

VIRTUE[®]

Real science. True beauty.



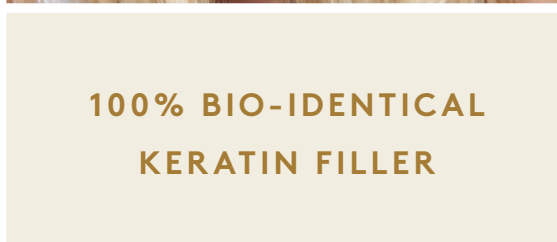
COLOR HAIR HEALTHY



ALPHA KERATIN 60KU
REACTIVE[®]



100% BIO-IDENTICAL
KERATIN FILLER



ColorKick[®] Product Knowledge Guide 2024



Real Science. True Beauty.

Virtue® isn't quite like other hair care brands.
That's because we're a biotech company
revolutionizing hair health.

Discovered by bioscientists working in regenerative
medicine, our Alpha Keratin 60ku® is the only protein
100% bio-identical to the keratin that makes up hair.
It's clinically proven to replace and refill keratin lost
to daily damage.

Virtue products don't just wash and style hair.
They rebuild, restore, and even help regrow it to
its healthiest, most natural state by repairing it
from the inside out.

ONE SINGLE INGREDIENT,
MULTIPLE BENEFITS

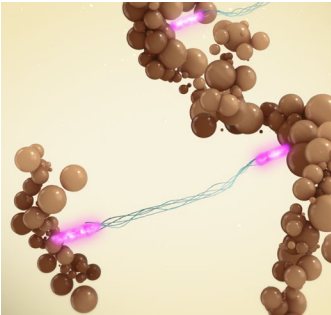
Our proprietary Alpha Keratin in its reactive form is a whole, unbroken molecule that’s 100% bio-identical to our hair, and is clinically proven to repair damage and strengthen all hair types and textures. Unlike commercial keratins that are harvested from animal byproducts and subsequently broken apart, our keratin molecule’s structure, strength, and reactivity stay intact.

No toxins. No chemicals. No preservatives. Just the purest, most powerful keratin possible.



COLOR HAIR HEALTHY

COLORKICK® turns the historically damaging coloring process into a healthy, hair-transforming, in-color treatment.



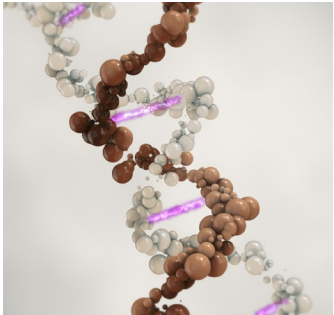
BONDERS

A temporary fix that glues disulfide bonds together; the damaged protein remains.



COLORKICK®

Instantly refills and replaces keratin that’s eroded, making the strand whole.



HEALTHIER HAIR

ColorKick® creates a covalent bond that replenishes and strengthens each strand, making it less prone to breakage.

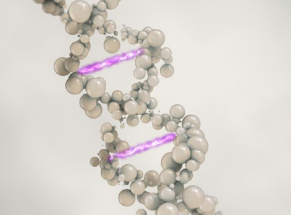
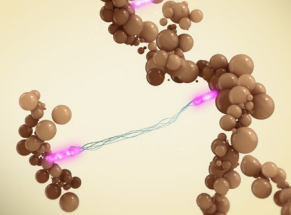


OUR PHILOSOPHY

At Virtue®, we believe what’s not in our products is equally as important as what is. All Virtue products are free of parabens, sulfates, phthalates, synthetic colors & dyes, and are vegan, gluten free and cruelty free.

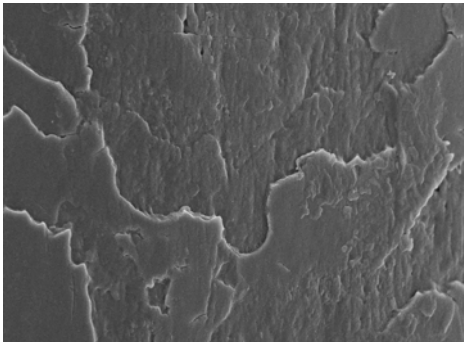
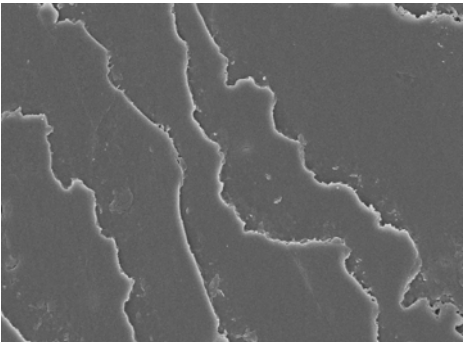
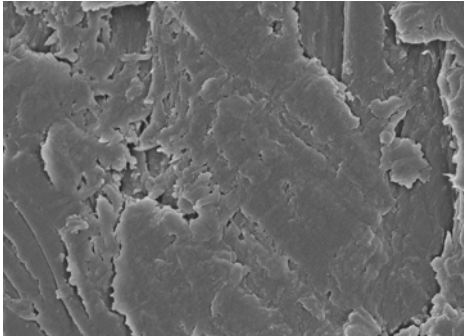
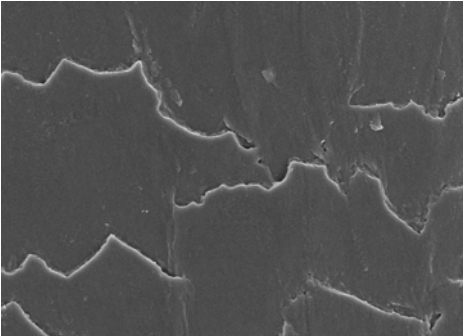
ALL KERATIN IS NOT CREATED EQUAL

Other brands may address the symptoms of damage, like dull, flat, frizzy hair, but we address the cause—and correct it. Alpha Keratin 60ku Reactive® is agnostic, so no matter hair’s type or texture, our keratin gives everyone healthier, stronger, more resilient hair while addressing specific concerns.

	VIRTUE® ALPHA KERATIN 60KU REACTIVE®	STANDARD BONDERS
SOURCE	Human hair	Wool, animal byproduct & feathers
STRUCTURE	 Whole, unbroken molecules	 Broken, fragmented pieces
FUNCTION	• Refills leached keratin with 100% bio-identical keratin via Alpha Keratin 60ku REACTIVE® • Permanently repairs the deepest type of damage from color treatment (60% of women) • Makes hair healthier after coloring than before	• Temporarily glues the hair together to minimize breakage and make coloring less risky
DIFFERENCE	• 100% natural, single ingredient • Identical to existing proteins in both hair and skin, so it is recognized, accepted, and incorporated • Self-regulating • No math, no dilution, no added time	• Synthetic chemicals • Broken fragments and very small proteins don’t incorporate into the hair or recreate the full protein • Can cause buildup over time • Dosing, dilution, wait time

SALON TESTED, CLINICALLY PROVEN*

Color and chemical processing strips the cuticle, leaving it more susceptible to breakage. Pairing ColorKick® with these services not only helps prevent this by protecting and strengthening the strand, but also leaves hair healthier than it was before.

	WITHOUT COLORKICK®	WITH VIRTUE COLORKICK®
AFTER FIRST USE	 After the first color, the top shingle-like layer of the cuticle appears to have been stripped away. By stripping away the cuticle layer by layer, the hair's protective sheath is being removed, making the cortex vulnerable to degradation.	 After the first color, there is no real impact to the cuticle layer or the general hair structure.
AFTER SECOND USE	 After a second coloring, the bottom layers of the cuticle are becoming compromised and are beginning to pit and break away. This weakens the hair and, again, makes hair vulnerable to protein degradation, moisture loss, and general breakage.	 After a second coloring, the hair still appears to be in the same condition as the initial hair with no considerable changes to the cuticle layer.

*Based on SEM testing of representative hairs from similarly-treated swatches (1st color, 16 washes, 32 washes and 2nd color). These hairs were then imaged on a scanning electron microscope (SEM) at two different locations on the hair and at 4 different magnifications. The data represents the comparison of hairs from each swatch at each timepoint in the coloring process.

REAL PEOPLE. REAL RESULTS.

Hair is healthier after coloring than it was before. Color appears richer and more vibrant thanks to healthier hair structure.

LIFT HIGHER

Before

After



“ColorKick® helped me to create color that has never been done before. I can push the hair further, and I make them as blonde as possible.”



LIZ JUNG
Celebrity Hair Colorist

LESS BREAKAGE

Before

After



“Being able to push the client’s hair a little bit longer, knowing it’s creating healthy hair as it’s lifting is key. That’s huge for me.”



CHRISTINE CHAVEZ
Celebrity Hair Colorist

NO DILUTION

Before

After



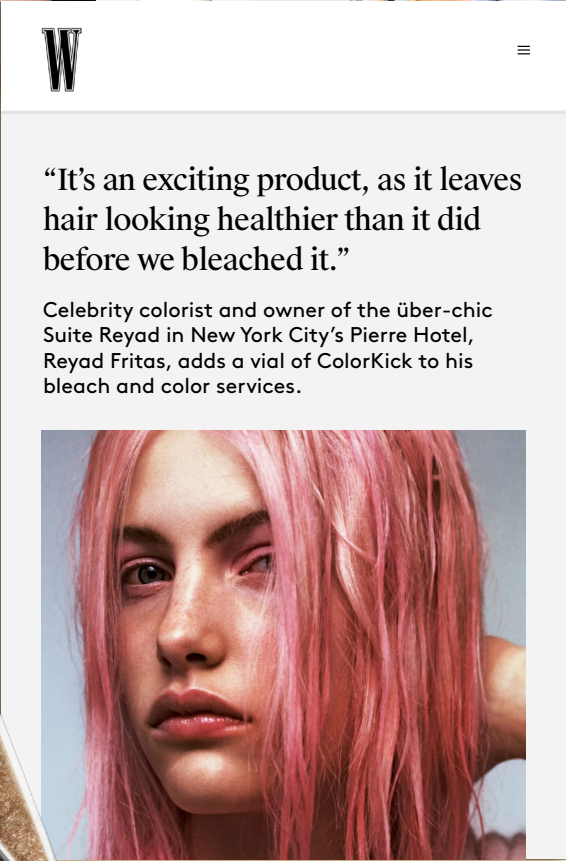
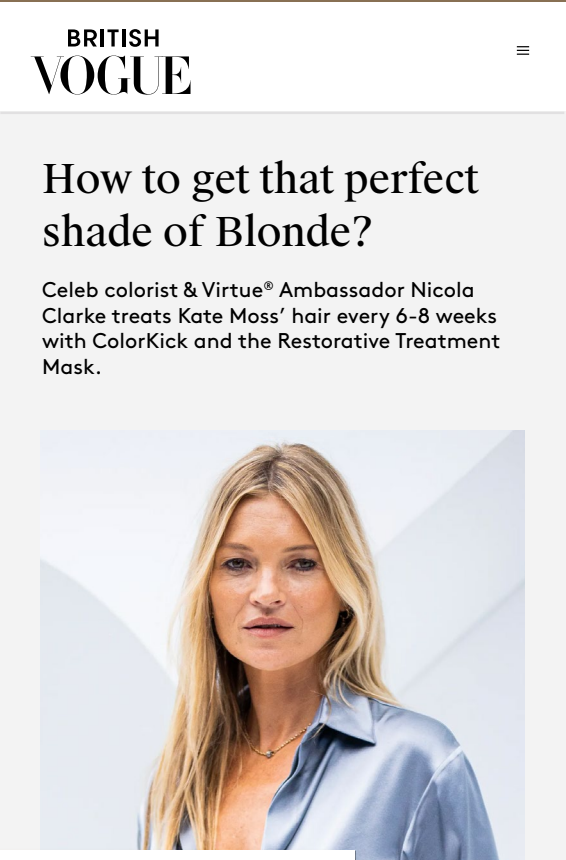
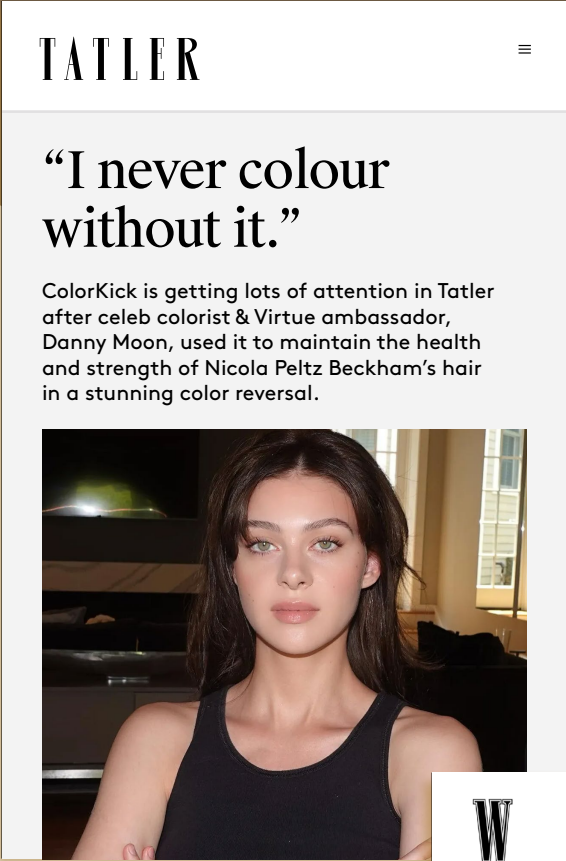
“I don’t measure it, I don’t dilute it, I don’t think about it. I throw ColorKick® in and know that it cures and heals.”



DANNY MOON
Celebrity Hair Colorist

VIRTUE COLORKICK® IN THE PRESS

With 90+ awards, Virtue is the hair care on everyone’s lips—for good reason. See why beauty editors and industry icons can’t get enough of our life-changing protein.



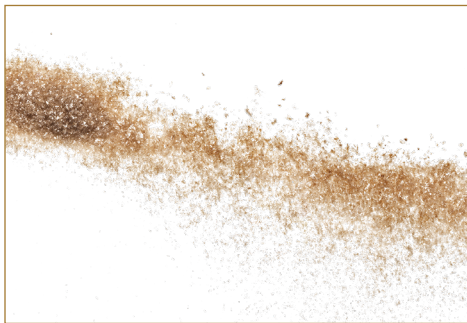


COLORKICK®

100% NATURAL KERATIN FILLER

SIZE

ITEM# 021314 4 PACK | \$49
ITEM# 021321 24 PACK | \$279



PRODUCT AESTHETICS

A light and airy flaked powder with a brilliant gold shimmer.

PRODUCT DESCRIPTION

Virtue® COLORKICK® is the first-ever hair filler made from 100% pure, bio-identical keratin. Mixed right in the color bowl, it repaves the cuticle of the hair and refills the keratin that’s eroded through the coloring process. Now you can lift higher, minimize breakage, and experience more vibrant color and shine, plus better gray coverage. Remarkably, hair is healthier after coloring than it was before.

No measuring. No dilution. Just pour and mix.

WHAT MAKES IT DIFFERENT

The first of its kind, COLORKICK® turns the historically damaging coloring process into a hair-transforming, in-color, healthy treatment. Mixed right in the bowl with color or bleach, it activates immediately and works instantaneously. No extra steps, no added time. And it’s one single ingredient: Alpha Keratin 60ku REACTIVE®, a patented form of bio-identical keratin, that’s 100% pure, natural, non-toxic, and chemical free.

COLORKICK®	STANDARD BONDERS
Makes hair thicker, stronger, softer, healthier	Minimizes breakage
A single, pure, incredibly powerful natural ingredient	A cocktail of synthetic chemicals
Born from regenerative medicine	Born in the salon
No measuring, no math, no extra time in the chair	Dosing, dilution, wait time
Makes coloring GOOD FOR YOUR HAIR	Makes coloring A LITTLE LESS RISKY

HOW IT WORKS

The coloring process intentionally stresses and swells the hair to allow the dye molecules to penetrate the shaft and impart or remove color. In this state, your hair leaches protein and moisture, so it’s left brittle and more prone to breakage. Alpha Keratin 60ku® becomes reactive as soon as it meets dye or bleach. It’s drawn directly to those weakened sites and refills the hair to replenish and fortify each strand. It repairs both old damage and new, in real time, and leaves hair healthier than it was before. Dye adheres to the hair more completely and binds more tightly, for richer color.

DIRECTIONS

Virtue® COLORKICK® can be added to any color service or brand of hair color. It dissolves easily, does not slow down processing and does not dilute. It’s effective for all hair types.



STEP 1:
Mix color and developer prior to adding COLORKICK.



STEP 2:
Add ONE vial of COLORKICK to every 3 oz (85 g) of total mixture and blend together.



STEP 3:
Apply color mixture to hair and let process as usual.

BETTER HAIR + BIGGER BUSINESS

Not only are you transforming your client’s hair, but also by doing just 8 treatments per day, you’re building a big business - roughly \$4,600 in additional monthly profit.

SALON COST PER TREATMENT	SUGGESTED SERVICE PRICE	SALON PROFIT PER TREATMENT	SALON PROFIT PER BOX(24 COUNT)
\$12.25	\$35	\$22.75	\$561

INGREDIENT

Alpha Keratin II

PRODUCT FAQ’S

What is ColorKick®?

Virtue® ColorKick® is the first-ever 100% natural, bio-identical hair filler. Mixed right in the color bowl, it repaves the cuticle of the hair and refills the keratin that’s eroded through the coloring process. ColorKick utilizes the reactive form Alpha Keratin 60ku®. It’s the most potent, dynamic form of our Alpha Keratin. When it meets the color dye, a series of reactions are set in motion: It’s instantly drawn to damaged sites where keratin has leached. It refills and repaves the hair, creating a smooth, even surface that’s better equipped to hold color.

How is this different from Alpha Keratin 60ku® found in other Virtue products?

ALPHA KERATIN 60KU®	ALPHA KERATIN 60KU REACTIVE®
Found in the daily products	Found in COLORKICK®
Continuous repair that makes hair a little healthier each day	Instant repair
Entangles with proteins exposed at damaged sites	Binds via disulfide bonds to damaged sites
Better suited for daily use products	Better suited for harsh chemical environments

How is ColorKick® different from similar products on the market?

ColorKick is a filler. It replaces the Keratin that’s lost during coloring

- Makes hair thicker, stronger, softer, healthier
- A single, pure, incredibly powerful natural ingredient
- Born from regenerative medicine
- No measuring, no math, no extra time in the chair
- Makes coloring GOOD FOR YOUR HAIR

The coloring process breaks disulfide bonds in the hair. Our Alpha Keratin 60ku REACTIVE® has the same sulfhydryl side chains as the broken keratin. Therefore, when Alpha Keratin 60ku REACTIVE® is activated in the color solution, the protein can bind to the broken keratin in the hair to form disulfide bonds and make the hair whole again. Bonders are temporary glues that hold hair together while coloring, that only:

- Minimize breakage
- A cocktail of synthetic chemicals
- Born in the salon
- Dosing, dilution, wait time
- Makes coloring A LITTLE LESS RISKY

As mentioned, the coloring process breaks disulfide bonds in the hair. Bonders are synthetic chemicals that have active end groups that bind to the two broken strands of keratin and hold the pieces together. This creates an extended disulfide bond between the two cleaved pieces.

Can you mix ColorKick® with bonders?

Yes, ColorKick can be used with other bonders, if desired.

How does ColorKick® work and why is it so effective?

The coloring process intentionally stresses and swells the hair to allow the dye molecules to penetrate the shaft and impart or remove color. In this state, hair leaches protein and moisture, so it’s left brittle and more prone to breakage.

Alpha Keratin becomes reactive as soon as it meets dye or bleach. It’s drawn directly to those weakened sites and refills the hair to replenish and fortify the strand. It repairs both old damage and new, in real time, and leaves hair healthier than it was before. Dye adheres to the hair more completely and binds more tightly for richer color. With ColorKick, lift higher, minimize breakage, experience more vibrant color, get better gray coverage, and hair that’s actually healthier after coloring than it was before.

Is it true that protein is not good for your hair and can make it brittle?

Protein is what gives hair its strength and structure, but not all proteins are created equal, and they serve different functions in the hair. Our Alpha Keratin 60ku REACTIVE® protein, exclusive to ColorKick, is good for the hair because it fills in the keratin that is lost during the coloring process, leaving the hair healthier than before.

Protein overload happens when hair gets too coated or filled with protein. Other proteins often form a film that helps to prevent or slow moisture loss. However, this film can cause buildup. Our Alpha Keratin 60ku® is self-regulating and therefore does not create this buildup. The Alpha Keratin 60ku REACTIVE® is activated during the chemical process to bring balance back to hair, which is often lost during the treatment.

How to use ColorKick®?

Virtue® ColorKick can be added to any color service or to any brand of hair color. It dissolves easily, does not slow processing, and does not dilute. It’s effective for all hair types.

- STEP 1: Mix color and developer prior to adding ColorKick.
- STEP 2: Add ONE vial of ColorKick to every 3 oz. (85 g) of total mixture and blend together.
- STEP 3: Apply color mixture to hair and let process as usual.

What is the recommended mixing ratio for ColorKick®?

We recommend using one complete vial of ColorKick for up to 3 oz. of total color (color + developer). For volume greater than 3 oz., use 2 ColorKick vials. It is the same in color as for bleach.

Can I use a partial vial of ColorKick®?

We do not recommend using partial vials, as dosing cannot be controlled. We cannot guarantee results using partial vials, as the powder can be contaminated or exposed to moisture, thus reducing its efficacy.

How long does ColorKick® last once it is opened?

ColorKick is a single-dose product to be used immediately. Its efficacy cannot be guaranteed if left out, as once opened, ColorKick is susceptible to humidity. It must be used immediately and not resealed.

How does ColorKick® work in bleach?

It works the same as in color. As ColorKick dissolves, the Alpha Keratin 60ku REACTIVE® is activated. It works instantly to refill the keratin in the hair that’s eroded through the coloring process.

How much additional time or extra steps does ColorKick® add to your service?

No additional time is added. Virtue® ColorKick can be added to any color service. It is mixed right in the bowl, dissolves easily, requires no measuring, and won’t dilute the formula or slow processing time.

When should you use ColorKick® if you’re performing multiple processes (roots + highlights + gloss)?

Use ColorKick in the color formula that would cause the most stress to the hair to help prevent having to repair the hair afterwards. For example, if you are doing a Partial Highlight with a Root Touch Up in between the foils, put the ColorKick in the Highlight color formula vs. the Root formula to target the strands that will be under the most stress.

Can ColorKick® be added to all types of bleach/lightener and color?

Yes, ColorKick can be used in any form of lightener/bleach and color. It is recommended to put ColorKick in the bleach when performing this service to prevent extra stress on the strand when lightening the hair multiple levels. However, ColorKick can be used in either the toner or bleach.

Does ColorKick® dissolve entirely and does it change consistency?

As it is a powder, ColorKick dissolves entirely when mixed into color, gloss, or bleach, and does not change its consistency.

Is it true that the package is 100% recyclable?

Yes, both the vials and cartons are 100% recyclable and can be thrown into your recycle bin after use.

How does ColorKick® help to protect your hair from the notoriously damaging process of coloring your hair?

Alpha Keratin becomes reactive as soon as it meets dye or bleach. It’s drawn directly to those weakened sites and refills the hair to replenish and fortify the strand. It repairs both old damage and new, in real time, and leaves hair healthier than it was before. Dye adheres to the hair more completely and binds more tightly for richer color.

How does ColorKick® help to protect/enhance the color in your hair?

ColorKick protects the hair by repairing it from the inside out while enhancing color by smoothing the surface of the cuticle, providing better light reflection. Color is perceived as being richer and more vibrant.

How does ColorKick® help in the process of depositing color?

It refills the hair with keratin and repaves the cuticle, so each hair is full and smooth, which means color applies more evenly.

How does hair feel after using ColorKick®?

ColorKick leaves hair looking and feeling softer, stronger, and shinier. Color is richer and more vibrant.

Why do you recommend ColorKick® to your Clients?

75% of women color their hair. ColorKick completely transforms the hair’s look and feel, enhances the color, and leaves it healthier than before. There’s nothing else like it. Hair is healthier after coloring than it was before.

What changes in your client’s hair will you see most after using ColorKick®?

Overall healthier, shinier, and more manageable hair.

How can a colorist increase additional revenue by offering ColorKick® at their salon?

The price to the client for the ColorKick service can be anywhere from \$25–\$40. The benefit to the consumer is knowing that each time their hair is colored, it’s being infused with an ingredient that will improve its quality over time, versus damaging strands with every process.

Pricing seems high for a one-step process vs. two-step bonders. How do you justify the price to consumers who may perceive it as a less intensive treatment/value?

While it may be a one-step process, it is a non-dilutive process; it’s 100% all natural (no chemicals) and it actually makes hair healthier. Bonders are about facilitating, minimizing risk during the color process, whereas ColorKick is about improving the quality of your hair, which ultimately produces color that is richer and hair that is healthier.

VIRTUE®

Real science. True beauty.

professionals@virtuelabs.com | 844-782-4247

[VIRTUEPROFESSIONAL.COM](https://virtueprofessional.com)

#COLORKICK

@virtuelabs_pro

