



consumer faq



K18 is free of

✗ Parabens

✗ Sulfates

✗ Silicones

✗ Phthalates

✗ Sodium Chloride

✗ Artificial Colors

✗ Formaldehyde and
Formaldehyde Donors

K18 is

✓ Vegan

✓ Color-Safe

✓ Cruelty-Free

✓ Dermatologically Tested

1. What are the Ingredients in K18?

K18 Mask

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Cetearyl Alcohol, Dicaprylyl Ether, Cetyl Esters, Behentrimonium Chloride, Polysorbate 20, sh-Oligopeptide-78, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Isopropyl Alcohol, Tocopherol, Phenoxyethanol, Potassium Sorbate, Citric Acid, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.

K18 Mist

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Polysorbate 20, sh-Oligopeptide-78, Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Phenoxyethanol, Potassium Sorbate, Potassium Hydroxide, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.

2. What is K18?

An at-home, leave-in treatment infused with our patented K18Peptide™ that works on a molecular level to repair even the most extreme damage. Hair is left with the strength, softness, smoothness, and bounce of hair like new.

Bonus: Concentrated formula ensures a little goes a long way.

The K18Peptide™ is the patented molecular breakthrough clinically proven to reverse hair damage (in just 4 minutes) from:

bleach + color



chemical services



heat



3. How does K18 work?

When hair gets damaged, the polypeptide chains (keratin chains) that make up the inner structure of hair strands become weakened and break. For context, there are billions and billions of polypeptide chains (keratin chains) in a single strand of hair. When these are damaged, hair's core structure responsible for elasticity and strength becomes compromised and as a result it loses its resiliency and shine—or the look and feel of healthy hair.

After spending a decade in the lab scanning and testing all amino acid sequences across the entire keratin genome that makes up human hair searching for a breakthrough, we discovered one unique sequence (a bioactive peptide) that brings damaged hair back to its original, youthful state. This is our K18Peptide™.

Traveling into the inner-most layers of hair to reach the core polypeptide chains (keratin chains), our revolutionary K18Peptide™ is just the right size and makeup to fit in and reconnect broken keratin chains.

Our peptide employs biomimetics to get the job done. To put it simply: Biomimetics is the practice of learning from and mimicking nature. Mimicking the natural structure of keratin building blocks (amino acid sequences), our K18 bioactive peptide is recognized as natural by the hair. It's not washed away by water or shampoo like traditional bonding agents either, making K18 a genuine, lasting solution for damaged strands.

4. What is K18Peptide™?

Our patented peptide is a unique sequence of amino acids that travels deep into hair's core structure to fit in and reconnect broken polypeptide chains (keratin chains) responsible for hair strength and elasticity.

An Analogy: When building proteins, the order of the amino acids determines the kind of protein and its properties, much like the way letters are arranged to make meaningful words and sentences. In the same way the order and where each word sits in a sentence leads to its overall meaning, K18 is the magic word that fits right in, integrating itself with the keratin chains as the hair recognizes it as a natural building block.

5. What is the K18Peptide™ patent number?

EP3058936A2

6. Is the K18Peptide™ in all K18 Biomimetic Hairscience Products?

Yes. All formulas are optimized to be the best delivery system to get the peptide where it needs to go.

7. What does K18 Pro Mist do?

K18 Mist is a lightweight mist that strengthens hair and repairs existing damage before a chemical service. It's clinically proven to repair damaged hair after just one 4-minute in-salon treatment. The slightly alkaline pH of 7.5-8.0 is designed to shift the cuticle layer, quickly penetrate the hair's cortex, and hone in on damaged sites. From there, K18Peptide™ regenerates and restores hair's strength and elasticity. This allows hair to withstand damage occurring during the chemical service.

8. Who is K18 Mist for?

K18 is safe to use on all hair types and textures, all generations, and was made to be used on all types of damage.

9. What does K18 Mask do?

Creates hair like new: Traveling Traveling into the inner-most layers of hair to reach the core polypeptide chains (keratin chains), our revolutionary K18Peptide™ is just the right size and makeup to fit in and reconnect broken keratin chains. And because our peptide is a bit of an overachiever, as a result of this reconnection, any disturbed disulfide bonds are also re-conformed. K18 doesn't just hide damage or patch it up, leaving it brittle. It renews hair, leaving strands soft, shiny, and strong.

- **Renews all hair types:** Our unique peptide does more, transforming even the most extreme damage caused by chemical services into stronger, softer, and bouncier hair that looks and feels like it's original, youthful state. You can feel and see the difference with the first use. Can be used immediately after chemical services to repair damage done during the service, and at home to keep hair in its healthiest, strongest state.
- **Lasting results that won't wash away:** Using biomimetics, the K18Peptide™ mimics the natural structure of keratin building blocks and therefore, is recognized as natural by hair instead of a facilitated bond—so it's able to integrate itself within the keratin chains to rebuild and restore hair both immediately, and over time. All this to say, it's not washed away by water or shampoo like traditional bonding agents, making K18 a genuine and lasting solution for damaged strands.

10. Who is K18 Mask for?

K18 is safe to use on all hair types and textures, all generations, and was made to be used on all types of damage.

11. I noticed there's alcohol in the formula. Isn't that bad for my hair?

We like to keep our formulas minimal, only using the exact amount of ingredients needed to get the peptide where it needs to go. Our unique blend of 3 alcohols function to open up the hair cuticle so the K18Peptide™ can penetrate the inner

most layer of hair, reaching the broken polypeptide chains (keratin chains). Here the alcohol serves as an agent to optimize the hair environment for K18 to work on a deeper level.

12. How do I use K18 Mask at home?

Follow these steps to get the most out of K18:

IN the shower:

1. Shampoo, rinse. Skip the conditioner

OUT of the shower

1. Towel dry hair thoroughly
2. Apply Mask. Wait 4 minutes. Do NOT rinse out.
3. After 4 minutes, apply styling products if desired and dry/style as usual.

13. How often do I use K18 Mask?

This is a progressive treatment designed to be used consecutively for 4-6 washes. After that, use every 3-4 washes to maintain healthy hair.

14. Can I use K18 Mist at home?

The **K18 Mist** was made to be used in the salon before chemical services. Ask your salon professional about using before your next in-salon service.

15. Does K18 offer UV protection?

No.

16. Does K18 protect from heat?

K18 does not protect from heat, but it is clinically proven to repair damage from heat styling.

17. Is K18 organic?

K18 is not organic as we employ both natural and synthetic ingredients to get our peptide where it needs to go. This intentional blend of less than 15 ingredients prioritizes cleanliness, safety, and peptide optimization.

18. When should I expect to see results?

You will start to see stronger, softer, healthier hair after just one use.

19. Does K18 wash out of your hair?

K18 mimics the natural keratin building blocks in hair, so it's recognized as natural instead of a facilitated bond and won't wash out. Our peptide's strengthening and smoothing results are clinically proven to remain in hair, even after shampoo.

20. Should I use K18 Mask before my conditioner or conditioning mask?

K18 Mask is meant to be used without conditioner. Conditioner can coat hair, making it hard for our peptide to penetrate fully. Most find they don't need an additional conditioner after using K18.

If you need more hydration, you can apply conditioner or a leave-in after the initial 4-minute waiting period is over. DO NOT rinse **K18 Mask** out prior to application.

21. Can I mix K18 Mask with other styling products?

We do not recommend mixing K18 directly with other products, but you can use additional styling products on top of K18 after the initial 4-minute processing time is over.

22. Can I use K18 Mask on Day-2 hair?

No, **K18 Mask** is meant to be applied to towel-dried, damp hair post-shower.

23. Can I use K18 Mask every day?

K18 Mask is a progressive treatment designed to be used consecutively for 4-6 washes. After that, use every 3-4 washes to maintain the integrity of hair's health.

24. Can I overuse K18 Mask?

K18 is a highly concentrated formula, so a little goes a long way. We recommend following our dosage chart to find the optimal amount for your hair type. K18 should be used consecutively for 4-6 washes. After that, use every 3-4 washes to maintain the integrity of hair's health.

	fine/ thin	medium	thick/ course
 short (chin-length or shorter)	1 +/- pump	1-2 pumps	2 pumps
 medium (shoulder length)	1-2 pumps	2 pumps	2-3 pumps
 long (mid-back length)	2 pumps	3 pumps	4 pumps

25. Will K18 weigh my hair down?

Because K18 penetrates hair, traveling deep into the inner layers to repair broken polypeptide chains (keratin chains), product won't be left sitting on the top layers of hair like traditional styling products. Hair will be left feeling clean and light.

26. What happens if I apply styling products before the K18 Mask 4-minute processing time is up?

4 minutes is the optimal amount of time it takes our K18Peptide™ to reach hair's inner structure. To provide the clearest path for the peptide to penetrate, other products should be applied after K18 has reached the polypeptide chains.

27. Why should I skip conditioner?

K18 is most effective on clean, towel-dried hair. Conditioners use silicones and conditioning agents that form heavy coatings on hair, preventing our peptide from reaching the broken polypeptide chains deep inside hair's inner layer.

28. Why do you need to leave K18 Mask in?

K18 mimics the natural keratin building blocks in hair, so it's recognized as natural instead of a facilitated bond and won't wash out. K18 acts as the missing puzzle piece to reconnect broken polypeptide chains (keratin chains) therefore it needs to stay in to maintain the link that is contributing to the renewal of hair's core strength and elasticity.

29. Has K18 been clinically tested?

K18Peptide™ is the patented molecular breakthrough clinically proven to reverse hair damage (in just 4 minutes) from:

- Bleach + Color
- Chemical Services
- Heat

30. Wheat is listed on both K18 Mist + K18 Mask ingredient lists. What if I have a wheat allergy?

You should check with your doctor if you have a wheat allergy. If your doctor allows, try testing the product on a small patch of skin to make sure there is no reaction before applying.

31. Is K18 Safe to use during pregnancy? What about allergies?

We recommend consulting with your doctor before using K18 during pregnancy or if you are concerned about specific allergies.



@k18hair

