

K18

BIOMIMETIC
HAIRSCIENCE



Our Science



10 years of biosciences research — 1 breakthrough peptide

Our K18Peptide™ was patented after scanning and analyzing 1,242 decapeptides that cover the **entire genome of human keratin proteins**. After a decade of research, we discovered one unique sequence unlocking the science to bring strands damaged from chemical services and thermal/mechanical styling back to their original, youthful state — the K18Peptide.

Patented K18 is not just a temporary fix — it's the first product to utilize biomimetics to reconnect keratin chains once broken by bleach, color, and chemical services, resulting in soft, smooth, strong hair with bounce that feels like new. The more damaged the hair, the more dramatic the results.

**This is BIOMIMETIC
HAIRSCIENCE — and it heals
hair in just 4 minutes.**

why do we need K18 and who is it for?

Damage. Everyone experiences damage to their hair in some way either by chemical services, thermal styling, mechanical styling, or even through our environments. Over time, this damage starts to break down our hair resulting in loss of shine, bounce, and that youthful state that we had prior to the damage occurring. Our K18 System works to give confidence to both stylists in-salon and consumers / clients at home through extensive use of our revolutionary peptide.

When we look at hair, it is comprised of 3 separate bonds that give hair its strength, structure, and integrity. Salt and hydrogen bonds are important however disulfide bonds would give hair its foundational support. When these disulfide bonds are broken via any of the routes mentioned above, this results in damage. This damage occurs not only inside hair but all throughout in the cuticle, cortex, and medulla. It doesn't matter if your hair is natural, fine, curly, straight, or chemically treated, as damage all happens the same way on a molecular level, which brings us to K18.

For all hair types, for every generation.

Why is K18 crucial to the market now?

It's no surprise that 2020 has been an unprecedented year, and hair salons have been hit hard. K18 will be pivotal in reestablishing the emotional, important bonds between stylists and their clients.

As salons re-open, stylists can share this innovative new way to bring life back into hair, and how to bring it to an almost-virgin state. K18 works in just 4 minutes, which aligns with social distancing precautions so clients feel safe and comfortable. And with take-home options, salons can begin to build profit off commissions.

Start off this new era with something that works on all hair types and hair goals, that will build trust, and will bring something joyful and positive into your clients' lives.

story of K18

Suveen Sahib has committed his life to understanding the biology of hair. With his co-founder wife **Britta Cox** and their brand **AQUIS** by his side, he uncovered the truth that cosmetic chemistry is not the best the industry can do when it comes to hair damage. And so he decided to not just treat hair damage – he wanted to make hair feel like new again.



He found that you must create a strong internal architecture so the hair can withstand everyday stress, which led to in-depth research into biomimetic technologies and bioactive peptides created from DNA sequences. This lightbulb finding was the impetus for the Patented K18Peptide™.

The K18Peptide™ is the outcome of collaborations with skincare delivery research scientists and top European bio-engineering scientist Professor Artur Cavaco Paulo and his team, who mapped the entire genome expression of human keratin over the course of a decade, curating biomimetic technologies that guide the shape and behavior of hair fibers, and the ability to actually reverse chemical damage. K18Peptide™ is the only of its kind, a patented bio-active peptide that will pave the way for the next generation of haircare. No more cosmetic chemistry – this is all bioscience, and is the answer to one of the industry's longest-standing problems.

**Hair can be healthy and feel like new again.
And the time to heal your hair is now.**

how K18 works

When thinking of hair, the easiest comparison would be to many different ladders that have been twisted to create the keratin chain. These ladders stay in place as a result of disulfide bonds. They are held together and present in the cortex, medulla, and cuticle.

When these ladders are damaged, it's not just the singular rungs of the ladder that break, it's the entire ladder including the runners and any connections between these multiple ladders held together by electrostatic attraction.

Most products only focus on creating a temporary bridge between the rungs of a ladder (the ionic crosslink across the broken disulfide bonds). This washes away with any alkaline agent like water or shampoo without any mechanism to support the sides of the ladder (broken keratin chains). The hair then continues to stay weak and limp.

Through a period of 10 years of research (3 years in scanning and in silico design), the keratin proteome covering 1,242 decapeptides, we at K18 patented the first peptide that is most effective at connecting the broken keratin chains. This means that K18 is able to provide **permanent results** that repair and heal hair in four minutes.



**The future of haircare
was born in a single
patented peptide**

Any chemical process that involves an alkaline environment breaks the keratin chains that keep hair together and strong. K18 is the first product in history to reconnect the broken keratin chains. It does so by penetrating the cortex and reconfirming the disulfide bonds across the sides of the ladder and so reconnecting the broken keratin chains. Hair is now repaired and restored to a near undamaged state of strength and elasticity.

K18

at-home





K18 mask (50ml)

Begin or continue molecular hair at home with the **K18 Mask**.

The only patented bioactive peptide treatment clinically proven to repair and reverse damage from chemical services, thermal styling, and mechanical styling.

1. Shampoo, do not condition. Towel dry thoroughly.
2. Begin with 1 pump of **K18 Mask** and add more as needed depending on length, thickness, and condition. Work evenly into hair, one pump at a time, from ends to roots.
3. Let sit for 4 minutes to activate.
4. DO NOT rinse out.
5. Style as usual.

***Please note, if client uses heavy products including oils, silicones and film formers, a detox, or clarifying shampoo may be needed prior to application in place of a regular shampoo for best results. This is due to product buildup acting as a barrier.

***K18 may also be used at home without the use of in-salon treatments or services as a separate retail product.



K18 Peptide Doses (5ml)

Begin or continue molecular hair repair at home with the **K18 Mask**.

The only patented bioactive peptide treatment clinically proven to repair and reverse damage from chemical services, thermal styling and mechanical styling.

1. Shampoo, do not condition. Towel dry thoroughly.
2. Begin with 1 dime-size amount of **K18 Mask** and add more as needed depending on length, thickness, and condition. Work evenly into hair, one pump at a time, from ends to roots.
3. Let sit for 4 minutes to activate.
4. DO NOT rinse out.
5. Style as usual.

***Please note, if client uses heavy products including oils, silicones and film formers, a detox or clarifying shampoo may be needed prior to application in place of a regular shampoo for best results. This is due to product buildup acting as a barrier.

***K18 may also be used at-home without the use of in-salon treatments or services as a separate retail product.

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