

# BELINDA GOODWIN

## HAIR AND MAKEUP

**PRICE:** From \$40 which includes the mist, mask and take home 5ml mask.

Without mist from \$30



## WHAT is K18 ?

K18Peptide™ was patented after a decade of scanning and testing the 1,242 decapeptides that cover the entire keratin proteome. This miracle molecule carries amino acids into the cortex of hair to reconnect keratin chains and reconform disulfide bonds to bring damaged strands back to their original youthful state. it's the first product to utilize biomimetics to reconnect keratin chains once broken by bleach, colour, and chemical services, sun and chlorine, salt water damage resulting in soft, smooth, strong hair with bounce that feels like new. The more damaged the hair, the more dramatic the results.

## 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) K18 patented the first peptide that is most effective at connecting the broken keratin chains. This means that K18 is able to provide lasting results that repair and heal hair in four minutes.

IF YOU'D LIKE TO ORDER K18, DELIVERED DIRECT TO YOUR DOOR,  
PLEASE COPY AND PASTE THIS LINK INTO YOUR BROWSER

<https://linktr.ee/BelindaGoodwinHairAndMakeup>