

# brazilian blowout® ZERO

What makes Brazilian Blowout ZERO different from other professional smoothing treatments on the market? Most professional smoothing treatments are formulated using a methylene glycol based bonding system. Brazilian Blowout ZERO is formulated with a breakthrough Plant-Derived KeraSafe Bonding System. This bonding system releases 0% Formaldehyde before, during or after the in-salon smoothing treatment.



Brazilian Blowout **ZERO**  
is a NEW Professional Smoothing Solution  
formulated with a breakthrough  
Plant-Derived KeraSafe Bonding System.

0%  
Formaldehyde Released  
Before, During or After Treatment

brazilian blowout  
**ZERO**

# What is KeraSafe?

KeraSafe is a proprietary blend of ingredients combining the original Brazilian Blowout Super Nutrient Complex, rich with powerful smoothing ingredients such as camu camu and annatto seed, with a highly innovative Plant-Derived Bonding System that effectively smooths and seals the cuticle by creating a protective protein layer around the hair shaft to eliminate frizz and promote shine.



**How does Brazilian Blowout ZERO perform compared to the original Brazilian Blowout?**

- ZERO difference in performance.
- Same smooth, frizz-free hair in 90 minutes.
- Same process with zero downtime.
- Same incredible results for up to 12 weeks.
- Same deep conditioning and radiant shine.
- Same improvement in overall health of the hair.
- Same Acai Aftercare Products



**ZERO**  
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- Same process with zero down time.
- Same Incredible results for up to twelve weeks.
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- Same improvement in overall health of the hair.
- Same Acai Aftercare Maintenance Products.

(start booking your appointments)

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**ZERO**

**Are they discontinuing the original Brazilian Blowout Professional Smoothing Solution?**

Absolutely not! The original Brazilian Blowout Professional Smoothing Treatment will continue to be offered based on ever-increasing demand for the product.

Why did they choose to launch Brazilian Blowout ZERO if they are confident about the safety and integrity of the Brazilian Blowout solution?

They remain 100% confident with regards to the safety and integrity of the original BB treatment and will continue to sell this product as it remains incredibly popular throughout the U.S. and worldwide.

Brazilian Blowout ZERO is a NEW Professional Smoothing Treatment alternative that utilizes a plant-derived bonding system.

A number of hairstylists and consumers may feel more comfortable using this system as a personal preference.



Professional Smoothing Solution

brazilian blowout  
**ZERO**

PLANT-DERIVED  
KERASAFE BONDING SYSTEM  
0% Formaldehyde Released  
before, During or After Treatment

34 oz./1 liter