



consumer faq



K18 is free of

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|--------------|---------------------|
| ✗ Parabens | ✗ Sodium Chloride |
| ✗ Sulfates | ✗ Artificial Colors |
| ✗ Silicones | ✗ Formaldehyde and |
| ✗ Phthalates | Formaldehyde Donors |

K18 is

- | | |
|--------------|---------------------------|
| ✓ Vegan | ✓ Cruelty-Free |
| ✓ Color-Safe | ✓ Dermatologically Tested |

1. What is the K18 leave-in molecular repair hair mask?

A biotech-powered leave-in treatment that repairs hair damage in 4 minutes. Powered by our biomimetic K18PEPTIDE™ to reverse bleach + color, chemical service, and heat damage for strength, softness, smoothness, and bounce that lasts and gets better with continued use.

2. What are the K18 mask ingredients?

Water (Aqua) (Eau), Alcohol Denat., Propylene Glycol, Cetearyl Alcohol, Dicaprylyl Ether, Cetyl Esters, Behentrimonium Chloride, Polysorbate 20,sh-Oligopeptide-78 (K18PEPTIDE™), Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch, Isopropyl Alcohol, Tocopherol, Phenoxyethanol, Potassium Sorbate, Citric Acid, Fragrance (Parfum), Geraniol, Linalool, Hexyl Cinnamal, Benzyl Alcohol.

3. What is the K18PEPTIDE™?

Our biomimetic peptide mimics hair's natural structure to seamlessly fit in and reconnect broken keratin chains responsible for hairs core strength and elasticity. As a result of this reconnection it also addresses cleaved disulfide bonds for connection along the Y-axis of hair AND the x-axis or width of hair.

4. What is biomimetics?

Biomimetics is a fancy way of saying “learning from and mimicking nature.” By mimicking the natural structure and molecular makeup of keratin proteins, the K18PEPTIDE™ is the perfect puzzle piece to connect broken keratin chains to renew strength + elasticity.

5. Is the K18PEPTIDE™ in every K18 product?

All K18 products are formulated with the K18PEPTIDE™, in our molecular repair products the peptide works at the innermost layers to reverse hair damage, in our PEPTIDE PREP™ products the peptide acts like a protective shield at the cuticle level to mitigate protein loss that can come from washing.

6. How does the K18 mask work?

K18 works as a treatment to reverse damage in 4 minutes. How it works is a lot like makeup vs. skincare. Concealers (i.e. most hair products) temporarily cover up a problem. K18 works like retinol, highly concentrated, working on a deeper level to renew that base health so you can wear less concealer in the future.

Pretty cool right?

7. Is the K18 mask a bond builder?

Nope. Instead of temporarily restoring just one type of bond, K18's biomimetic peptide mimics the molecular makeup of keratin to reinforce strength along the length AND width of the hair fiber. Bond builders walked so we could run, ya know?

8. Why should I use the K18 mask?

We put our hair through a lot, if you're an avid heat styler or someone who frequents the salon a lot for bleach, color, or other chemical services, K18 was engineered for you. If you just live your life with hair, you also need it, since just walking outside and exposing hair to sunlight or pollution can cause chemical reactions and damage. Think of K18 as that multi-vitamin for your hair, the first step in a healthier routine that makes all those other efforts go further.

9. Will the K18 mask work for my hair?

The cool thing about K18 is that it works at the innermost layers of hair, where all hair is identical, so it will work to renew **all** hair types—yep even 3-4C. It's also compatible with all products, easily fitting into any routine.

10. How do I use the K18 mask?

Hair routines look a little different with K18. Think less steps + more self-expression without damage.

- Shampoo. Skip conditioner
- Gently towel dry hair 'til damp
- Start with 1 pump and spread it between your hands.
- Evenly distribute it from ends to roots.
- Add more as needed but don't exceed 3 pumps
- Wait 4 minutes before combing + styling to get your finished look + feel.
- Then do whatever you want. This is a leave-in, no rinse needed.

11. How much K18 mask do I use?

We know with a typical mask you're used to globbing it on. But not with K18, we formulated with a less-is-more approach so you could waste less (product + money). This highly concentrated formula means most people only need about a dime or two dime-sized amounts. Start with 1 ml, warming it up in your hands to help evenly distribute + use less. Add 1/2 pump more at a time to encounter any missed strands (average use is 2 pumps, on the highest end the thickest or most curly-coily hair uses a maximum of 3 pumps).

12. How often do I use the K18 mask?

Start by using K18 after the first 4-6 washes. Then switch to maintenance mode for a boost of renewed strength, softness, smoothness, and bounce when needed. In the case of extreme damage (like some of the team peeps after they come back from the salon), start the cycle again with 4-6 washes again.

13. Can I use the K18 mask every day?

It is safe to use K18 Mask after every wash on shampooed, towel-dried hair. The K18 Mask is a progressive treatment, so you will see better results with continued use.

14. Can I use K18 Mask on day 2 hair?

No, the K18 mask is meant to work on freshly washed, damp hair only.

15. Why skip conditioner?

Conditioner leaves a film on the cuticle that blocks our peptide from penetrating into the innermost layers effectively. Once the 4-minute wait time is up, feel free to use a conditioner a leave-in, or any type of product.

16. Does K18 mask replace conditioner?

Think of K18 as a highly concentrated treatment. It restores hair's strength + elasticity in the innermost layers of hair, instead of traditional conditioners that coat the outside of hair. After the 4-minute wait time post-K18, feel free to add a leave-in for a boost of conditioning if needed.

17. Why do I use K18 mask on towel-dried hair?

Water from damp hair swells the cuticle (the outside layer of hair) to open the gates for our biomimetic peptide to enter and travel to the innermost layers of hair. If the gates aren't open, the product will stay on the surface—giving you mostly superficial repair. By applying on damp hair, you can use less, waste less, and still get the best results.

18. Can I mix the K18 mask with other styling products?

We recommend applying our biomimetic peptide alone so it can penetrate hair without anything in the way, but you can add styling products after the initial 4 minute wait time.

19. Can I apply styling products or conditioner before the mask's 4-minute wait time is up?

We like to leave a clear path for the K18PEPTIDE™ to penetrate without disruption from other products or styling tools. After 4 minutes, you're free to do whatever you'd like to your hair.

20. Will the K18 mask work on hair with a lot of buildup?

Any type of coating whether it's product buildup, sebum/oil buildup, or even mineral + metal buildup from hard water can block our biomimetic peptide from getting where it needs to go. We recommend a detox shampoo prior to K18 application for first time users, or people that use a lot of styling product to clear the path for our peptide to fully penetrate hair.

21. Why does the K18 mask have to sit for 4 minutes?

K18PEPTIDE™ acts as the missing puzzle piece to reconnect broken polypeptide chains (keratin chains), so it stays in to maintain the link contributing to hair's renewed core strength and elasticity. K18 mimics the natural keratin building blocks in hair, so it's recognized as natural for lasting + progressive results with continued use.

22. If K18 mask doesn't rinse out, why do I have to keep using it?

Since damage is ongoing, your use of K18 should be too. K18 is a progressive treatment, so your hair gets healthier with continued use.

23. I'm not seeing results, or my hair feels dry, frizzy, and crunchy after using K18. What should I do?

There might be a coating of product, pollution, hard water, and/or sebum buildup preventing our biomimetic peptide from penetrating your hair. Try using a detox shampoo and don't forget to skip conditioner, clearing the path for our peptide. Warm up the product in your hands to help evenly distribute + use less. then wait 4 minutes for the K18PEPTIDE™ to penetrate before styling as usual.

24. Will the K18 mask weigh my hair down?

Since our K18PEPTIDE™ works in the innermost layer of hair, product won't be left sitting on the top layers of hair like traditional styling products. Hair will be left feeling smooth yet lightweight. If your hair feels weighed down, try using less of the mask.

25. Is K18 considered a protein?

K18 mask is not a protein treatment, our biomimetic peptide naturally mimics the amino acid sequences in keratin to rebuild bonds broken by chemical, color, and heat damage. If you are experiencing dry, brittle hair, try a detox shampoo to remove buildup

26. What if I have a wheat allergy?

The K18 Mask does contain a small amount of wheat protein. Please consult your doctor before using K18 if you have a wheat allergy and conduct a patch test upon approval to test for any allergic reactions.

27. Is K18 safe to use during pregnancy?

Although K18 is free of sulfates, parabens, phthalates, silicones, artificial colors, sodium chloride, and is vegan and cruelty-free, we recommend clients consult their doctors before using K18 during pregnancy or if they have concerns about allergies. We are happy to provide an MSDS sheet.

28. 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 ingredients needed to get the peptide where it needs to go. Our unique blend of 3 alcohols functions to open up the hair cuticle so the K18PEPTIDE™ can penetrate the innermost 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 and give you the best results.

29. When should I expect to see results?

Most see results after 2-3 uses. The more damaged the hair, the more dramatic the results so results may vary depending on your hair type + level of damage.

30. Does the K18 mask offer UV or heat protection?

No, K18 mask does not protect from heat or UV rays, but it is clinically proven to repair damage from heat styling.

31. What does the K18 mask smell like?

A light floral scent features notes of jasmine and peony.



PEPTIDE™ PREP shampoos

32. What is the PEPTIDE PREP™ detox shampoo?

A color-safe clarifying shampoo with skincare-inspired ingredients + microdosed with the patented K18PEPTIDE™ to nourish hair while removing buildup + metals for a clean, healthy hair canvas.

33. What does it do?

A non-stripping lather unclogs hair follicles while banishing dirt, oils, metals, and things left behind from heavy product buildup including 99% of product buildup, 95% of sebum + a 76% copper reduction after just 1 wash*.

*results observed on bleached hair tress after 1 wash with detox shampoo

34. When do I use the detox shampoo?

Engineered for less frequent heavy duty washing. Perfect for a clean slate before K18 treatments, haircuts, and styling.*results observed on bleached hair tress after 1 wash with detox shampoo

35. What makes the detox shampoo special?

Purposeful formulation (only 18 ingredients) powered by active skincare-inspired ingredients— and no fillers—clean effectively without stripping or messing with your color.

36. How does the detox shampoo work?

Activated Charcoal absorbs toxins, excess oils, and dirt in the hair and scalp. Salicylic Acid clears sebum buildup in follicles without stripping hair of essential moisture and lipids.

37. Will the detox shampoo dry my hair out?

A non-stripping lather works to unclog hair follicles while banishing dirt, oils, metals, and things left behind from heavy product buildup without stripping or leaving buildup behind (no fillers). In a consumer study, 90%* said hair feels clean without feeling dry.

*results observed on 38 people after 10 days.

38. How do I use the detox shampoo?

Swap out your regular shampoo for this power wash 1x weekly or as needed

- Massage into hair + scalp to remove excess build-up.
- Thoroughly rinse.
- Repeat as needed.

*results observed on 38 people after 10 days.

39. What are the detox shampoo ingredients?

Water (Aqua) (Eau), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Hydroxysultaine, Salicylic Acid, Charcoal Powder, sh-Oligopeptide-78, Panthenol, Glycerin, Sodium Phytate, GuarHydroxypropyltrimonium Chloride, Caprylyl Glycol, Caprylhydroxamic Acid, Citric Acid, Potassium Hydroxide, Sodium Hydroxide, Fragrance (Parfum), Benzyl Salicylate, Limonene.

40. Will the detox shampoo strip color?

Nope! The PEPTIDE PREP™ shampoos are color-safe. This purposeful detox formulation is engineered to clean effectively without messing with your color.

41. Can I still use my normal shampoo?

Yes, the detox shampoo is engineered for less frequent, heavy duty washing. Swap with your daily shampoo or our pH maintenance shampoo as needed to remove lighter buildup getting in the way of the K18 mask and your self-expression.

42. What is the PEPTIDE PREP™ pH maintenance shampoo?

A color-safe shampoo microdosed with the patented K18PEPTIDE™ that thoroughly cleanses hair and scalp without stripping or drying to keep hair feeling strong, healthy, and clean. And it's designed with an optimized pH to keep your hair + scalp in balance.

43. What does the pH maintenance shampoo do?

Effective yet safe cleansers break down and remove dirt + oil for optimal nourishment and manageability.

44. When do I use the pH maintenance shampoo?

Engineered for higher frequency washing. Perfect for everyday use, especially if you have less buildup.

45. What makes the pH maintenance shampoo special?

This formula was engineered to create an optimal clean canvas without any fillers to coat or disrupt the hair and scalp equilibrium.

46. How does the pH maintenance shampoo work?

Plant-derived surfactants create high foaming + cleansing power without being harsh or leaving buildup behind on hair or scalp.

47. How do I use the pH maintenance shampoo?

- Safe to use every time you wash.
- Massage into hair, focusing on scalp.
- Thoroughly rinse.
- Repeat as needed.

48. What are the pH maintenance shampoo ingredients?

Water (Aqua) (Eau), Sodium C14-16 Olefin Sulfonate, Cocamidopropyl Betaine, Sodium Methyl 2-Sulfolaurate, Sodium Lauryl Sulfoacetate, sh-Oligopeptide-78, Panthenol, Glycerin, Sodium Phytate, Guar Hydroxypropyltrimonium Chloride, Disodium 2-Sulfolaurate, Caprylyl Glycol, Caprylhydroxamic Acid, Benzoic Acid, Citric Acid, Sodium Hydroxide, Fragrance (Parfum), Limonene.

49. When should I use each shampoo?

Use the detox shampoo as a power wash to remove buildup for a clean canvas, especially before K18 treatments, color + chemical services, and styling products. Use the pH maintenance shampoo as your everyday cleanse for a smooth hair result.

50. What does the peptide in the shampoos do?

K18PEPTIDE™ works as a protective shield to reduce protein loss that can occur during washing to keep hair feeling soft, strong, healthy, and clean.

51. If the shampoos are microdosed with the K18PEPTIDE™, why should I use the K18 leave-in mask?

The microdosed K18PEPTIDE™ acts as a protective shield against protein loss during washing. So while it does leave hair feeling strong, the K18 mask is the full dose of peptide-powered hair renewal from bleach + color, chemical service, and heat damage. For best results, use the PEPTIDE PREP™ detox shampoo to prep hair for maximum K18 molecular repair.

52. How much shampoo should I use when I wash my hair?

Start with a quarter size, adding more depending on the thickness and length of your hair.

53. What do the shampoos smell like?

Both shampoos have a clean citrus scent.

54. Is K18 organic?

K18 is not organic as we employ both natural and synthetic ingredients to create the safest, most effective product to get our peptide where it needs to go. This intentional blend of less than 15 ingredients is vegan and cruelty-free, and prioritizes radically simple, safe, and optimized damage repair.



@k18hair

