A.S.P®
LUXURY HAIRCARE

kitoko®

ADVANCED HAIR THERAPY

Technical Manual

Clever Nature. Clever Science.

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Kitoko® Advanced Hair Therapy

Experience Kitoko® Advanced Hair Therapy, a luxurious range of highly effective in-salon and homecare treatments that provide a professional regime approach to hair and scalp care.

Nourishing botanical extracts & unique technology combine to reveal naturally beautiful, healthy looking hair.

Clever Nature. Clever Science.

Inspired by the rich, natural resources of Africa, Kitoko® Advanced Hair Therapy offers an indulgent, sensory experience and a therapeutic approach to professional hair care - today, tomorrow, always.

The natural African plant extracts in **Kitoko®** have been expertly selected by our development chemists for their incredible rejuvenating and restorative qualities, ensuring fantastically healthy, beautiful hair. Each regime uses its own unique blend to ensure maximum effectiveness in it's specialist treatment area. Combined with our **Electron Acceptor Technology®** and ultra-gentle formulas, completely free from sulphates, parabens, waxes and mineral oils, Kitoko® Advanced Hair Therapy presents a naturally balanced, colour-safe range, perfectly matched to hair and skin.

Luxurious. Sensory.

Kitoko® offers a luxurious, sensorial & mood enhancing experience. Clients requiring deep conditioning treatments can receive the **Kitoko® Sensory Head Massage** - a specially developed sequence of techniques, designed to improve circulation and relieve stress whilst ensuring **Kitoko®** treatment products deliver optimum results. This, combined with the carefully selected, sensory and olfactory fragrances in each **Kitoko®** regime, ensures an enhanced experience for client and stylist alike.

Our Philosophy.

The name Kitoko means 'beautiful' and comes from the Lingala language, spoken in Central and Western Africa. This is the basis of our philosophy for the entire Kitoko® Advanced Hair Therapy range - expert hair care for all, providing beautiful, unrivalled results that radiate health and vitality, ensuring an ultimate sense of wellbeing.

Clever Nature

Kitoko® Advanced Hair Therapy products contain nourishing botanical extracts, expertly selected by our development chemists for their incredible rejuvenating and restorative qualities. Each regime uses its own unique blend to ensure maximum effectiveness for the specialist treatment you require.

Karité: Present in every Kitoko® Advance Hair Therapy product. Karité Oil is a legendary natural ingredient, extracted from the nut of the Shea tree found in the tropical regions of West Africa. Renowned for its traditional use in **moisturising**, **nourishing** and **conditioning** the hair and skin, Karité Oil is one of Africa's most prized and beneficial natural extracts. Richer in vitamins A, E and F than other oils, its exceptionally high content of essential fatty acids provide the power to its unequalled rejuvenating qualities. **Karité Oil is easily and instantly absorbed and is also an excellent antioxidant, providing natural UV B protection.**

African Pepper: Hundreds of years ago the rare seeds from this spice were prized for their exotic flavour & even their aphrodisiac qualities. **Nowadays African Pepper is known for its active antibacterial & astringent qualities making it an ideal ingredient for use in combating dandruff conditions.**

Argan Oil: In North Africa, Argan Oil has been used for generations in beauty regimes to treat the hair and skin due to its high nutritional value and health-promoting benefits. **Rich in Omega oils and unsaturated fatty acids such as Linoleic and Oleic, Argan Oil possesses incredible therapeutic qualities, restoring shine, strength and softness to dry, brittle hair**.

Baobab: Revered for its nourishing and medicinal properties, **Baobab extract is derived from the pulp of the fruit.** Rich in nutrients to moisturise dry hair and scalp, **Baobab also contains high levels of antioxidants, essential for fighting free-radicals.** The Baobab tree is also known as the Lemonade or the Monkey-Bread Tree.

Blue Lotus: Also known as the Blue Egyptian water lily, Blue Lotus is an aquatic flower native to Egypt although other varieties are found around the world. Its veinotonic properties help to improve the condition of veins. It also has anti-oxidant and free radicals scavenging properties.

Boswellia: Boswellia has long been used in Ayurvedic medicine and is known for its inflammatory properties. These moderate sized flowering plants usually favour tropical forests and are native to both Africa and Asia.

Cacao: Cacao is one of the most antioxidant-rich ingredients known and helps to fight free-radical damage. The Cacao tree is a small evergreen tree that produces beans that are typically used in the making of chocolate and cocoa powder.

Date: The **date fruit comes from one of the oldest cultivated palm trees and has been grown for thousands of years.** High in sugars, proteins, fibres, vitamins and minerals, date extract is excellent for revitalising fine, limp hair and adding volume.

Fig: Fig is rich in minerals, Vitamins B & C and flavonoids. This moisturizing and conditioning antioxidant helps relieve pain and inflammation, and is helpful in treating dry and irritated skin.

Fire Tulip: **Considered to be a 'magical tree' by African witch doctors it also symbolises life, passion and dynamism.** The extract is obtained from the flowers themselves to provide boosting properties to all other ingredients. **Fire Tulip is an antioxidant and has soothing qualities.**

Green Coffee (Caffeine) By stimulating and re-energising the scalp, Green Coffee [Caffeine] will help to boost the circulation and create the optimum environment for hair to grow. Coffea Robusta comes from Congo & is known to have a higher content of Caffeine than Coffea Arabica. Caffeine is the extract obtained from the seed.

Green Tea: This extract is best known for being naturally rich in antioxidants, which help to fight the damage caused by free radicals. **Green Tea is one of the main ingredients used in Electron Acceptor Technology®.**

Hibiscus: **This natural flower extract is rich in fruit acids which are excellent for repairing and nourishing damaged and stressed hair, imparting strength and shine.** Hibiscus rehydrates the Keratin fibres, helping to regenerate the hair structure and restore its natural protective barrier.

Keratin: Keratin is a family of fibrous proteins and a key structural component of hair, nails & the outer layer of the skin.

Mahogany Wood: Mahogany Wood extract is obtained from the bark of this precious tree and is rich in polyphenols and limonoids. **Well known for its antioxidant, toning and astringent qualities, this natural extract is excellent for removing impurities from the hair making it an ideal detoxifier.**

Micro-Algae Extracts: Micro-Algae Extracts help to prevent thinning & hair loss. Will also strengthen and thicken hair by ensuring the correct environment to promote healthy hair growth. May extend the natural growing phase by up to 10.5% and resting stage by up to 11.7%

Oat: Oat is rich in proteins, lipids, vitamins (especially B), and flavonoids. It is used to condition, soothe and calm sensitive skin and has excellent anti-inflammatory properties.

Oat Peptides: Due to the balanced amino acid profile of Oat Peptides, **this water-soluble, natural protein provides outstanding restructuring qualities which helps to rejuvenate and rebuild the hair.**

Papyrus: An evergreen fresh-water reed, **Papyrus was once believed to have been the symbol of eternal youth and energy for Ancient Egyptian Goddesses.** This extract is derived from the stalk of the plant and is extremely rich in Lignine, a polyphenol and a natural antioxidant. **Papyrus has exceptional strengthening and conditioning properties.**

Pomegranate: This energizing and refreshing additive with potent antioxidant properties has been used in traditional medicine for centuries. Rich in polyphenols, Vitamins B & C and minerals, it is used to support protection of the skin and hair against UV damage by free radicals.

Red Bush: Red Bush is a natural herb, which grows only in the Cedarberg region of South Africa. There it has been used for generations to treat irritated skin due to its excellent anti-inflammatory and soothing properties.

Sea Kelp (Fucus): Rich in vitamins, minerals, proteins and amino acids, sea kelp, or Fucus, has the effect of a natural moisturiser. The extract also has antioxidant and antibacterial properties.

Smectic Clay: A swelling, Rhassoul-like clay traditionally used for its outstanding ability to cleanse hair and skin. **Smectic clay has a unique ability to absorb tremendous amounts of water which makes it ideal for gently removing impurities and purifying the hair.**

Sweet Almond Derived from Sweet Almond shell, this extract is 100% naturally derived and reknowned for its exfoliating qualities. Almonds are rich in active compounds, partucularly Vitamin E, which give them strong anti-oxidant properties.

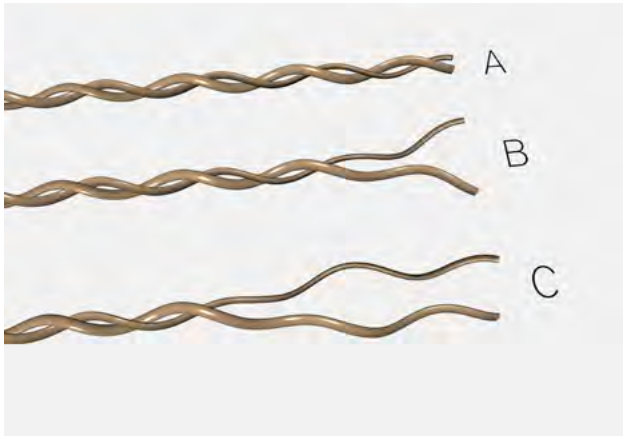
Tamarind: The evergreen Tamarind Tree grows in tropical regions of Africa and the fruit, a plump pod that grows up to 24cm long, provides the basis for the extract. **A natural source of fruit acids, Tamarind extract protects, nourishes and repairs the hair.**

Clever Science

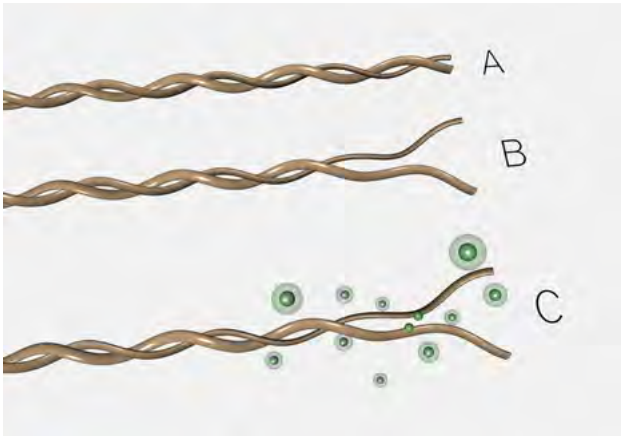
Hair is an amazing substance, naturally very resilient and strong. The central layer, the cortex, is fibrous and rope-like in appearance and primarily composed of a protein called keratin. It is this layer that is responsible for the hair's remarkable qualities. During the early growth stages of the hair, the cortex is formed into chains of keratin called protofibrils which are held together by bonds between the atoms in the different keratin chains. In their natural state each bond has two electrons which are 'paired'. If these stay 'paired' the hair remains in a stable, strong condition. From time to time, however, external influences such as pollution, chemicals, climate and damaging UV rays take their toll on the hair, causing the bonds to break (ie. the electrons to separate). This action is known as free-radical damage. When this breaking occurs the 'unpaired' electrons, which are naturally attracted to each other, begin to look for another electron to pair with. Unfortunately this hunt often leads to a chain reaction with further breakage of the bonds. This reaction leaves our bodies and hair vulnerable to ageing, attack and further damage.

Electron Acceptor Technology®

Electron Acceptor Technology® is the ultimate answer. This unique blend of antioxidants (Karite, Green Tea, Vitamins A & E) specifically targets free radicals, 'accepting' or connecting to the 'unpaired' electrons, halting the chain reaction of further bond breakage. This unique ASP® technology prevents damage to the hair structure and protects it from harm, helping to maximize its natural health and beauty.



A Stable, strong protofibril.
B Free-radical damage causes bond to break.
C Chain reaction results in further breakage to bonds.



A Stable, strong protofibril.
B Free-radical damage causes bond to break.
C Electron Acceptor Technology™ halts the chain reaction.

ELECTRON™ ACCEPTOR TECHNOLOGY

Naturally Kind

Kitoko® Advanced Hair Therapy formulations are more than 90% naturally derived*, free from sulphates, silicones* and parabens, and contain no waxes or mineral oils, making them as kind as possible to your hair and skin.

*Excludes Oil Treatment

Sulphate-Free Cleansers

Kitoko® Advanced Hair Therapy Cleansers are completely free from the harmful sulphates, Sodium Laureth Sulphate (SLES) and Sodium Lauryl Sulphate (SLS), contained in conventional shampoos. These chemicals are detrimental to the environment and to the health of your hair, skin. They are surfactants, used to create lather and remove dirt and oil from the surface of the hair and scalp, stripping them of their essential natural lubricants and moisture. The hair can be left dry and lifeless and the scalp irritated. Studies have also shown that these harsh chemicals can be easily absorbed by the body, which may lead to health issues, particularly in children.

Kitoko® Advanced Hair Therapy Cleansers are based on an ingredient derived from coconut oil, Sodium Cocoyl Isethionate (SCI), and are therefore kind to the hair and skin. Their high quality, creamy lathering action deeply cleanses the hair and protects coloured hair, reducing fade. Kitoko® Advanced Hair Therapy Cleansers are also biodegradable, making them kind to the environment as well as your hair and skin.

NB: If sulphate-free cleansers are stored in cold temperatures they may become thicker than normal. For optimum use, always store at room temperature.

All Hair Types

Kitoko Oil Treatment products are gentle enough for daily use on all hair types, even colour treated hair.

OIL TREATMENT

Intense nourishment for all hair types

Kitoko® Oil Treatment products blend nourishing botanical extracts with our unique Electron Acceptor Technology®. Karité & Argan oils combine to repair, revitalise & strengthen, leaving hair weightlessly transformed, ultra-smooth & beautifully radiant.

Oil Treatment **Cleanser**

Kitoko® Oil Treatment Cleanser blends specific natural African plant extracts with our unique Electron Acceptor Technology®. This daily cleanser uses Argan Oil, Karite and NMF to nourish the hair and hydrate the scalp. Smectic Clay helps to gently remove impurities, whilst Green Tea, Fire Tulip and Vitamins A and E act as powerful anti-oxidants. Hair is left soft, shiny and manageable. Colour-safe formula.

Available sizes: 100ml, 250ml & 1L

Oil Treatment **Balm**

Kitoko® Oil Treatment Balm blends specific natural African plant extracts with our unique Electron Acceptor Technology®. This nourishing, frequent-use conditioner uses Argan Oil, Karite, Tamarind and NMF to replenish the hair and scalp, restoring strength and elasticity. Green Tea, Fire Tulip and Vitamins A and E act as powerful anti-oxidants. Hair is left smooth, radiant and tangle-free. Colour-safe formula.

Available sizes: 100ml, 250ml & 1L

Oil Treatment - Multi-Action

Karité & Argan oils combine to repair, revitalise & strengthen, leaving hair weightlessly transformed, ultra-smooth & beautifully radiant.

- An indulgent blend of Karité & Argan Oils, Vitamins A & E & a natural UV Filter
- Lightweight formula, ideal for all hair types
- Provides intense nourishment, whilst smoothing & strengthening the hair
- Restores shine, elasticity & moisture balance, & replenishes brittle hair & split ends
- Instant absorption with non-greasy feel & no build up
- Reduces drying time
- Tames frizzy or uncontrollable hair.
- Alleviates scalp dryness.
- Improves the hair's elasticity.
- Excellent for replenishing brittle hair & split ends.
- Contains naturally derived UV filter.
- Colour-safe formula.

Available sizes: 10ml, 115ml & 290ml

Dry, Dull & Coarse Hair Causes & Symptoms

Causes

Naturally dry hair is caused by the sebaceous glands producing too little natural oil, also called sebum, and from lack of moisture. This means that the hair is not sufficiently lubricated or hydrated, so the natural protection and moisture level of the hair is reduced. Naturally coarse hair often has a tendency for dryness as there are fewer sebaceous glands on the scalp. In addition to these factors, hair can become drier as we age.

Further reasons for dry, lifeless hair are often caused by external factors or even self-inflicted:

- The sun
- Extreme climates - hot and cold temperatures
- Pollution and dry air including central heating
- Over use of heated styling aids
- Using the incorrect or harsh products
- Chemical treatments - over-processing (i.e. perming, colouring, bleaching etc.)
- Illness and some prescribed medicines
- Poor diet with lack of nutrients

Symptoms

- Looks dull and lifeless
- Loses ability to maintain natural sheen
- Often brittle and prone to split ends
- May feel rough to touch
- Scalp may be tight and dry

HYDRO-REVIVE The Replenishers

Kitoko® Hydro-Revive blends nourishing botanical extracts with our unique Electron Acceptor Technology®. Each product has been created to replenish and moisturise dry, dull and coarse hair whilst leaving the hair soft, supple and beautifully radiant.

Hydro-Revive **Cleanser**

- Ultra-gentle sulphate-free formula
- Contains Baobab, Green Tea, Fire Tulip, Karité, Vitamins A & E, NMF and Smectic Clay to remove impurities and moisturise
- Leaves hair soft, shiny and manageable
- Colour-safe formula
- pH 4.0-5.0

Available sizes: 100ml, 250ml & 1L

Hydro-Revive **Balm**

- Frequent-use conditioner
- Enhanced with Baobab, Green Tea, Fire Tulip, Tamarind, Karité extract, Vitamins A & E and NMF to condition and moisturise
- Leaves the hair tangle-free, shiny and manageable
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 100ml, 250ml & 1L

Hydro-Revive **Active Masque**

- Indulgent, deep-action hydration treatment
- Enhanced with Baobab, Green Tea, Fire Tulip, Tamarind, Papyrus, Karité extract, Vitamins A & E and NMF to condition, quench and smooth moisture-thirsty hair
- Leaves the hair detangled, supple, controllable & beautifully radiant
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 200ml & 450ml

Fine Hair, Lacking Body Causes & Symptoms

Causes

Naturally fine hair is usually more oily than normal due to the greater number of sebaceous glands on the scalp. These produce too much natural oil, or sebum, and as a result the hair becomes limp and lacking in body and natural bounce. This type of hair may also be more delicate, meaning regular conditioning is important to maintain its strength and health. In addition to these factors, hair can become thinner as we age.

Further reasons for fine hair, lacking body:

- Diet
- Hormonal imbalances, particularly in teenagers
- Extreme climates- hot and cold temperatures
- Pollution
- Over handling the hair
- Using the incorrect products
- Illness and some prescribed medicines

Symptoms

- Looks stringy, limp and dull
- Does not hold a style well
- Flyaway and full of static
- Hair may tangle easily
- Prone to holding odours

VOLUME-ENHANCE The Revitalisers

Kitoko® Volume-Enhance blends nourishing botanical extracts with our unique Electron Acceptor Technology®. Each product has been created to refresh and volumise fine hair weightlessly whilst leaving it free from static, revitalised and full of lasting body.

Volume-Enhance **Cleanser**

- Ultra-gentle sulphate-free formula
- Contains Date, Green Tea, Fire Tulip, Karité, Vitamins A & E, NMF and Smectic Clay to remove impurities and add body
- Leaves hair refreshed, silky and manageable
- Reduces static
- Colour-safe formula
- pH 4.0-5.0

Available sizes: 100ml, 250ml & 1L

Volume-Enhance **Leave-In Treatment**

- Frequent-use, leave-in conditioner
- Contains Date, Green Tea, Fire Tulip, Karité, Vitamins A & E, Panthenol, UV Filter, and NMF to reduce static and add volume and body
- Leaves the hair beautifully silky and manageable
- Colour-safe formula
- pH 3.5-4.5

Available Size: 250ml

Volume-Enhance **Active Treatment**

- Indulgent, deep-action volume-enhancing treatment
- Weightless mousse formulation
- Enhanced with Date, Green Tea, Fire Tulip, Papyrus, Karité, Vitamins A & E, Ceramides, Volume Enhance Complex and NMF to boost body and reduce static
- Leaves the hair smooth, detangled and in control and reduces drying time
- Colour-safe formula
- pH 3.5-4.5

Available Size: 250ml

Fragile & Damaged Hair Causes & Symptoms

Causes

We often expose our hair to harmful influences, such as the overuse of heated styling tools, which can result in the hair becoming fragile and damaged. Blow dryers, heated tongs, rollers and straighteners will all take their toll.
In addition to these factors, hair can become more fragile as we age.

Further reasons for hair damage are:

- Incorrect cutting
- Friction from excessive brushing
- The Sun's UV rays, the sea and even chlorinated water in pools
- Extreme climates - hot and cold temperatures
- Over-use of chemical treatments (perming, colouring, bleaching etc.)
- Using incorrect or harsh products
- Illness and some prescribed medicines

Symptoms

- Hair is lifeless and lacks lustre
- Loses natural elasticity
- Often brittle and prone to split ends
- Breakage may occur
- May feel rough to touch

NUTRI-RESTORE The Rejuvenators

Kitoko® Nutri-Restore blends nourishing botanical extracts with our unique Electron Acceptor Technology®. Each product has been created to rejuvenate and strengthen fragile, damaged and chemically treated hair whilst leaving the hair restored and protected against further harm.

Nutri-Restore **Cleanser**

- Ultra-gentle sulphate-free formula
- Contains Hibiscus, Green Tea, Fire Tulip, Karité, Vitamins A & E, NMF & Smectic Clay to remove impurities and nourish
- Leaves hair strengthened, soft and manageable
- Colour-safe formula
- pH 4.0-5.0

Available sizes: 100ml, 250ml & 1L

Nutri-Restore **Balm**

- Frequent-use conditioner
- Enhanced with Hibiscus, Green Tea, Fire Tulip, Tamarind, Karité, Vitamins A & E and NMF to nourish and strengthen
- Leaves the hair detangled, soft and manageable
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 100ml, 250ml & 1L

Nutri-Restore **Active Masque**

- Indulgent, deep-action nourishing treatment
- Enhanced with Hibiscus, Green Tea, Fire Tulip, Tamarind, Papyrus, Karité, Vitamins A & E and NMF to repair and rejuvenate fragile, damaged or chemically treated hair
- Leaves the hair strengthened, tangle-free, super-soft, shiny and manageable
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 200ml & 450ml

Dandruff & Product Build-Up Causes & Symptoms

Causes of Dandruff

The top layer of the skin is known as the epidermis and like all cells in the body it is constantly renewing itself. Flat skin cells are pushed upwards and eventually die, and shed. The scalp is no different. However, sometimes there are an excessive amount of naturally present micro organisms on the scalp which upset the usual process and balance. This natural function of shedding cells is accelerated, causing the cells to surface in groups rather than shedding separately. These groups of cells form as dandruff which is also known as Seborrhea.

Further reasons for dandruff are:

- Poor diet and sensitivity to yeast; lack of zinc and B vitamins
- Low humidity conditions; winter months and central heating
- Incorrect use of some products
- Insufficient brushing
- Stress and some illnesses

Causes of Build-Up

We are constantly bombarding our hair with lotions and potions in pursuit of our ideal hairstyle. On occasion, and if we do not use the correct products or do not remove them well enough, these products can build-up leaving a film on the surface of the hair and scalp. Styling products are the most common culprits.

Symptoms of Dandruff

- For serious, persistent dandruff conditions, medical help is recommended
- Scalp flakes may look oily or dry
- Scalp is prone to itchiness
- Scalp may appear tight, red and blotchy
- Scalp may feel tingly or sore
- Tell-tale white flakes on dark clothing

Symptoms of Build-Up

- Hair may appear dull and lifeless
- Scalp may become itchy
- Styling becomes difficult
- Brushing may release a flaky powder from the hair

PURIFY & CONTROL The Eliminators

Kitoko® Purify and Control blends nourishing botanical extracts with our unique Electron Acceptor Technology®. The Dandruff Control products have been created to reduce skin irritation and inflammation, and prevent further scalp irritation, as they are both anti-bacterial and anti-fungal in their action. Purifying Cleanser is specifically designed to gently detoxify the hair, removing all signs of adverse product build-up.

Purifying **Cleanser**

- Ultra-gentle sulphate-free formula
- Contains Mahogany Wood, Green Tea, Fire Tulip, Karité, Vitamins A & E and NMF to ensure a thorough detox of product build-up
- Can be used before chemical treatments. Will help to remove silicones and residual chlorine.
- Leaves hair super clean & prepared
- Colour-safe formula
- pH 4.0-5.0

Available sizes: 250ml & 1L

Dandruff Control **Cleanser**

- Ultra-gentle sulphate-free formula
- Contains African Pepper, Green Tea, Fire Tulip, Karité, Climbazole, Decylene Glycol, Vitamins A & E, NMF and Smectic Clay to remove impurities, eliminate bacteria and soothe the scalp
- Alleviates dandruff and scalp irritation and leaves hair soft and manageable
- Colour-safe formula.
- pH 4.0-5.0

Available sizes: 250ml & 1L

Dandruff Control **Balm**

- Frequent-use conditioner
- Enhanced with African Pepper, Green Tea, Fire Tulip, Tamarind, Karité extract, Phospholipids, Climbazole, Vitamins A & E and NMF to eliminate bacteria and soothe irritation
- Alleviates dandruff and scalp irritation and leaves the hair tangle-free, shiny and manageable
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 250ml & 1L

Dandruff Control **Scalp Lotion**

- Ultra gentle, leave-in formula to relieve itching, flaking and fight dandruff formation
- Contains African Pepper - anti-bacterial
- Moisturising and restoring properties
- Allantoin - healing and soothing
- Panthenol - Vitamin B for hydration & strength
- Will fight free radicals - an antioxidant
- pH 4.0-5.0

Available size: 75ml

Ageing, Fragile or Thinning Hair Causes & Symptoms

Causes

Healthy, lush hair reflects how we look and feel, yet unfortunately it is not resistant to the impact of time.
Recent studies have shown that a growing number of women now cite hair thinning and loss as a major concern with many having personally suffered from these conditions. These are no longer complaints voiced only by men.
As we age, especially from our late 30's onwards, our hair begins to lose its youthful beauty, strength and elasticity resulting in brittle, fragile, lack-lustre locks. Over time it may also become visibly thinner due to a decline in the number of active follicles that produce healthy hair growth plus a narrowing of the diameter of each individual hair. The hair's cuticle can also become worn and damaged leaving the inner structure vulnerable and prone to further harm. This may result in the loss of essential nutrients and moisture leaving the hair defenceless against free radical attack.

Further reasons for ageing, fragile or thinning hair are:

- Reduced sebum production
- Pollution & free radical damage
- Stress
- A diet lacking in essential nutrients
- Hormonal imbalances - pregnancy, menopause, male & female pattern
- Mis-use of chemicals & harsh products
- Illness and some prescribed medicines

Symptoms

- Hair appears diminished or sparse
- Dry & dull looking
- Loss of elasticity & strength
- Breakage & split ends may occur
- Loss of colour vibrancy in natural hair colour
- Unruly, UV sensitive white & grey hairs

AGE-PREVENT The Energisers

Kitoko® Age-Prevent is a new hair therapy system that rebalances and rehabilitates the scalp, creating the optimum environment for the growth of beautiful healthy hair.

The 3 part system includes a Cleanser, Balm and Scalp Tonic, each blending nourishing botanical extracts with our unique Electron Acceptor Technology® to help combat the signs of ageing hair.

- Special Micro-Algae Extract, clinically proven to strengthen and thicken hair, helps to promote healthy hair growth and prevent thinning and hair loss. May extend the hair's natural growing phase by up to 10.5%.
- Green Coffee, rich in caffeine, and Cacao energise and stimulate the scalp to help boost circulation.
- Electron Acceptor Technology combines powerful antioxidants to combat free-radical attack, helping to prevent damage to hair and scalp.
- Karité and NMF nourish, hydrate and protect the hair and scalp.
- Colour-safe formulations.

Age-Prevent **Cleanser**

- Leaves the hair thicker, strengthened, moisturised and rejuvenated
- With Blue Lotus to help stimulate circulation
- Smectic Clay gently removes impurities from the hair
- Daily use
- pH 4.0-5.0

Available size: 250ml & 1L

Age-Prevent **Balm**

- Helps to restore strength and reduce breakage leaving the hair thicker, softer, radiant and revitalised
- Tamarind extract protects, nourishes and repairs the hair
- Daily use
- pH 3.5-4.5

Available size: 250ml & 1L

Age-Prevent **Scalp Tonic**

- Scalp active, leave-in treatment to rebalance and rehabilitate the scalp
- Enhanced with a higher concentration of Micro-Algae Extracts for maximum effectiveness
- Enriched with Boswellia and Allantoin to soothe and heal the scalp
- Can be used daily with Cleanser and Balm to further enhance effectiveness
- pH 4.0-5.0

Available size: 75ml

Using the full regime may give visible results even after 4-6 weeks.

SPECIAL TREATMENTS The Experts

As hair and scalp issues are not necessarily restricted to just one problem, Kitoko® Special Treatments have been created to complement each of the four other therapeutic regimes.

Active pH Re-Balancer

- Equalises the porosity and restores the natural acidity of the hair after chemical treatments
- Enhanced with extracts of Date, Green Tea, Fire Tulip, Magnesium, Karité, UV Filter, Vitamins A & E, and NMF
- Leave-in formulation
- Hair is left silky smooth, soft, shiny and manageable
- Colour-safe formula
- pH 4.5-5.5

Available size: 250ml

Active Restructurant

- Repairs and restructures fragile or chemically damaged hair, and helps to replenish and prevent split-ends
- Packed with nutrients such as Baobab, Hibiscus, Oat Peptides, Panthenol, Sodium PCA, Allantoin, Green Tea, Fire Tulip, Karité extract, UV Filter, Vitamins A and E and NMF
- Leave-in formulation
- Hair is nourished, moisturised and strengthened
- Scalp is stimulated to help promote skin rejuvenation
- Colour-safe formula
- pH 4.5-5.5

Available size: 250ml

Protein Additive

- A protein, mineral and nutrient rich additive for colour and bleach. Also for use as pre-perm
- Keratin, Fig, Oat, Sea Kelp, Green Tea, Karité, Vitamins A & E & NMF combine to repair, revitalise, strengthen & protect the hair from damage during the chemical process
- Electron Acceptor Technology® halts free-radical damage
- When added to colour, Protein Additive also intensifies the tone and improves coverage and longevity
- When added to bleach or used as a pre-perm, it conditions the hair, evens porosity & reduces scalp sensitivity & irritation
- pH 4-5

Available size: 290ml

SUN-DEFENCE The Protectors

Restores health & vitality to sun-exposed hair, leaving it soothed, hydrated and protected it from further harm. Colour-safe formulations.

Hair & Body Cleanser

- Removes environmental build-up such as sea salt, sand & chlorine whilst nourishing, hydrating & soothing sun-ravaged hair & scalp.
- Ultra-gentle, sulphate free formula.
- With Willowherb, Redbush, Watermint, Green Tea, Fire Tulip, Karité, Vitamins A&E, NMF & Smectic Clay.
- Pomegranate extract provides natural UV protection.

Available size: 100ml

Active Masque

- Intensive, deep-action treatment nourishes & moisturises sun-ravaged hair & scalp, restoring health & vitality.
- Enriched with Willowherb, Redbush, Watermint, Tamarind, Papyrus, Green Tea, Fire Tulip, Karité, Vitamins A&E & NMF.
- Leaves the hair replenished, supple, shiny & manageable.
- Pomegranate extract provides natural UV protection.

Available size: 100ml

Sun-Defence **UV Protect Spray**

- Provides lightweight, invisible protection from sun exposure
- Formulated with Pomegranate, Redbush, Green Tea, Karite, Vitamins A & E and UV filters
- Leave-in formulation
- Colour-safe formula
- pH 3.5-4.5

Available size: 100ml

Identify the correct hair type or concern for your client & select products from the suggested regimes

	OIL TREATMENT	HYDRO-REVIVE	NUTRI-RESTORE	VOLUME-ENHANCE
	· **For all hair types** · Dry, dull hair · Split ends · Hair that has lost strength & elasticity · Frizzy, unruly hair	· Dry, dull hair · Naturally coarse or brittle hair · Frizzy, unruly hair · For hair lacking in moisture & elasticity · Hair with a rough cuticle · Dry, tight scalp	· Fragile, damaged hair · Hair that has been chemically treated · Heat damaged hair · Hair that has lost strength & elasticity · Hair prone to breakage & split ends	· Fine hair lacking body · Naturally oily hair · Fine hair prone to static · Flyaway hair
Daily or regular use	 **CLEANSER** 250ml/8.5fl.oz | 100ml/3.4fl.oz	 **CLEANSER** 250ml/8.5fl.oz | 100ml/3.4fl.oz	 **CLEANSER** 250ml/8.5fl.oz | 100ml/3.4fl.oz	 **CLEANSER** 250ml/8.5fl.oz | 100ml/3.4fl.oz
Daily or regular use	 **BALM** 250ml/8.5fl.oz | 100ml/3.4fl.oz	 **BALM** 250ml/8.5fl.oz | 100ml/3.4fl.oz	 **BALM** 250ml/8.5fl.oz | 100ml/3.4fl.oz	 **LEAVE-IN TREATMENT** 250ml/8.5fl.oz
Weekly or monthly maintenance		 **ACTIVE MASQUE** 200ml/6.8fl.oz	 **ACTIVE MASQUE** 200ml/6.8fl.oz	 **ACTIVE TREATMENT** 250ml/8.5fl.oz
1st cleanse before any salon or chemical treatment				
Leave-in treatment for daily or regular use	 **OIL TREATMENT** with Karite Oil & Argan Oil			

DANDRUFF-CONTROL

- Itchy scalp conditions
- Flaky scalp
- Sensitive scalp
- Seborrhea

CLEANSER
250ml/8.5fl.oz

BALM
250ml/8.5fl.oz

SCALP LOTION
75ml/2.5fl.oz

PURIFYING

- Hair over-loaded with styling products
- Excessively greasy hair
- Hair with impurities caused by pollution
- Hair with excess of silicones

CLEANSER
250ml/8.5fl.oz

CLEANSER
250ml/8.5fl.oz

AGE-PREVENT

- Ageing, fragile hair
- Sparse, thinning hair
- Falling hair
- Hair prone to breakage & split ends
- Hair that has lost strength & elasticity

CLEANSER
250ml/8.5fl.oz

BALM
250ml/8.5fl.oz

SCALP TONIC
75ml/2.5fl.oz

SUN-DEFENCE

- **For all hair types**
- Dry, sun exposed hair & skin
- Hair with environmental build-up such as chlorine, sand & sea salt

CLEANSER
100ml/3.4fl.oz

MASQUE
100ml/3.4fl.oz

UV PROTECT SPRAY
with Pomegranate & Redbush

SPECIAL TREATMENTS

Leave-in treatment for daily or regular use

ACTIVE RESTRUCTURANT
with Hibiscus, Baobab & Oat

Leave-in treatment to be used directly after any chemical service

pH REBALANCER
with Magnesium

Add to products before or during any chemical service

PROTEIN ADDITIVE
with Fig, Oat & Sea Kelp

ALL Kitoko products are interchangeable between regimes & can be used with the Special Treatments
ALL Kitoko regimes are suitable for Caucasian, Afro & Asian hair

Kitoko® Consultation & Diagnosis

Consultation

The consultation with your client is an integral and vital part of any professional in-salon treatment. It is during this personal, one-to-one time with the client that a hair stylist finds out exactly what the client wants. Ideally, the consultation & diagnosis should take place at the styling station at the beginning of the client's appointment. It should include analysis of their unwashed hair and scalp, assessment of the client's needs and also address any concerns. Excellent communication skills are absolutely essential when it comes to creating great rapport, trust and customer satisfaction, so always ask plenty of relevant questions.

The Kitoko® Treatment Diagnosis

Diagnosing the condition of the hair and scalp depends on what you see visually, what the hair actually feels like when touched and the answers to the questions you ask. In addition, 'elasticity' and 'porosity' tests can be carried out as a further indication of the hair's condition.

The Visibility and Touch Test

- How does the client's hair look? Dry, dull, greasy, limp, damaged, etc.
- What does the client's hair feel like? Dry, greasy, fine, coarse, etc.
- What is the condition of the client's scalp? Dry flakes, sore, redness, blotchy, etc.
- Is there any evidence of over-processing, breakage or split-ends?
- Has the client's hair been permed, coloured, bleached or straightened?

The Elasticity or Stretch Test

An elasticity test determines the condition of the hair. If the elasticity is poor, the internal links and bonds in the cortex may have been damaged and the hair may not be able to withstand a chemical service, so it is important to improve the elasticity of the hair.

Test To see how strong the hair is internally and test how springy it is, take a wet hair strand and stretch it between fingers and thumb and release it to see if it returns to normal. The hair should stretch slightly and then return to its original length. If the hair stretches and does not return, or even breaks, this means the hair is in poor condition.

The Porosity Test

A porosity test will determine whether there is any damage to the cuticle layer of the hair. If this layer is damaged, the inner layers of the hair may become damaged therefore it is vital to ensure the cuticle remains in optimum condition.

Test Take a small section of dry hair and run your fingers from the ends of the hair to the roots. You will be able to feel whether the cuticle is raised or damaged, an indication of porous hair. If the hair feels smooth the cuticle is flat and the hair is in good condition.

Relevant Questions to Ask

By knowing the correct questions to ask during the consultation, you will be able to assess the correct in-salon treatment regime to use and make recommendations for the after-care products that your client needs to maintain fantastically healthy, glossy hair.

- What does the client think the condition of their hair and scalp is like?
- Are there any problems or issues they have with their hair or scalp on a daily basis?
- What is important to them in terms of the condition of their hair?
- What products are they currently using?
- How often does the client shampoo their hair?
- When was the last time they had a chemical treatment on their hair?
- Was this chemical treatment a professional or home use product?
- What type of lifestyle do they have and how does their hair care routine fit with this?
- Do they have any problems with scalp itching or sensitivity?
- Are they on any type of medication?
- How is their general health and have they had any recent illnesses or surgery?

Kitoko® Application & Usage

Cleansers
Massage gently into wet hair, lather well and rinse thoroughly. Repeat if necessary. Follow with the complementary Kitoko® conditioning product or Kitoko® Special Treatment.

Balms
Apply to cleansed, towel dried hair. Distribute evenly throughout, leave for a few minutes and rinse thoroughly.
Apply Kitoko® Special Treatment if required.
Dandruff Control Balm only: Leave on the hair and scalp for 3 minutes.

Masques, including Volume-Enhance Active Treatment
Apply to cleansed, towel dried hair. Distribute evenly throughout, leave for 3 minutes and rinse thoroughly.
Apply Kitoko® Special Treatment if required.
For a super-indulgent treatment, ASP® has developed the Kitoko® Sensory Head Massage Technique to be used with the masques - see page 24 for further details.

Leave-in Treatments

Volume-Enhance Leave-in Treatment
Apply to cleansed, towel dried hair. Spray evenly from roots to tips and comb through. Do not rinse out.

Dandruff Control Scalp Lotion
Apply to cleansed, towel dried hair and scalp. Comb through evenly. Do not rinse out.

Age-Prevent Scalp Tonic
Apply to cleansed scalp. Comb through evenly. Do not rinse out.

Special Treatments

Oil Treatment
Apply a few drops to damp or dry hair. Do not rinse out. Comb through for even distribution. Style as normal.
Oil Treatment can be added to Kitoko® Masques to intensify action.
Add 10 drops to one scoop of masque for short hair applications
Add 20 drops to two scoops of masque for long hair applications
Mix the oil into the masque thoroughly and apply the masque as normal.

Active pH Re-Balancer
Apply to cleansed, towel dried hair. Spray evenly from roots to tips and comb through. Do not rinse out.

Active Restructurant
Apply to cleansed, towel dried hair. Spray evenly from roots to tips and comb through. Do not rinse out.

Protein Additive
Protein Additive may be used with any type of hair colour. Add 1 pump (approx 2ml/0.068fl.oz) to every 50g of colour. Add 1 pump to every 1 scoop of bleach. Mix well and continue with colour/bleach application as directed. To use as a pre-perm: apply 1 or 2 pumps of Protein Additive to the hair and comb through for even distribution. Do not rinse out. Commence perm application as directed.

Kitoko® Sensory Head Massage Treatment

The Kitoko® Sensory Head Massage instructional video is available to view online @ASPhair.com

Indulging your client with a relaxing head massage whilst they experience a luxurious Kitoko® treatment is an integral part of the Advanced Hair Therapy service. The Kitoko® Sensory Head Massage may be performed to improve circulation, relieve stress and influence energy channels whilst ensuring Kitoko® Treatment products deliver optimum results. This, combined with the specific sensory fragrances in each Kitoko® regime, ensures your client will experience an ultimate sense of relaxation and wellbeing.

What does the Kitoko® Sensory Head Massage involve?

The Kitoko® Sensory Head Massage comprises 4 main movements, used over the scalp and forehead - Effleurage, Petrissage, Hair Tugging and Tapotement. Tidying is used as linking technique. The total session should last between 3 and 5 minutes. Finish with a hot towel treatment if desired.

Hot Towel Treatment

An application of moist heat will enable an effective and deeper penetration of treatment product into the cortex of the hair.

Fold a towel lengthways, in half and then lengthways again.

Soak the folded towel in hot water at the wash point, wring out and squeeze as much water out of the towel as possible. Always check the temperature of the towel on the inside of your wrist before applying it to the client's hair. Wrap the hair in the towel, checking the client is comfortable and relaxed. Leave the wrapped towel on the hair for a maximum of 2 minutes or until the towel is cool but not cold.

Step by Step Guide - Kitoko® Sensory Head Massage

Duration: 3-5 minutes

You will need:

- Prescribed Kitoko® Active Masque or Treatment
- Kitoko®- Bowl, Brush & Scoop
- Kitoko® Detangling Comb
- Hot towel if desired
- A glass of water

Prepare the treatment in front of the client and explain why the products are being selected. This will encourage your client to use them at home.

Step 1

Tidy the client's hair using the Kitoko® Detangling Comb and then run your fingers from forehead to nape several times. This acts as a relaxation technique.

Step 2

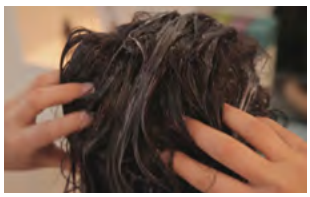
Next, divide the hair in to 4 sections.

Step 3

Apply the client's prescribed Kitoko® Active Masque or Treatment to the scalp and hair using the Kitoko® Comb.

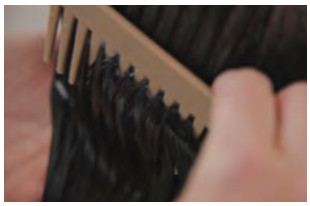
At this stage ensure a colleague prepares the hot towel, as detailed on Page 23.

Step 4 The Kitoko® Sensory Head Massage



4A Effleurage

The first movement is called Effleurage - a circular, flowing technique, similar to that used by many hairdressers when shampooing the hair. Using the fingertips of both hands, start the movement at the hairline and continue over the entire head, moving the scalp as you go. The pressure can be altered to the client's preference.
The Effleurage movement should last between 30 seconds and 1 minute.



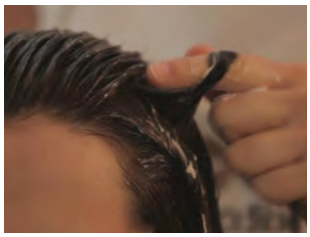
4B Tidying

Tidying is a simple linking technique, performed between the main massage movements. Simply comb the hair gently with the Kitoko® Detangling Comb and then use the fingers to rake the hair from forehead to nape several times.

4C Petrissage

Petrissage is the second main movement in the sequence and uses the whole of the hands. This invigorating technique is applied with more pressure than Effleurage. The hands should be moulded to the scalp and the movements should be slow and rhythmical. Keeping your fingers together, place your hands on the client's crown area. Firmly slide your palms and fingers down the scalp towards the hairline, spreading the fingers as you move. Next, slide your hands upwards into a 'prayer' position and repeat the process for around 30 seconds. This is an excellent technique for increasing circulation and improving lymphatic drainage.

4D Tidy the hair and proceed to the third movement.



4E Hair Tugging

Hair Tugging is used to stimulate the scalp and increase blood flow. Working closely to the scalp, take small sections of hair, twist around your finger and gently tug for 2 seconds. Continue this movement until you have covered the entire scalp, taking no more than 1 minute in total.

4F Tidy the hair and repeat the Effleurage movement for around 30 seconds. Tidy the hair once more and continue to the final part of the massage.

4G Tapotement

Tapotement, or 'raindrops' is a stimulating and revitalising technique, performed on the scalp using a light, brisk tapping of the fingertips. Repeat this rhythmic drumming action for around 30 seconds, until you have covered the whole scalp.

The head massage is now complete. To indicate this to your client, place your hands on his or her shoulders to finish.

Step 5

The Hot Towel Treatment

You may now carry out the hot towel treatment. Wrap the hot towel around your client's hair, checking that they are comfortable and relaxed. Apply Tapotement over the towel if desired. Leave the wrapped towel on the hair for a maximum of 2 minutes or until the towel is cool but not cold.
During this time, offer your client a glass of water to help eliminate impurities from the body.

Step 6

Remove the towel and rinse the product thoroughly from the hair. Apply the prescribed Kitoko® Balm if desired. Towel dry gently and comb through ready for styling. Apply Kitoko® Special Treatments at this stage if required.

The Kitoko® Advanced Hair Therapy experience doesn't end in the salon. It is important to continue discussing after-care with your client during the styling process to ensure optimum benefit from the treatment.

As a Kitoko® Consultant, you will now be able to transform your client's hair with real, unrivalled results - beautiful, youthful-looking, manageable hair that radiates health and vitality. The luxurious Kitoko In-Salon Experience will leave your client with an ultimate sense of relaxation and wellbeing.

Ensure you recommend a personalised homecare programme so your client can continue to maintain the condition of his or her hair between salon visits.

Full product information plus tips on how to recommend and retail home-care products can be found in the Kitoko® Technical Manual and online at ASPhair.com

Kitoko® Advanced Hair Therapy. Clever Nature. Clever Science.

Professional Tips

Tip One Remember, never remove the hands from the scalp whilst completing a Sensory Head Massage or when moving from one massage movement to another.

Tip Two A Kitoko® Sensory Candle will add to the whole relaxation experience.

Tip Three Remember your client will want to be advised of the take home products they have been prescribed.

Aftercare Advice - Kitoko® Sensory Head Massage

Try to provide your client with the following aftercare advice so they obtain maximum benefit from the salon treatment they have received.

Advise them with the following:

- Drink plenty of water to help flush toxins from the body
- Eat a light diet
- No excessive exercise for 24 hours
- Avoid consumption of alcohol for 24 hours
- Avoid consumption of caffeinated drinks for 24 hours
- Try not to smoke
- Have a relaxing bath
- Have an early night
- Continue with home aftercare by purchasing take home products tailored to their needs - **don't forget to recommend these!**
- Book their next appointment!

Glossary

A

Argan Oil: Indigenous to Morocco, this oil is produced from the kernel of the Argan Tree. It provides essential nutrients needed for healthy hair growth & is also known for its anti-aging, anti-inflammatory, antiseptic & antioxidant properties.

Amino Acids: The basic components of protein, there are 19 known amino acids in keratin.

Allantoin: A natural ingredient that moisturises and helps to restructure the hair. Improves cell production and renewal.

African Pepper Extract: A natural plant extract rich in active anti-bacterial and astringent ingredients. Excellent for alleviating dandruff and itchy scalp conditions.

Anagen: Lasting between 2 to 7 years in total, this is the active growth phase of hair when cells are rapidly dividing and adding to the hair shaft. Hair grows approximately 1cm per month.

Antioxidant: Substances or nutrients which can prevent or slow oxidative damage. Antioxidants act as 'free radical scavengers' therefore prevent and repair damage done by these free radicals.

B

Baobab Extract: A natural plant extract rich in various carbohydrates, ideal for moisturisation.

Behenyl Alcohol: A naturally derived ingredient that conditions and smoothes the hair without build-up.

Behentrimonium Chloride: A long chain cationic conditioner that conditions the hair's cuticle and inner structure.

Blue Lotus: Blue Lotus has veinotonic properties that help to improve circulation.

Boswellia: Renowned for its anti-inflammatory qualities, Boswellia will help to soothe the scalp.

C

Cacao: Cacao is an antioxidant-rich ingredient known to help to fight free-radical damage.

Climbazole: A technologically advanced ingredient used for the treatment of dandruff.

Ceramides: Found naturally in skin and hair these fatty acid esters are ideal for adding volume and smoothness to hair.

Cortex: The middle and main, fibrous layer of the hair.

Cuticle: The outer, protective layer of the hair.

Cetrimonium Chloride: A short chain cationic conditioner that conditions the hair's cuticle and inner structure.

Catagen: This is the hair growth phase that occurs after the anagen phase and when the hair has stopped actively growing. This stage usually lasts for 2-3 weeks.

Cationic Conditioner: Hair is negatively charged and cationic conditioners contain molecules that are positively charged. These are attracted to the hair to form a protective film and smooth.

Contra-Indication: A risk of adverse affect may be involved.

D

Date Extract: This natural extract is rich in mono and di-saccharides to replenish and volumise the hair.

Decylene Glycol: Technologically advanced anti-bacterial ingredient excellent for alleviating & combating dandruff conditions.

Dermal Papilla: The root bulb of the hair which is found in the dermal layer of the skin.

Dermis: The deep layer of the skin that is found below the epidermal layer.

E

Elasticity: Relates to the suppleness of the hair and its ability to return to its original shape when stretched.

Epidermis: The outer, protective layer of the skin also known as the epidermal layer.

Eczema: A range of persistent skin disorders. Symptoms include dryness and recurring skin rashes redness, skin swelling, itching, crusting, flaking, blistering, cracking, oozing, or bleeding. Scalp Seborrhea is a form of eczema.

F

Fire Tulip Extract: A natural plant extract, which has the ability to boost the effectiveness of other ingredients. It is also an antioxidant.

Fatty Acids: Naturally present in the human body, in cosmetics they are used to build viscosity, or volume and thickness, or as pH regulators.

Fig: Fig is rich in minerals, Vitamins B & C and flavonoids. This moisturising and conditioning antioxidant helps relieve pain and inflammation, and is helpful in treating dry and irritated skin.

Free-Radicals: Typically, stable molecules contain pairs of electrons. When a chemical reaction breaks the bonds that hold paired electrons together, free radicals are produced. Free radicals are usually very reactive and unstable, and can damage healthy body cells.

G

Green Coffee: Green Coffee [Caffeine] will help to boost the circulation and stimulate the scalp to create the optimum environment for hair growth.

Green Tea: A natural plant extract, high in antioxidants which is excellent for fighting the effects of free radicals. Green Tea is a 'free radical scavenger'.

Greasy Hair: This common condition is caused by overactive sebaceous glands.

H

Hibiscus Extract: A natural extract rich in natural acids to nourish and replenish hair and close the cuticle.

Hair Follicle: The sheath which the hair grows out of that is situated just below the surface of the skin.

Humectant: A substance that promotes the retention of moisture.

K

Karité: A natural extract rich in nutrients, vitamins A, E & F and antioxidants derived from Shea Butter. Excellent for moisturising, nourishing, strengthening, softening, smoothing and adding shine to hair, Karité is easily absorbed into the hair and root to promote healthy growth.

Keratin: Keratin is a family of fibrous proteins and a key structural component of hair, nails and the outer layer of the skin.

L

Lignine: Present in tree bark, lignine can absorb substantial quantities of water, metallics and dead cells.

Lipids: Energetic, fatty chemicals which are present in all living organisms.

Limonoids: Natural molecules with excellent antiviral, antifungal, insecticidal and astringent properties.

M

Mahogany Wood Extract: A natural plant extract rich in polyphenols and limonoids and known for its astringent qualities which is excellent for removing impurities from the hair.

Magnesium Minerals: Natural salts which have marine origins and are ideal for strengthening and re-balancing the mineral content in hair.

Melanin: The name given to the pigments that produce the natural colour of skin and hair.

Medulla: The central or innermost layer of the hair shaft.

Micro-Algae Extract: Micro-Algae Extract helps to prevent thinning & hair loss. Clinically proven to strengthen and thicken hair by ensuring the correct environment to promote healthy hair growth. May extend the natural growing phase by up to 10.5% and resting stage by up to 11.7%

N

NMF: Natural Moisturising Factor is a blend of sugars, amino acids, urea and salts naturally present on the skin. It is responsible for keeping the skin at the correct moisture level.

O

Oat: Oat is rich in proteins, lipids, vitamins (especially B), and flavonoids. It is used to condition, soothe and calm sensitive skin and has excellent anti-inflammatory properties.

Oat Peptides: A natural protein extract that is superb for strengthening and rebuilding hair.

Omega Oils: Omega 3, 6 and 9 are polyunsaturated essential fatty acids.

Olfactory: Relating to or involving sense of smell. Mood enhancing.

P

Papyrus Extract: A natural plant extract that is extremely rich in Lignine and excellent for strengthening and conditioning the hair.

Psoriasis: This is a common skin condition affecting many people. Symptoms of scalp psoriasis occur as thick scaly patches, redness and sufferers may experience severe itching, soreness and tightness of the scalp.

Phospholipids: A naturally derived and technologically advanced anti-bacterial ingredient.

Panthenol: Renowned natural source of Vitamin B and excellent for hydrating the hair.

pH Value: Stands for "hydrogen potential" and is a scale for expressing the concentration of hydrogen ions in a solution. If the pH is higher than 7, which is neutral, the solution is alkaline. If it is less than 7 then the solution is acidic.

Protein: Proteins are fundamental to all living organisms and absolutely necessary to their functioning properly. The macromolecules in proteins contain such elements as carbon, hydrogen, oxygen, nitrogen and sulphur. They are composed of one or more chains of amino acids.

Polyphenols: These are polymers which are present in vegetables. Polyphenols have antioxidant properties and will improve the moisture content and body of hair.

Polysaccharides: A long chain polymer made by sugar units.

Polymers: A long chain molecule made by a sequence of a single unit called monomer.

Papilla: The living root of the hair.

Pomegranate: This energizing and refreshing additive with potent antioxidant properties & netural UV filters has been used in traditional medicine for centuries. Rich in polyphenols, Vitamins B & C and minerals, it is used to support protection of the skin & hair against UV damage by free radicals.

R

Red Bush: Red Bush is a natural herb, which grows only in the Cedarberg region of South Africa. There it has been used for generations to treat irritated skin due to its excellent anti-inflammatory and soothing properties. The properties

of Redbush are known to help relieve skin irritations, redness and sunburn.

Rhassoul Clay: This remarkable African clay has been used for over 1,400 years as a natural beauty treatment and is traditionally used to cleanse the hair. Rhassoul clay can be used as a soap, skin conditioner, shampoo or mask for the face and body due to its superior qualities for removing oil and impurities.

S

Sea Kelp (Fucus): Rich in vitamins, minerals, proteins and amino acids, sea kelp, or Fucus, has the effect of a natural moisturiser. The extract also has antioxidant and antibacterial properties.

Sebum: The natural oil produced by the sebaceous glands to lubricate the hair.

Seborrhea: A common form of skin eczema that is associated with areas of the skin that have high sebum production such as the scalp. Scalp seborrhea is known as dandruff and often presents as thick, flaky, localised patches of scaly skin.

Smectic Clay: A natural African clay that has a "swelling" action making it an ideal way to cleanse, purify and remove impurities from the hair.

Sodium PCA: A natural moisturiser that is renowned for its moisture-binding qualities. Derived from amino acids, sodium PCA is a high performance humectant which increases softness.

Sodium Cocoyl Isethionate: A mild surfactant derived from coconut oil. In cosmetics and personal care products, this ingredient is used primarily in the preparation of bath soaps and skin cleansing products, sulphate-free cleansers, tonics, dressings and other hair grooming products.

Surfactant: A surface active substance.

Saccharides: Saccharide is another word for carbohydrate. Monosaccharide is a molecule with one unit of saccharide, i.e. glucose, disaccharide has two, i.e. table sugar or saccharose is glucose + fructose. Polysaccharides have many.

Sweet Almond: Sweet Almond shell extract is 100% naturally derived and reknowned for its exfoliating qualities and strong anti-oxidant properties.

T

Tamarind Extract: A natural source of tartaric acid which nourishes and repairs the hair.

Tartaric Acid: A naturally occurring organic acid and antioxidant found in plants.

Telogen: This is the resting phase of the hair growth cycle when the hair is fully formed and eventually lost or shed. Approximately 50-100 hairs are lost every day. The telogen stage usually lasts for 3 months.

Terminal Hair: The thicker, pigmented hair that grows from our scalp and other parts of the body. This hair is biologically dead.

U

UV Filters: Prevents oxidation damage and absorption of free radicals generated by UV rays.

V

Vitamin A: Essential for a healthy body and hair, vitamin A is an antioxidant that acts in synergy with Electron Acceptor Technology®.

Vitamin E: An antioxidant that helps form red blood cells, muscles and other tissues and preserves fatty acids. Also acts in synergy with Electron Acceptor Technology®.

Vellus Hair: The soft, fine, downy hair that covers the body. Usually no longer than 2mm in length, the follicles of vellus hair are not connected to sebaceous glands.

Retail Heaven

Today, most professional salon owners recognise that building a healthy retail sales business is vital to the overall success of their business. Not only does it provide a profitable revenue stream for the salon and potential commission for stylists, importantly it offers an additional, tailor-made service for clients - a service that they will not receive in the supermarket or high street outlets. After all, who is better trained and poised to give a client expert advice about their hair and scalp?

Kitoko® Salon Exclusive Home Care

Kitoko® Advanced Hair Therapy incorporates an extensive range of salon exclusive homecare products designed to boost your retail business. From home use sizes to travel products, each caters to your client's hair care needs by offering a bespoke programme that works in perfect synergy with in-salon treatments.

Cleansers:

Hydro-Revive
100ml & 250ml

Volume-Enhance
100ml & 250ml

Nutri-Restore
100ml & 250ml

Dandruff-Control
250ml

Purifying
250ml

Age-Prevent
250ml

Oil Treatment
100ml & 250ml

Balms:

Hydro-Revive
100ml & 250ml

Nutri-Restore
100ml & 250ml

Dandruff-Control
250ml

Age-Prevent
250ml

Oil Treatment
100ml & 250ml

Active Masques:

Hydro-Revive
200ml

Volume-Enhance Treatment
250ml Mousse

Nutri-Restore
200ml

Leave-In & Special Treatments:

Volume-Enhance Leave-In Treatment
250ml

Active Restructurant
250ml

Active pH Re-Balancer
250ml

Oil Treatment
10ml & 115ml

Dandruff-Control Scalp Lotion
75ml

Age-Prevent Scalp Tonic
75ml

Sun-Defence UV Spray
100ml

A Trusted Expert

Retailing to your client is not about a 'hard sell'. Salon staff should be encouraged to make it easy for their client to buy. Education, product knowledge and excellent communication skills are all at the heart of successful retailing. Many clients are very willing to purchase products from their salon, but don't, simply because they were not given any recommendations or advice, nor were they advised why certain products were being used during their visit. Stylists are trusted by clients so ensure your skills are perfected and expert advice is always given to help clients make an informed decision.

Advice Sells More Than Price

Most salon professionals hate the word 'sell', especially when it comes to their clients. Rather than focusing on just selling products, a better approach is to simply talk about what you are using and why it is beneficial as a natural part of the conversation - advice and recommendation is what it is all about. This starts with the consultation and will inevitably continue throughout the entire service - it's all about expert advice and recommending the most suitable products for your client's needs even after they have left the salon. Explain the benefits rather than the product type as clients are far more interested in what the results will be than the product itself. Remember there are many clients who won't buy lower priced products as they see them as cheap and recommending the right products also enhances your salon's reputation. Keep an accurate record card detailing the salon service and the retail products sold.

In-Salon Merchandising

Most customers today are used to sophisticated retail environments. Location and accessibility, display, clear pricing, and promotional activities are all key areas when retailing.

Location & Accessibility:

Clients like to pick up products and study them before making an informed decision to purchase. Where you site your retail display is therefore of paramount importance. Behind the reception desk or behind glass doors where accessibility is difficult may not be the best location for clients. Think about positioning the display near the front of the salon in the reception area. If space is tight, consider the window area ensuring prices are clear from both outside and within the salon.

Display:

Make sure the display area or stand is well stocked, prices are clearly marked and that the products are well displayed, well lit and dust-free at all times. Create a retail checklist to assist with stock rotation. Use Kitoko® point of sale material to further dress the display.

Clear Pricing:

There's nothing worse than not knowing what the price is of something you want to buy. Use shelf talkers, printed price lists or price labels on individual products to ensure clear pricing for clients.

Promotional Activities:

All manufacturers offer promotions to salons to enable them to pass special offers onto their clients, so take full advantage of these. Invent your own in-salon promotions and link them to staff incentives to encourage retailing.

Pampering Body Treatments

Body Cream — Available Size: 200ml

- Luxurious Body Cream created to moisturise & nourish the skin
- Formulated with Karité and Argan Oil
- A smooth, silky formulation which is easily absorbed into the skin
- Skin is left feeling velvety & free from stickiness
- Delicately fragranced with the captivating Kitoko Oil treatment
- Free from sulphates and parabens

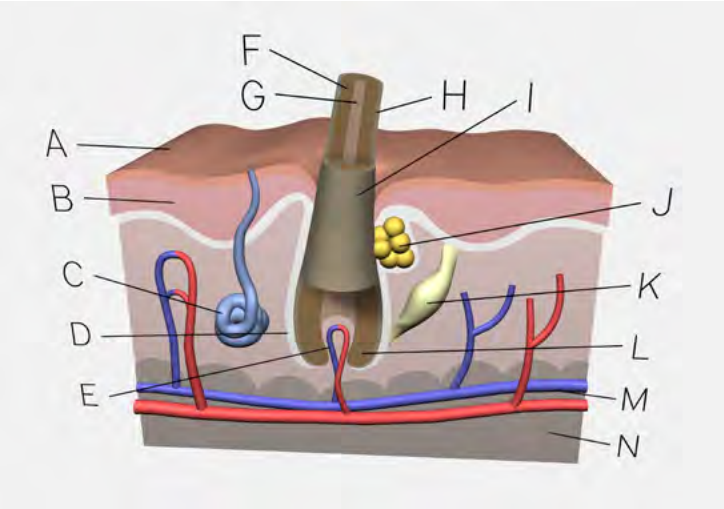
Body Polish — Available Size: 200ml

- Exfoliating Body Wash created to cleanse, polish & refine the skin
- Formulated with Karité, Argan Oil & Sweet Almond
- Buffs away dead skin cells to reveal a brighter more radiant skin texture
- Leaves skin beautifully smooth and soft
- Delicately fragranced with the captivating Kitoko Oil treatment
- Free from sulphates and parabens

Understanding Hair

Hair Structure

Hair is an amazing structure and composed mainly of a protein called keratin, but also contains lipids and water. The complex protein is formed by a combination of 19 amino acids. The hair fibre or strand, the part that consumes our daily lives, is in fact biologically dead and therefore known as terminal hair. However, deep in the dermal skin layer, and protected within the follicle, is the living hair root which generates growth and all the known characteristics associated with hair.



A Epidermis
B Dermis
C Eccrine sweat gland
D Follicle
E Papilla
F Cortex
G Medulla
H Cuticle
I Hair shaft
J Sebaceous (oil) gland
K Arrector pili muscle
L Hair bulb
M Blood & lymph vessels
N Fat cell layer

The hair fibre itself is a strong, fibrous material that is both flexible and waterproof. Each strand usually consists of 3 distinct layers - the cuticle, the cortex and the medulla.

The Cuticle

The outermost layer of the hair which is made up of overlapping 'scales' which protect the inner structure of the hair. Although the cuticle contains lipids, it is also lubricated by sebum. The use of harsh chemicals, heat and exposure to the elements can cause damage to this layer of the hair.

The Cortex

The cortex is the middle layer of the hair and arguably the most important layer. It determines the strength, texture and shape of our hair. This rope-like section of the hair is made up of protofibrils, each being composed of 4 chains of keratin which are held together by bonds situated between the atoms of the different chains. These bonds vary in strength and can be damaged by free radicals causing the hair to become weak and fragile. They can also be 'manipulated' to change their shape.

Melanin, the pigment responsible for hair colour that is produced by melanocytes in the root, is also found in the cortex. All natural hair colours are the result of two types of hair pigment that are produced inside the hair follicle. Pheomelanin is responsible for the yellowish blonde to red colours and Eumelanin is responsible for the brown to black shades. White hair occurs when these melanin molecules are no longer produced, so there is no pigment left to colour the hair naturally.

The Medulla

This is the inner core of the hair fibre and also contributes to its various colours and tones. In some finer heads of hair the medulla may be fragmented or even absent.

Hair Growth

Hair follows a specific growth cycle, each having specific characteristics that determine the length of the hair.
As hair naturally grows, falls and then re-grows, all the phases occur simultaneously otherwise we would experience an unenviable total moult.

Anagen Phase

Lasting between 2 to 8 years in total, this is the active growth phase of hair when cells are rapidly dividing and adding to the hair shaft. Hair grows approximately 1cm per month.

Catagen

This is the hair growth phase that occurs after the anagen phase and when the hair has stopped actively growing. This stage usually lasts for 2-3 weeks.

Telogen

This is the resting phase of the hair growth cycle when the hair is fully formed and eventually lost or shed.
Approximately 50 -100 hairs are lost every day. The telogen stage usually lasts for 3 months.

Hair Types

The body also has different types of hair each with its own type of cellular construction designed to serve specific purposes such as warmth and protection.

Vellus Hair

The soft, fine, downy hair that covers the body. Usually no longer than 2mm in length, the follicles of vellus hair are not connected to sebaceous glands.

Terminal Hair

The thicker, pigmented hair that grows from our scalp. This hair is biologically dead.

Androgenic Hair

The terminal hair that grows on other parts of the body.

Lanugo Hair

These are the fine hairs found on the foetus. They are normally shed before birth and replaced by vellus hair. The presence of lanugo hairs at delivery is a sign of prematurity.

AMAZING HAIR - Some Remarkable Facts

- There are 120,000 -150,000 individual hairs on the average head.
- We lose approximately 50 - 100 hairs per day.
- Hair grows on average 1cm per month, so in a year a hair will be 12 cms long.
- The average life cycle for healthy hair is 3 years, but some do exceed this.
- The average hair measures between 58 - 100 microns in diameter.
- Hair is very strong with a lock of 10 hairs able to hold a 10kg weight.
- Hair is permeable and can hold up to 30% of its weight in water. If it is damaged or weakened it can hold up to 45%.
- Hair in good condition is elastic and can stretch by up to 50% of its original length.
- A single hair fibre is elliptical in shape, not round.
- Whether hair is straight, wavy, curly or frizzy is determined by the shape and position of the hair follicle.