



**DISCOVER
PRESS AGENT**

resource guide

MIZANI
TEXTURE LOVE SINCE 1991



do you do **BLOWOUTS?**

do you **SILK PRESS?**

do you use **HEAT TOOLS?**

yes?

MEET PRESS AGENT.

WHY PRESS AGENT IS A game changer?

THE PRODUCT

- ♥ FOR ALL TEXTURES
- ♥ FOR BLOWOUTS AND SILK PRESSES
- ♥ OFFERS 450° HEAT & UV PROTECTION
- ♥ KIND TO KERATIN AND COLOR-TREATED HAIR
- ♥ FIGHTS FRIZZ
- ♥ LOCKS OUT HUMIDITY
- ♥ MOISTURIZES THE HAIR

THE BUSINESS OPPORTUNITY

- ♥ **EARN \$90,000 IN SILK PRESS SERVICES ANNUALLY**
15 Silk Press Services per week
x \$120 per Silk Press Service
x 52 weeks
= **\$93,600** in Silk Press revenue annually
- ♥ **A GUEST COMES IN EVERY 3 WEEKS FOR A SILK PRESS**
- ♥ **ON AVERAGE, A SILK PRESS SERVICE COSTS \$120**
- ♥ **THE STYLING CREAM & SERUM ARE GREAT RETAIL PRODUCTS**
- ♥ **STYLISTS REPLENISH PRESS AGENT EVERY 4 WEEKS**
- ♥ **HIGH SERVICE EARNING POTENTIAL
LOW ANNUAL REPLENISHMENT COST**
On average, the annual replenishment cost is \$1577
(if the stylist is performing 3-4 Silk Press services/day)





PRESS AGENT SHAMPOO

250ml & 1L

WHAT IS IT

A shampoo that is:

- ♥ Sulfate-free
- ♥ Smoothing
- ♥ Detangling
- ♥ Locks out humidity

KEY INGREDIENTS

- ♥ Agave Extract
- ♥ Argan Oil

WHY WOULD I USE IT

To prep, protect, and hydrate hair for thermal styling, including blowouts and silk presses

WHEN WOULD I USE IT

For thermal styling, including blowouts and silk presses

TELL ME HOW TO USE IT

1. Apply
2. Lather
3. Rinse - Repeat as needed

FOR ALL TEXTURE TYPES



Texture Type 8



Texture Type 7



Texture Type 6



Texture Type 5



Texture Type 4



Texture Type 3



Texture Type 2



Texture Type 1



PRESS AGENT CONDITIONER

250ml & 1L

WHAT IS IT

A conditioner that is:

- ♥ Sulfate-free
- ♥ Smoothing
- ♥ Detangling
- ♥ Locks out humidity

KEY INGREDIENTS

- ♥ Agave Extract
- ♥ Argan Oil

WHY WOULD I USE IT

To prep, protect, and hydrate hair for thermal styling, including blowouts and silk presses

WHEN WOULD I USE IT

For thermal styling, including blowouts and silk presses

TELL ME HOW TO USE IT

1. Apply
2. Leave on for 3-5 mins
3. Rinse

FOR ALL TEXTURE TYPES



Texture Type 8



Texture Type 7



Texture Type 6



Texture Type 5



Texture Type 4



Texture Type 3



Texture Type 2



Texture Type 1



Serum can be used to control flyaways and add extra shine to your style once heat styling is complete.

PRESS AGENT RAINCOAT STYLING CREAM & SERUM

Cream 150ml, Serum 100ml

WHAT IS IT

A layerable blow-dry duo:

Raincoat Cream:

- ♥ Moisturizing
- ♥ Non-Flaking

Raincoat Serum:

- ♥ Moisture Locking
- ♥ Cuticle Smoothing
- ♥ Frizz Fighting

WHY WOULD I USE IT

- ♥ Protects from heat up to 450° F
- ♥ Protects against UV rays
- ♥ Moisturizes
- ♥ Promotes Shine

WHEN WOULD I USE IT

Apply prior to using any thermal styling tools

TELL ME HOW TO USE IT

- ♥ Emulsify and apply
- ♥ Lower texture types:
On damp hair: two parts **Raincoat Styling Cream** to one part **Raincoat Styling Serum**
- ♥ Higher texture types:
On damp hair: one part **Raincoat Styling Serum** to one part **Raincoat Styling Serum** in hands.

FOR ALL TEXTURE TYPES



Texture Type 8 Texture Type 7 Texture Type 6 Texture Type 5



Texture Type 4 Texture Type 3 Texture Type 2 Texture Type 1

how to: **PRESS AGENT**



STEP 1:

apply shampoo

1. Emulsify Shampoo in hands
2. Massage into wet hair and lather
3. Rinse thoroughly - repeat if necessary

♥ Amount varies based on density & hair length



Lightweight but lathers



STEP 2:

apply conditioner

1. After shampooing with **Press Agent Thermal Smoothing Shampoo**, pour a generous amount into hand
2. Massage from midshaft to ends with open fingers to detangle
3. Wait 3-5 minutes
4. Rinse thoroughly



STEP 3:

cocktail styling cream & serum

1. Dispense two parts **Press Agent Raincoat Styling Cream** to one part **Press Agent Raincoat Styling Serum** in hands & emulsify
2. Apply to damp or wet hair, starting at the ends & working your way up to the root
3. Reapply as necessary based on density of hair
4. Adjust amounts based on straightening needs & texture type

♥ Lower Texture Types:
2 parts cream: 1 part serum

♥ Higher Texture Types:
1 part cream: 1 part serum

STEP 4:

blowdry



1. Stretch and dry using a comb attachment



STEP 5:

press with flat iron

♥ Style with any additional heat tools, depending on the style



stylist
testimonials

”

Press Agent Raincoat Styling Cream is the best blow-drying cream on the market, it's super light weight and doesn't leave a coating on the hair.

Jamal Edmonds



”

The **Press Agent Conditioner's** new spread and melt technology save you and your clients time and money.

Al Campbell



”

With **Press Agent Shampoo** being a lightweight sulfate free system, it's the perfect combo of color care and moisture for color treated texture wanting to achieve a healthy sleek style

Rachel Redd



FURTHER YOUR PRESS AGENT EDUCATION

With Silk Press Mastery

Learn the #1 most requested service by your textured guests featuring the **MIZANI Press Agent System**. We know that blow-drying and flat ironing are on everyone's service menus already, but it's a must to know the tips and tricks to a perfect, shiny and lasting **SILK PRESS** on all hair texture types!

SCAN TO SIGN UP!



THE BEFORE & AFTER GALLERY

Before



After



Before



After



Before



After



Before



After



FAQS

Q: WILL MY COILS, CURLS, AND WAVES RETURN AFTER I USE PRESS AGENT?

A: Yes, this is a temporary smoothing product that aids in reducing frizz, protects from heat damage, and maintains moisture.

Q: CAN I USE THIS IF MY HAIR IS CHEMICALLY TREATED WITH KERATIN, RELAXER, OR COLOR?

A: Yes, the Press Agent Shampoo and Conditioner are sulfate-free and moisturizing, so work great for chemically treated hair.

Q: DO I NEED TO USE ALL STEPS OF THIS SERVICE TO SEE A BENEFIT?

A: While we recommend using all steps for maximum benefit, each formula was created to also have their own singular benefits. Feel free to use on their own as you wish!

Q: CAN PRESS AGENT BE USED WITH ANY HEAT REGIMEN?

A: Yes! Because of the 450°F and UV protection benefits, Press Agent is great for any heat tool you are using. It will keep coils, curls, and waves moisturized and protected.

Q: CAN PRESS AGENT BE USED ON ALL TEXTURE TYPES?

A: Yes! Because of the customizable approach to using the cream and the serum, you can dial up the cream for tighter textures, and add more serum at the end. The Shampoo and Conditioner are also incredibly light weight, but effective at controlling frizz, so any texture type will love it.

Q: HOW DOES A SILK PRESS DIFFER FROM A BLOWOUT SERVICE?

A: In many ways it doesn't! With a blowout, you're styling with only a blowdryer. With a Silk Press, the hair is blown out, and then "pressed" with a flat iron. Higher texture types usually need the added step of the flat iron for longevity and a smoother, more silkier finish.

Q: DOES PRESS AGENT REPLACE THERMASMOOTH OR HEAT SCREEN?

A: Yes, Press Agent will replace the Thermasmooth system, while Heat Screen remains as a strong, stand-alone heat protectant for ALL thermal needs.