

keratin shot

1k

co-wash  
PROFESSIONAL LINE

PROGRESSIVE hair lifting & repair

Salerm  
COSMETICS  
keratin shot  
co-wash  
PROFESSIONAL LINE



PROGRESSIVE  
AND LONG-LASTING  
STRAIGHTENING  
1-step formula

MINUTES  
20  
MINUTES

[www.salerm.com](http://www.salerm.com)



# HAIR CARE AND REPAIR IN ONE simple step

Using the knowledge of our top experts, we have come up with a revolutionary formula in hair straightening treatments. Versatile and hydrated straightening was our main priority, and to achieve this we have added an innovative component.

Salerm Cosmetics presents **Keratin Shot co-wash**, a professional straightening treatment with low-molecular-weight hydrolyzed keratin which works as both a shampoo and conditioner to reduce application to one simple step requiring just 20 minutes.

PROGRESSIVE AND LONG-LASTING STRAIGHTENING WHICH PROTECTS THE HAIR FIBERS AND REDUCES VOLUME.

co-wash PROGRESSIVE HAIR LIFTING & REPAIR

**Salerm**  
COSMETICS

# STRAIGHTENING THAT GETS RESULTS FROM THE VERY FIRST APPLICATION

Straightening effect that improves upon successive applications but with visible results from the very first use. Long-lasting effect of up to 4 months when the instructions for use and maintenance are correctly followed.

Contains neutralizing pigments which work as a toner on the brassy hues typically produced by straightening treatments, especially evident on lighter hair.

- One-step application : one wash, dry and flat iron
- Professional formula with hydrolyzed keratin
- Dermatologically and clinically tested



# Co-wash formula

Our **co-wash** formula works in just one simple step, allowing you to wash your hair thanks to its composition containing mega-conditioning agents with cleansing properties that boost the straightening action of its active ingredients.

This way, application time is reduced to one sole rinse, dry and flat iron unlike other, existing keratin straighteners which require two washes, two blow-dries and one flat iron.

Not only that but, **Keratin Shot co-wash** contains hydrolyzed keratin to achieve a progressive straightening effect which reconstructs the hair shaft.

Ref. 217  
18.3 oz



co-wash PROGRESSIVE HAIR LIFTING & REPAIR

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# FASTER application

Conventional keratin treatments require an application time of between 2 and 4 hours to carry out all of the steps.

Keratin Shot co-wash, thanks to its formula, allows application time to be reduced by over 50% in comparison with the majority of competitor products.

FASTER AND MORE EFFICIENT application.



co-wash PROGRESSIVE HAIR lifting & REPAIR

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# How TO USE:



1. If hair is very dirty, wash first (shampoo only, no conditioner) then remove as much moisture as possible with a towel. We recommend using co-wash for this step if hair is not excessively dirty. If hair needs deeper cleaning use Keratin Shot shampoo.



2. Split the hair into 4 sections and apply the product (Keratin Shot Co-Wash) to fine sections with the help of a comb and gloves, then massage with hands to emulsify.



3. Leave to work for 20 to 40 minutes.



4. Rinse with water. Don't use shampoo or conditioner.



5. Use a hair dryer to totally remove any moisture while brushing thoroughly (important for optimum results), then separate into fine strands and flat iron, as many times as necessary according to the hair's condition (410°F virgin hair and 374°F damaged hair). 6 to 10 times per strand is recommendable.



6. To finish, apply a small amount of Keratin Shot Serum to seal the treatment and prolong its effect. Use for maintenance along with Keratin Shot Maintenance Shampoo and Deep Impact Plus Mask.

7. Don't wash or get hair wet during the following 24 hours.

*\*We recommend monthly applications. On stubborn hair or when a more effective action is required, a second application may be carried out after 24 hours or one week (recommendable). recommendable).*

# ALTERNATIVE METHOD of use

Keratin Shot co-wash is a hair care and repair product which can be used weekly or fortnightly as a maintenance treatment:

This process allows you to achieve a progressive effect and conserve the straight effect of other keratin products as part of regular washing and drying routine, reducing the need for frequent salon visits. It may be applied weekly or every 15 days.

1. Substitute your regular washing and conditioning products for Keratin Shot co-wash.
2. Apply the appropriate amount (0,35 - 0,53 oz) and massage gently to emulsify the product well and activate its cleansing base.
3. Leave on to work for 5 – 10 minutes then rinse off with water.
4. Dry / flat iron as usual.



PRODUCT FAMILY	Cód. 181	Cód. 181+ 163	Cód. 217	Cód. 832	Cód. 861 / 862 / 865	Cód. 395
	KERATIN SHOT	KERATIN SHOT + KERAMIX	KERATIN SHOT CO-WASH	KAPS FILLER	ABSOLUT STRAIGHTENER	RELAXER
RESULT	repair and hydration	Hydration, volume control and curl reduction	Hydration, reconstruction, volume control and curl reduction	Hydration, reconstruction, volume control and curl reduction	Curl elimination and volume control	Difficult curl elimination and volume control
LAST	1 and a half to 2 months	3 / 4 months	3 / 4 months	3 / 4 months	Permanent	Permanent
MODIFIES THE HAIR'S INTERNAL STRUCTURE?	<b>NO</b>	<b>TEMPORARILY</b>	<b>TEMPORARILY</b>	<b>TEMPORARILY</b>	<b>YES</b>	<b>YES</b>
STRAIGHTENING ACTIVE	hydrolysed keratin	hydrolysed keratin	hydrolysed keratin	KAPS	hydrolysed keratin	silk protein
TIME NEEDED TO COMPLETE THE PROCESS	80 / 100 min.	80 / 120 min.	20 / 60 min.	80 / 120 min.	70 / 120 min.	60 / 100 min.
RECOMMENDED "NO WASH" TIME AFTER USE	72 hours	No	24 hours	24 hours	48 hours	No
CAN OTHER TECHNICAL PRODUCTS BE USED AFTER TREATMENT?	Yes, but it can affect duration of the results	Yes, but it can affect duration of the results	Yes, but it can affect duration of the results	Yes, but it can affect duration of the results	Yes	Yes, with limitations
SUITABLE FOR...	Dehydrated and damaged	All hair types	All hair types	All hair types	All hair types except bleached / lightened hair	Hair that has not been dyed (with oxidation hair color), bleached or straightened by other means
CONTAINS FORMALDEHYDE OR DERIVATES?	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>
RECOMMENDED MAINTENANCE	Keratin Shot maintenance kit	Keratin Shot maintenance kit	Keratin Shot maintenance kit	Kaps Filler maintenance Kit	Keratin Shot maintenance Kit	hi-repair biokera
STRENGHT / MIX	Direct	4.4 oz + 1 vial	Direct	Direct	Natural / Stubborn Natural Color-treated Color-Treated + Salerm 21	Strong



# FAQ

## WHAT DOES CO-WASH MEAN?

The co-wash or co-washing method consists of washing the hair with a unique formula that conditions and washes at the same time. This way, washing time is reduced to one simple step to keep hair clean, hydrated and conditioned, without unwanted residues.

At Salerm we have developed a unique co-wash base with the appearance of a clear shampoo (with lathering power) and the texture and conditioning power of a mask. It's this base which allows us to reduce the process time and achieve unbeatable results.

## IS IT A PROGRESSIVE STRAIGHTENER?

Yes, it is. Its straightening effect increases with use. See the user instructions for further information.

## SHOULD HAIR BE WASHED FIRST?

It's not necessary as long as the hair isn't very dirty. Co-wash incorporates a cleansing base which allows the product to act like a shampoo during the treatment. Its formula creates a lather and its appearance is that of a shampoo/gel while its texture is similar to a mask thanks to its conditioning agents.

If deep cleaning is required then we recommend the Keratin Shot shampoo.

During product application it's not necessary to use a separate conditioner as co-wash incorporates a highly conditioning base and any other products could interfere with the process.

# FAQ

## Is it suitable for all hair types?

It can be used on any type of hair as long as the drying/flat ironing phase is carried out with caution, depending on the hair's initial condition. Its formula containing hydrolyzed keratin strengthens hair from within and, at the same time, its especially selected neutralizing pigment prevents brassy tones. On very damaged hair, a strand test is recommended before use.

## What temperature should the flat iron be used at?

The hair iron temperature is essential and the part of the process where the straightening reaction is produced. The final decision should be made by the hairdresser taking into consideration the hair's initial condition. On virgin and healthy hair, the recommended temperature is 410°F (210°C). For damaged hair 374°F (190°C) is recommended.

Remember that the final result will depend on the temperature used during flat ironing.

## Can Keramix be mixed with the product to boost its effects?

The Keratin co-wash formula contains the same activator as Keramix, so if we put them together they would surpass the current established legal limits of some countries. Co-wash application can be repeated 24 hours after its initial use to establish a more intense effect.

## When can I wash my hair?

We recommend waiting at least 24 hours before washing or wetting hair to allow the keratin to become fixed to the hair and so prolong its straightening effect.

# FAQ

## How long should you leave between applications?

The minimum gap between the first and second application is 24 hours. For intensive results it can be applied monthly to keep hair perfectly straight. As an alternative method, a weekly or fortnightly application can be carried out. See the user instructions and alternative application method for further information.

## Which products should be used for maintenance?

We recommend the Keratin Shot maintenance kit: Maintenance Shampoo, Deep Impact Mask and Serum.

## What happens if I use the treatment without heat?

The co-wash formula if applied without heat will act as a nourishing and softening mask. At the same time its surfactant qualities will clean the hair shaft but it will not produce a progressive straightening effect. It can be a viable option as a keratin therapy treatment without straightening effect, using the same application method but with reduced leave-on time (5 to 10 minutes) and without the need to use a flat iron.

## Can I dye my hair after applying co-wash?

Technical services can be done following co-wash but we recommend waiting at least 24 to 48 hours to stabilize the effect on the hair shaft, as further treatments may interfere with the straight results. For the same reason we recommend not washing for at least 24 hours as the excessive moisture can effect or reduce the straight effect.

# PROMOTIONAL MATERIAL



Step-by-step video application

<https://youtu.be/HY10M4Phrnw> ES

Co-wash poster

Ref. 5144 ES

Ref. 5143 EN



co-wash PROGRESSIVE HAIR LIFTING & REPAIR

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Brand	SWEET PROFESSIONAL	S'OLLER BRASIL	SALERM COSMETICS
Product name	The First 2.0	Agi One Intense Liss	Keratin co-wash
Format	980 ml	1.000 ml	500 ml
Claim	Temporary straightening	Intense straightening	Hair repair in one simple step
Contains formaldehyde?	No	No	No
Free from	Parabens	Parabens and sulfates	Parabens and sulfates
Tested on animals	-	No	No
Application with one sole product	No	No	Yes
Pre-treatment washing required	Yes	No	No
Second rinse required	Yes	Recommended	No
Conditioning base	No	Yes	Yes

# PRECAUTIONS

Avoid contact with eyes. If the product comes into contact with eyes rinse well with plenty of water.

It's very important to carry out the process in strict accordance with instructions.

Before use, the following tests must be carried out:

1. **STRAND TEST:** if the hair is very damaged do a strand test to check the result, and don't overdo flat ironing with this type of hair. A processing time of 15 minutes is sufficient for the strand test.
2. **SENSITIVITY TEST:** a prior skin test is recommendable to rule out allergies. Place a small amount of the product on the forearm, or behind the ear for 10 minutes. Remove with water and check the skin for reactions 24 hours later.

On color-treated hair the treatment may cause color loss or alteration. The result will vary depending on the hair's initial condition.

For best and straightest results, we recommend using the iron at 392°F - 410°F.

Do not expose the product to high temperatures (above 95°F), store preferably in a cool place to ensure product efficiency and prevent degradation of its active ingredients. Store in a cool and dry place.



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