

BRAZILIAN BLOWOUT ZERO

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.

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 smoothes 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

Is the in-salon ZERO treatment performed the same way as the original Brazilian Blowout smoothing treatment?

YES! The application and treatment process are exactly the same for Brazilian Blowout ZERO as for the original Brazilian Blowout treatment, and the end-result is the same as well!

Are you 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 you choose to launch Brazilian Blowout ZERO if you are confident about the safety and integrity of the original Brazilian Blowout solution?

We 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.