



**Goddeess**

**MAINTENANCE COMPANY™**

**Brand Guide**



Advanced Science.

# BIOTECH BLOWOUT™

Goddess-Level Hair.



**Goddess**  
MAINTENANCE COMPANY™

# Introducing the newest category in haircare:

# BIOPROTECTION™

## What is BIOPROTECTION™?

BIOPROTECTION™ focuses on biotech-powered products, designed primarily for protection and prevention against damage. Backed by decades of research in the silk biomaterials space, this innovative approach redefines how we care for and maintain healthy hair, fortifying the internal and external structure before damage happens. This creates a lasting defensive barrier that strengthens, shields, and preserves hair integrity over time. BIOPROTECTION™ supports the longevity of healthy hair by integrating seamlessly into every service—no extra time needed, just smarter care.

BEFORE

AFTER



# Meet the Goddess Molecule

BioTech Blowout™ uses our proprietary **Goddess Molecule™**

Developed from decades of research in the silk biomaterials space, this dual action molecule creates a defensive barrier that shields and strengthens the cuticle and cortex to protect hair from the inside out.

The **Goddess Molecule™** uses a unique combination of **Micropeptides** and **Macropeptides** to protect, strengthen and reinforce hair.

Together, they create a lasting defensive barrier against heat, pollution and breakage, keeping styles sleek, full, and resilient longer.

🌀 **Real Protection. Real Science. Real Results.**



BEFORE



AFTER



BEFORE

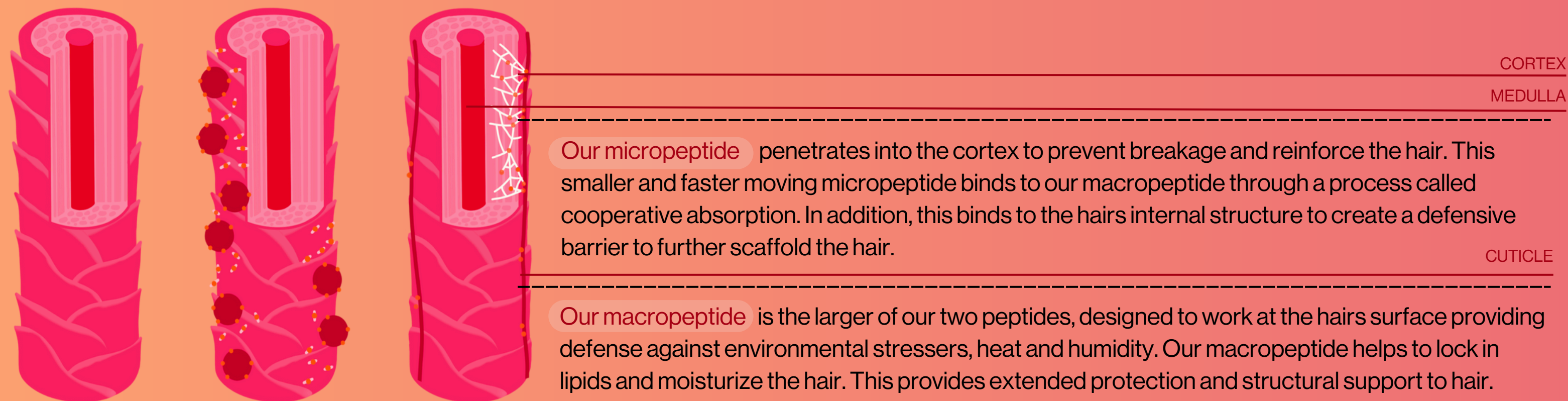


AFTER



## How does BioTech Blowout™ work?

BioTech Blowout™ uses the Goddess Molecule™ to deposit two peptides on the hair.

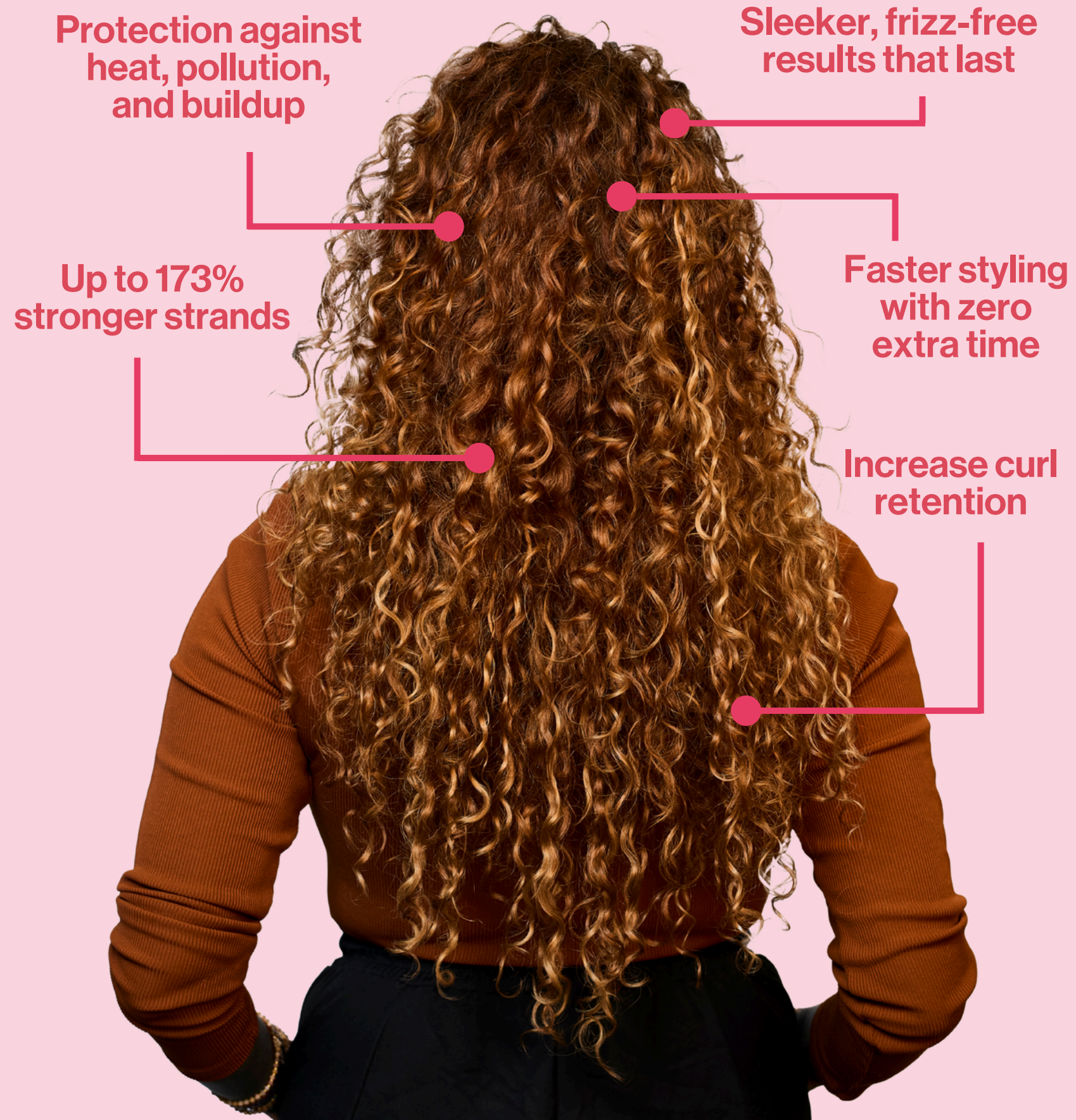


These peptides work together through a phenomenon known as cooperative absorption in which one peptide further enhances the deposit of the other peptide onto the surface of the hair. This process continues until the Goddess protective barrier is formed with no additional service time.

Biotech Blowout is meant to be used in conjunction with all of your favorite products and treatments as an added protective boost for every single client. For both stylists and clients alike, hair is our most valuable asset that requires protection whether in-salon or at-home.










**THIS ISN'T A TREND-IT'S A  
BREAKTHROUGH. WITH EVERY USE,  
BIOTECH BLOWOUT™ DELIVERS:**



## A Goddess Protects

Science backed claims to feel protected by

-  Protect your style for 8+ hours (style memory) and enhance curl retention by 38%
-  Protect your time with reduction in blow dry time and zero additional processing time
-  Protect from heat up to 450F/232C utilizing stronger peptide based heat protection vs. oil
-  Protect and increase hair thickness, creating visibly fuller and plumper strands.
-  Protect from frizz and brittleness and improve manageability and flexibility
-  Protect from breakage and increase hair's strength by 173%
-  Protect against 90% of pollution for cleaner, healthier hair.

# BIOTECH BLOWOUT™



BEFORE



AFTER



BEFORE



AFTER

# A Little Goes a Long Way

Meant to be used with every  
wash, on every client.

## How to Use:

1. Cleanse hair thoroughly to remove product buildup.

2. Apply a dime (pea) sized amount at a time to damp hair (add more if needed based on length, density and texture) and work through from mid-shaft to ends working up to the roots.

3. Blow-dry to activate the products structural properties immediately or let your hair dry naturally to enhance your natural curl pattern.

4. Style as usual.



# Goddess Maintenance Co. is made for stylists — here's why:

## Protect. Repair. Style Smarter.

In salon or at home, **BioTech Blowout™** delivers real results in less time. Powered by our proprietary Goddess Molecule™ and BIOPROTECTION™, it's the easiest way to build healthier, stronger hair with every blowout.

Simple, Seamless Integration

## Seamless to Use. Powerful to Experience.

### ✔ No mixing. No extra steps. No additional processing time.

Simply apply BioTech Blowout™ to damp hair before styling. It primes, protects, and enhances manageability instantly — whether you blow-dry or let hair air-dry.

*More protection. Less complication.*

Universal Compatibility

## Compatible with Every Client. Every Hair Type.

### 🌀 Beautiful, healthy hair is universal — and so is BIOPROTECTION™.

Whether you're styling natural, color-treated, or textured hair, every client benefits from a boost of protection against heat, pollution, frizz, and everyday wear and tear, while enhancing style memory for long lasting styling and curl retention.

*One product. Every service. Every strand.*

Fast Results + Added Revenue

## Stronger Hair in Less Time = Higher Revenue

### 🕒 Add a \$5–\$10 treatment charge to any service.

BioTech Blowout™ delivers visible repair, strength, and shine fast—helping you protect your client's hair and boost your revenue. Add BioTech Blowout™ as a quick, high-value service to any appointment, or bundle it with a take-home tube for easy upsells.

*Stylists are busier than ever. Time matters.*



# Protect. Repair. Transform.

One powerful formula. Endless benefits. Powered by the **Goddess Molecule™**.

Introducing BIOPROTECTION™ — the future of hair maintenance.

**BioTech Blowout™** Leave-In Restorative Hair Mask delivers. Heat defense, volume, frizz control, and long-lasting style — all in one lightweight formula.

No added processing time. No extra steps. Just stronger, shinier, healthier hair with every blowout.

## Cost Breakdown Visual

### Professional Product Cost Breakdown

Product Size	Cost to Salon	Applications Per Tube	Cost Per Application	Suggested Add-On Price	Profit Per Tube at \$5 Add On	Profit Per Tube \$10 Add On
Pro 300ML	\$99.00	125	\$0.79	\$5.00- \$10.00	\$526.00	\$1,151.00

**Pro Tip:** Buy for \$20 retail and sell for \$40 for an additional profit of \$20 per retail 50ml sold. You can also bundle a take-home 50ML tube with your in-salon treatment to drive higher retail revenue.

\*Please note that these are generalized guidelines for service add ons and retail. You may adjust based on your clientele, location and current service pricing.

## Service Add-On Suggestions

### Maximize Every Service

BioTech Blowout™ makes it easy to elevate every appointment with a high-value, minimal-effort add-on.

- Add to every **blowout** for strength, shine, and frizz protection
- Offer after **color services** to lock in moisture and shield from damage
- Use as a **protective prep** before hot tools styling
- Retail 50ML tubes for **at-home maintenance**



Get Social

# Let's Get Social

Show us your transformations!

Tag us on Instagram and Tik Tok:

**@goddessmaintenanceco**

Join our pro community on FB for additional resources and pro insights:

**Goddess Maintenance Co - Hair Pros**

#BioTechBlowout #GoddessMaintenanceCo #BIOPROTECTION



# Advanced Haircare.

## Goddess-Level Protection.



SCAN THE CODE  
TO JOIN OUR ORBIT



**Goddess**  
MAINTENANCE COMPANY™