



KERATIN TREATMENTS - WHO CAN YOU TRUST?

	 BRAZILIAN KERATIN TREATMENT	COPPOLA KERATIN COMPLEX SMOOTHING THERAPY
ARE INGREDIENTS FULLY DISCLOSED?	YES – INGREDIENTS ALWAYS LISTED ON THE PRODUCT LABEL	NO - NOT DISCLOSED ON LABEL
IS FORMALDEHYDE CONTENT DISCLOSED?	YES - ALWAYS PLAINLY STATED ON PRODUCT INGREDIENTS LIST AND MSDS SHIPPED WITH PRODUCT	NO – CLAIMS FORMALDEHYDE FREE WHILE INDEPENDENT CHEMICAL ANALYSIS REVEALS SIGNIFICANT PRESENCE OF FORMALDEHYDE
MSDS CONTENT	REMAINS THE SAME AS THE FIRST DAY ON THE MARKET IN 2007	AT LEAST 3 VERSIONS SINCE INTRODUCTION, ALL OF WHICH OMIT REFERENCE TO FORMALDEHYDE
WHAT IF CLIENTS HAVE ALLERGIES TO ANY PARTICULAR INGREDIENT?	ALL INGREDIENTS ARE ON THE LABEL FOR TRANSPARENCY	NO WAY TO KNOW INGREDIENTS NOT DISCLOSED
WHERE ARE THE PRODUCTS MANUFACTURED?	USA	UNKNOWN NOT DISCLOSED
MAIN INGREDIENT	KERATIN	UNKNOWN INGREDIENTS NOT DISCLOSED
EDUCATION/CERTIFICATION	REQUIRED BY MARCIA TEIXEIRA	NOT REQUIRED
CUSTOMIZED FORMULAS?	3 FORMULAS TO ACCOMMODATE DIVERSE CLIENT AND HAIR NEEDS: ORIGINAL, CHOCOLATE AND ADVANCED	1 FORMULA