DKA Preparation Shampoo (pre-treatment 1).

If 70% or more of the client's hair is highlighted, wash it once with DKA Preparation Shampoo.

If the client's hair is dyed, natural, strong or grey, wash it twice or three times with DKA Preparation Shampoo, leaving the product in the hair for a few minutes each time.

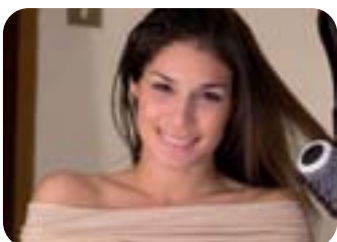
- Rinse.



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phase B

- Pat hair with a towel and then dry using a brush and blow dryer until **COMPLETELY DRY**.



[08]



[09]



phase C

- **SHAKE the bottle** of DKA Keratin Treatment 2 **WELL**.
Pour 60/90 ml or more into the bowl.

DKA Dikson Keratin Action

treatment phases



phase D

- Put on gloves.
- Divide the hair into four parts and separate it further into sections of 1 cm, starting from the nape.
- Using the brush, mix product in the bowl and then apply the solution to the locks of hair from the roots to the ends.
- Massage product into the hair with fingers to improve penetration.



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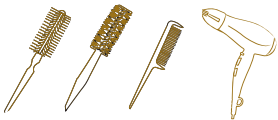
phase E



[16]

- Cover the hair with a plastic cap and leave for 20 minutes.

If the hair is very strong or natural, it should be left for 30 minutes.



phase F

- Afterwards, remove the cap and comb the hair with a tail comb, *removing any excess product.*

- **DO NOT RINSE.**

Dry using a brush and blow dryer.

The use of the hairbrush prepares the hair for the next phase, which is to straighten the hair fully and evenly using straightening irons.

THE HAIR MUST BE COMPLETELY DRY.



[17]



[18]

DKA Dikson Keratin Action

treatment phases



phase G



[19]



[20]

- Divide the hair into 3 or 4 sections.
- Set the temperature of the hair straightener and the number of times the hair should be passed through it on the basis of the hair type:
 - **damaged, bleached or chemically treated hair**
temperature of 210°
5 – 10 times
 - **grey, fine or less than 50% highlighted**
temperature of 220°
7 – 10 times
 - **natural, strong hair:**
temperature of 230°
10 – 12 times

- Starting from the nape, take locks of hair of 3 mm in width and pass them through the hair straightener from the roots to the ends.

To be sure that each lock of hair is of the ideal width, your hand should be visible through the hair.

- While this is being done, the comb should always be held in front of the hair straightener.
- Repeat process for the rest of the hair.



DKA Dikson Keratin Action

After the treatment carried out in the hair salon

It is possible to wash the hair from the day after the treatment.

The client can choose at every wash whether to have the natural wave in her hair again or straighten it quickly. Simply drying hair using a hairbrush and hair-dryer is enough to have impeccable straight hair without using straightening irons, wonderfully soft and full of body to the touch: the DKA treatment rebuilds hair and gives it more structure to help straighten it when desired.



The lasting effect of using DKA depends on the hair type and correct use of the maintenance products, both in the hair salon and at home (DKA Bioactive Keratin Shampoo, without sulphates and sodium chloride, and DKA Bioactive Keratin Cream).

The instructions on follow-up care, to prolong the results of using DKA, are available in the specially created Consumer Leaflet which must be given to the customer at the end of every treatment.



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Treatment Information

What are DKA Dikson Keratin Action and DKA BOOSTER Dikson Keratin Action?

DKA and DKA BOOSTER are treatments containing Organic Bioactive Keratin which restructure hair in depth leaving them frizz-free. DKA and DKA BOOSTER help straighten hair.

Who should use **DKA Dikson Keratin Action**?

Clients who want straight hair without permanently eliminating the wave in their hair.

Who should use **DKA BOOSTER Dikson Keratin Action**?

Clients who want straight hair for longer, getting rid of wavy hair.

Are DKA and DKA BOOSTER straighteners?

No, DKA and DKA BOOSTER are not chemical straighteners. They are treatments containing Organic Bioactive Keratin which leave hair frizz-free and help straighten hair for longer, according to each woman's needs.

Are DKA and DKA BOOSTER suitable for all hair types?

Yes, the treatments can be carried out on all hair types. Choosing DKA or DKA BOOSTER depends on the client's needs.

When can I colour my hair?

It is possible to colour hair the day after or the day before treatment using DKA. When using DKA BOOSTER, it is advisable to leave a week between colouring hair and the smoothing treatment and vice versa.

Can you wash hair after the treatments?

Yes, it is possible to wash hair the day after the treatments.

Can you go swimming in a pool or in the sea after the treatments?

Yes. Nevertheless it is important to rinse hair very well after every swim and wash it with DKA Bioactive Keratin Shampoo, without sulphates and sodium chloride, and apply DKA Bioactive Keratin Cream.

How long does the treatment last?

DKA can last from one to three months, whilst DKA BOOSTER can last for longer, depending on the type of hair and the follow-up care.

When can you redo the treatment?

As needed, on the basis of advice from your hair stylist.

DIKSON® KER ATIN ACTION

a real revolution in

FOR THE WOMAN WHO WANTS STRAIGHT HAIR FOR LONGER, GETTING RID OF WAVY HAIR

DKA BOOSTER treatment is particularly suitable for clients who wish to get rid of the natural wave in their hair and keep it straight for longer.

DKA BOOSTER restructures hair, leaving it frizz-free and **dampens curls' elasticity which become "stretched out", "tamer" and decidedly straighter.**

Hair takes on a new life: straight in a natural way, transformed, undoubtedly different.



DKA BOOSTER does not contain formaldehyde.

DKA Booster

treatments to make your hair healthy and beautiful.

DKA BOOSTER can be applied to all hair types: natural, chemically treated, dyed, streaked or bleached.

Before carrying out the treatment, it is advisable to speak to the client to find out his/her expectations and inform him/her of the benefits of DKA BOOSTER.

Together with the client, examine his/her hair condition and type (curly, wavy, straight, frizzy, natural, dyed or streaked) and take account of any chemical treatments previously carried out, indicating the benefits to be gained with DKA BOOSTER treatment.

Provide correct information on post treatment care and present the products to be used at home to prolong the treatment's effectiveness.

Taking into consideration the hair type and length, stipulate a cost estimate and calculate the time required to undergo the treatment.

INSTRUMENTS AND PRODUCTS REQUIRED TO CARRY OUT THE TREATMENT:



DKA BOOSTER
Pre-Treatment cleansing
shampoo 1



Gloves



Cap



DKA BOOSTER 2



Disposable
cape



Blow dryer



DKA Keratin Treatment 3



Towels



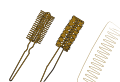
Professional hair
straightener
that reaches a temperature
of 180-230°



DKA Keratin Treatment 4



Bowl, measuring
spoon and brush



Heat resistant brushes and
wide-tooth combs



[01]



[02]



[03]



phase A

- Wash hair just once with DKA BOOSTER pre-treatment shampoo 1
- Rinse and then only dab with a towel, leaving hair nicely damp.



[04]



[05]



phase B

- Shake the bottle of DKA BOOSTER 2 and pour 80 ml or more of the product into a small basin, depending on the length and type of hair.
- Put on gloves. Check that hair is damp.
- **On heavily treated, bleached or permed hair:** initially apply a sufficient quantity of DKA BIOACTIVE KERATIN CREAM 4 on the lengths and ends to disentangle hair and to initiate the keratin's action; do not rinse and proceed to apply DKA BOOSTER 2 with an applicator brush on sections of hair of maximum 1 cm.
- **On natural hair:** apply the product with an applicator brush on sections of hair of maximum 1 cm.



[06]



[07]



phase C

- Wrap hair in clear plastic film or in a polythene cap and leave to rest:
 - for 15/20 minutes on **heavily treated, bleached and permed hair. The combined application and rest time must not exceed 40 minutes.**
 - for 30 minutes on **natural hair. The combined application and rest time must not exceed 50 minutes.**

The length of time the product is left to rest can be halved using the Electronic Master



[08]



phase D

- After leaving hair to rest, use a wide-tooth comb to ensure the product is evenly distributed; rinse thoroughly with plenty of water.



[09]



[10]

DKA Dikson BOOSTER

treatment phases



[11]



[12]



[13]



phase E

- Wash hair with DKA BIOACTIVE KERATIN SHAMPOO 3 and apply a generous quantity of DKA BIOACTIVE KERATIN CREAM 4.
- Comb hair to ensure the product is evenly distributed and leave to rest for 5 minutes. Rinse.
- If necessary, apply DKA BIOACTIVE KERATIN CREAM 4 a second time.



[14]



phase F

- Rinse and dab hair and then dry with a hairbrush and hair dryer to obtain smooth strands.



[15]



[16]



phase G

- Divide hair into 4 sections and, starting from the nape of the neck, take strands of about 1 cm.
- Straighten the strands of hair with straightening irons as follows:
 - 150/180°, going over strands 2 to 3 times, on brittle and treated hair;
 - 180/200°, going over strands 3 to 5 times, on regular treated hair;
 - 210/230°, going over strands 5 to 7 times, on natural hair

IT IS IMPORTANT TO RESPECT AND NOT EXCEED THE TEMPERATURE OF THE STRAIGHTENING IRONS AND THE NUMBER OF TIMES THEY ARE PASSED OVER THE HAIR.

DKA Dikson BOOSTER

After the treatment carried out in the hair salon

DKA BOOSTER works on the wave in your hair, which becomes noticeably tamer and stretched, from the first wash after the treatment. Dry hair as normal.

Perfectly straight hair is obtained by drying it **quickly** using a hairbrush and hair-dryer



The effect of using DKA BOOSTER lasts for more than five months and depends on the hair type and correct use of the maintenance products, both in the hair salon and at home (DKA Bioactive Keratin Shampoo, without sulphates and sodium chloride, and DKA Bioactive Keratin Cream).

The instructions on follow-up care, to prolong the results of using DKA, are available in the specially created Consumer Leaflet which must be given to the customer at the end of every treatment.



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