

Image Courtesy of Great Lengths

Tanagra

Nanokeratin

Clients' hair can be so damaged that a regular treatment cannot provide the repair it needs to get back in shape. Tanagra is a solution to transform your clients' hair and have them coming back for more.

The Tanagra Nanokeratin system offers permanent hair repair, through the use of nanomolecular keratin molecules; minute particles that penetrate deep into the hair shaft. Not only is it great for the hair of your clients, by introducing the system to salons, significant business growth opportunities become available.

On the technical side, it's perfect for restoring health to hair that has been damaged by the use of hot styling tools, blow-drying, harsh colouring processes and the effects of weather.

The molecules are the same keratin proteins that are found in hair, but in its smallest size. Utilising this advanced technology, these proteins are small enough



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to penetrate directly into the damaged hair shaft. Once the nanomolecules have penetrated the hair, they can begin to literally turn back the clock when it comes to the damage caused by everyday styling and climatic effects.

After this, a second product is applied using the same technique, and a polymerizing reaction begins in the capillary fissure of the hair strand, filling it completely. The polymer formed is then transformed into flexible plastic glue, increasing the hair's resistance and flexibility by up to 80 per cent. By the third application its effectiveness is 100 per cent.



What exactly does the process involve?

Step 1: the hair is cleansed with a deep cleansing or anti-residue shampoo. Hair is then dried by wrap drying; however not to the point of smoothing the cuticle. It is not blow dried at this point because it would smooth the hair shaft, sealing it and preventing the absorption of the Nanokeratin.

Step 2: the hair is divided into sections and each is processed with the nanoaspiration brush. Nanokeratin is now infused into the hair. At this step, damaged, dry hair feels softer immediately.

Step 3: the hair is ironed using a cool iron, evaporating any residual water. Hot irons are not used during this step because the hair is sensitized by the introduction of keratin, and will easily burn.

Step 4: the hair is re-processed section by section using the nanoaspiration brush to infuse the hair with the finalizing fluid to seal in the keratin. By this point, hair that was frizzy at the outset will be calmed and relaxed.

This is the fastest, most technically advanced hair repair system, and it has recently been added to the extensive menu of services at Mahogany Hair Salons in Australia. But salons all over the world have been reaping the benefits of this amazing treatment.

So what does the introduction of the Tanagra system mean for business?

The Tanagra Nanokeratin system helps increase profit for salons in a few ways; because it is suitable for everyone, it can be offered to all clients, thus increasing the spend of existing customers. It is a new profit source for most salons, so it doesn't interfere with other services; and doesn't detract from others on the menu. When it comes to the particulars, the Tanagra system has the potential to raise the profits of salons significantly. The first Tanagra kit, which involves all equipment, products and training materials costs around \$1600. After the first kit, a \$395 box of products should bring in a profit of \$1300, providing the recommended \$85 per treatment is followed. So if salons performed only one treatment per day, profit can be increased by over \$20 000 (at \$65 profit per treatment). According to Tanagra, some salons are already doing six treatments a day.

Tony Simon, Managing Director of Cemons Hair and Beauty salons (SA) says that Tanagra Nanokeratin services, "quickly became the dependable solution for clients in need of condition and restoration." "Nano services have helped promote our professionalism within the salons, while demonstrating results each and every time," he said.

Other salon owners have expressed similar appreciation for

the Tanagra Nanokeratin system. "We first saw the system at Hair Expo and were amazed with the results, so much so that we ordered the system on the spot," said a salon manager from Queensland.

"Nanokeratin enables the hairdresser to improve and enhance virtually any head of hair. I was cynical until I saw it work, but now I wouldn't ever want my salon to be without it," said another owner in Victoria.

Obviously, the system is not just a benefit for your clients, but could lead to a huge increase in income, both from customer loyalty and word of mouth.

"Once in a while, a product comes along that makes a real difference in the salon, this is one of those times," said another owner.

"You have to keep up with today's technology and I don't see how any salon can lose."

"Clients that choose Nanokeratin are really happy with their hair and we make extra profit, so it's a win-win situation!"

"We have been using the system for a few weeks, the quality is even better and we have already gained new clients just by word of mouth."

Each application takes about 40 minutes to an hour, depending on the length of the hair. The Tanagra hair repair system is guaranteed to be permanent; it lasts as long as the natural hair's keratin, standing as one of the only as a maintenance programs especially suitable for hair that's damaged or very porous, such as from the damage by colour, sun and seawater. Contact: 1300 797 778 or visit www.nanokeratin.com