

NATURAL STYLING


Schwarzkopf
PROFESSIONAL



Perfectly Defined Curls

Together. A passion for hair.

HOUSE OF PERMS

| HAIR TYPE | LOTION |
|--|--------|
| • Resistant, healthy hair | 0 |
| • Normal to slightly porous hair • Up to 30% highlighted hair | 1 |
| • Tinted, highlighted porous hair • Between 30-70% highlighted hair | 2 |
| • More than 70% highlighted hair, bleached and very porous hair | 3 |

| TARGET GROUP | RESULT | DURATION | INGREDIENT | COMPONENTS | HAIR TYPES | LOTION | PRE-TREATMENT | WITHOUT HEAT | WITH PLASTIC CAP & 45°C HEAT | NEUTRALISER | |
|---|--|---|------------|--------------------------|--|--|---------------|--------------------------------------|---|---|-------------|
| HYDROWAVE CLASSIC | | | | | | | | | | | |
|  | For those of your clients who request a classic perfect perm | Defined & lasting curls which are beautifully formed and soft to touch | 12 weeks | Aloe Vera + Keratin | 1000ml Perm Lotion | • Resistant, healthy hair • Normal to slightly porous hair | 0 1 | Pre-Treatment Repair & Protect | 20 min 15 -20 min | 10 min | Neutraliser |
| | | | | | 1000ml Neutraliser | • Tinted, highlighted porous hair • Between 30-70% highlighted hair | 2 3 | | 15 -20 min 7- 10 min | | |
| HYDROWAVE GLAMOUR WAVE | | | | | | | | | | | |
|  | For those of your clients who want an intense and smooth curl result | Enhanced care & silky smooth curls | 12 weeks | Aloe Vera + Silk Protein | Kit: 80ml Perm Lotion + 100 ml Neutraliser | • Resistant, healthy hair • Normal to slightly porous hair • Up to 30% highlighted hair | 0 1 1 | Pre-Treatment Repair & Protect | 20 -25 min 15 - 20 min 10 -15 min | Max. 15 min 10 -15 min 5 - 10 min | Neutraliser |
| | | | | | | • Tinted, highlighted porous hair • Between 30-70% highlighted hair • More than 70% highlighted, bleached and very porous hair | 2 2 3 | | 10-15 min 5 - 10 min 10- 15 min | Do not use heat | |
| HYDROWAVE CREATIVE GEL | | | | | | | | | | | |
|  | For those of your clients who are looking for enhanced root volume and body. | A gel consistency designed for partial style support, root lift or re-growth refreshment to allow total style individualisation | 4-6 weeks | Aloe Vera + Amino Acids | 50 ml Gel 1000ml Neutraliser | • Normal to slightly porous hair • Up to 30% highlighted hair | 1 1 | Pre-Treatment Repair & Protect | 15- 20 min 10 - 15 min | 5- 10 min Do not use heat | Neutraliser |

HYDROWAVE CLASSIC + GLAMOUR WAVE

1

DIAGNOSIS

Assess the hair quality and select the correct lotion.

2

PREPARATION

Cleanse the hair without massaging the scalp. Use BC Deep Cleansing Shampoo for normal hair or BC Peptide Repair Rescue Shampoo for more porous hair. Towel dry to even out the hair before winding. Even the hair porosity by applying Natural Styling Hydrowave Pre-Treatment Repair & Protect through the lengths & ends prior to winding, comb through, do not rinse out.

3

WINDING

Wind in the desired manner. Do not pre-dampen with lotion. Protect the hairline with damp cotton wool. Starting in the nape carefully apply a small amount of lotion evenly to each roller. Repeat the lotion application to ensure thorough penetration. Remove cotton wool after perm lotion application.

4

PROCESSING TIMES

When the processing time is complete the section of hair tested will show an 'S' shape bend (consult House of Perm overview for processing times). Do not exceed the maximum processing time. Rinse the hair thoroughly for 5 minutes with warm water. Towel blot to ensure excess moisture is removed.

5


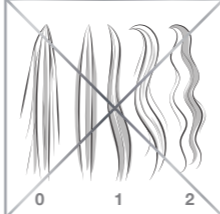
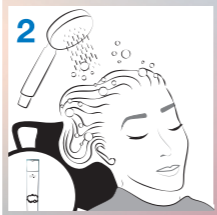

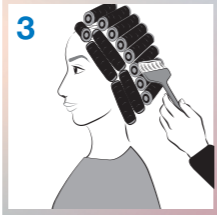







NEUTRALISING

Starting in the nape, carefully apply 2/3 of Natural Styling Neutraliser or Neutraliser+ to each perm rod. Leave to process for 5 mins. Gently remove the perm rods without pulling the hair. Apply the remaining 1/3 Neutraliser to the lengths and ends of the hair. Leave for further 5 mins. Rinse with warm water for a minimum of 5 mins to ensure all Neutraliser is removed.

6

POST FORM

After the final rinse we recommend applying BC Peptide Repair Rescue Conditioner. On bleached & porous hair use BC Peptide Repair Rescue Treatment.

| DO | DON'T |
|--|---|
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



HYDROWAVE CREATIVE

1

DIAGNOSIS

Assess the hair quality and select the correct lotion.

2

PREPARATION

Cleanse the hair without massaging the scalp.
Use BC Deep Cleansing Shampoo for normal hair or BC Peptide Repair Rescue Shampoo for more porous hair. Even the hair porosity when required by applying Natural Styling Hydrowave Pre-Treatment Repair & Protect through the lengths & ends prior to winding, comb through, do not rinse out.

3

STYLE & SUPPORT TECHNIQUES: HOT IRON SHAPING

Use for: Full head and partial shaping for extremely soft natural movement or light style support.

3 Shape & application: Towel dry the hair before applying the gel. Comb the hair into style. Separate and surround the sections to be treated with cotton wool. Apply IGORA Skin Protection Cream to the hairline. Brush the gel the whole hair length covering all hair strands in the section.

Processing times: Consult House of Perm overview.

Do not exceed the maximum process guide time. No test curl required.

3A Dry & hot iron: Rinse the gel thoroughly from each section with warm water. Using a low blow-dryer, roughly shape the hair back into style until 100% dry. Now style the treated area section by section with the hot tong and fix the created curls with a plastic clip. Continue with step 4.

ROOT LIFT & RE-GROWTH REFRESHMENT:

Use for: Full head and partial root lift & style support and re-growth refreshing

3B Shape & application: Towel dry the hair before winding. Do not pre-dampen with gel. Apply IGORA Skin Protection Cream. Protect the hairline with damp cotton wool.

Root lift: Wind either the full or partial head with rollers according to the area requiring root lift. Gently brush the gel onto the hair visible on top of the roller (the roots only). Do not push the gel down into the under-lengths of the hair.

Re-growth: A re-growth application can be done 6 – 8 weeks after an initial perm or previous root perm application. The re-growth should not be more than 5 cm. Wind the rollers over the full head. Gently brush the gel onto the hair visible on top of the roller (the roots only). Do not to push the gel down into the under-lengths of the hair.

Processing times: Consult House of Perm overview.

Do not exceed the maximum process guide time. No test curl required.

4

NEUTRALISING

Rinse thoroughly for 5 minutes and blot to remove excess water. Apply Natural Styling Neutraliser or Neutralizer+ to the rollers or hot tong shaped curls, ensuring all visible hair is covered with Neutraliser. Leave for 10 minutes. If rollers or plastic clips have been used, remove them carefully without pulling the hair. Rinse thoroughly with warm water.

5

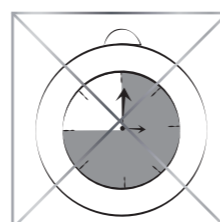
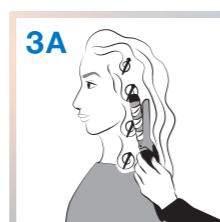
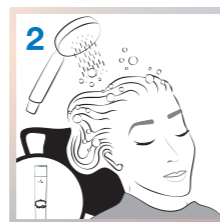
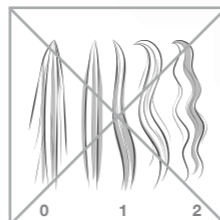
POST FORM

After the final rinse we recommend applying BC Repair Rescue Conditioner. On bleached & porous hair use BC Repair Rescue Treatment.

DO



DON'T





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