

STEP



BY



STEP



EXCLUSIVE

FORMALDEHYDE FREE

FORMULA

STRAIGHTNER / TONER / DEEP CONDITIONER

✓ **FORMALDEHYDE**
FREE FORMULA

✓ CONTAINS ARGAN OIL,
ACAI AND
GUARANA EXTRACT

✓ SMOOTH, SHINY
AND HEALTHY HAIR



BEFORE APPLYING

DO NOT USE ON IRRITATED OR INJURED SCALP.

If your customer did any hair straightening treatments in the past four months, we recommend a strand test, if your customer used a relaxer we do not recommend the use of this treatment.

STRAND TEST PROCEDURE

Wash strand with Step 1 until squeaky clean, blow-dry strand and apply Step 2. Wait fifteen minutes for results, if no negative reaction is found, proceed with treatment.



This process may lighten up to one tone on color treated hair. On bright red colored hair, we recommend completing the treatment then applying color.

AFTER TREATMENT IS COMPLETE, IF NEEDED, STYLIST CAN WASH AND APPLY COLOR ON THE SAME DAY.

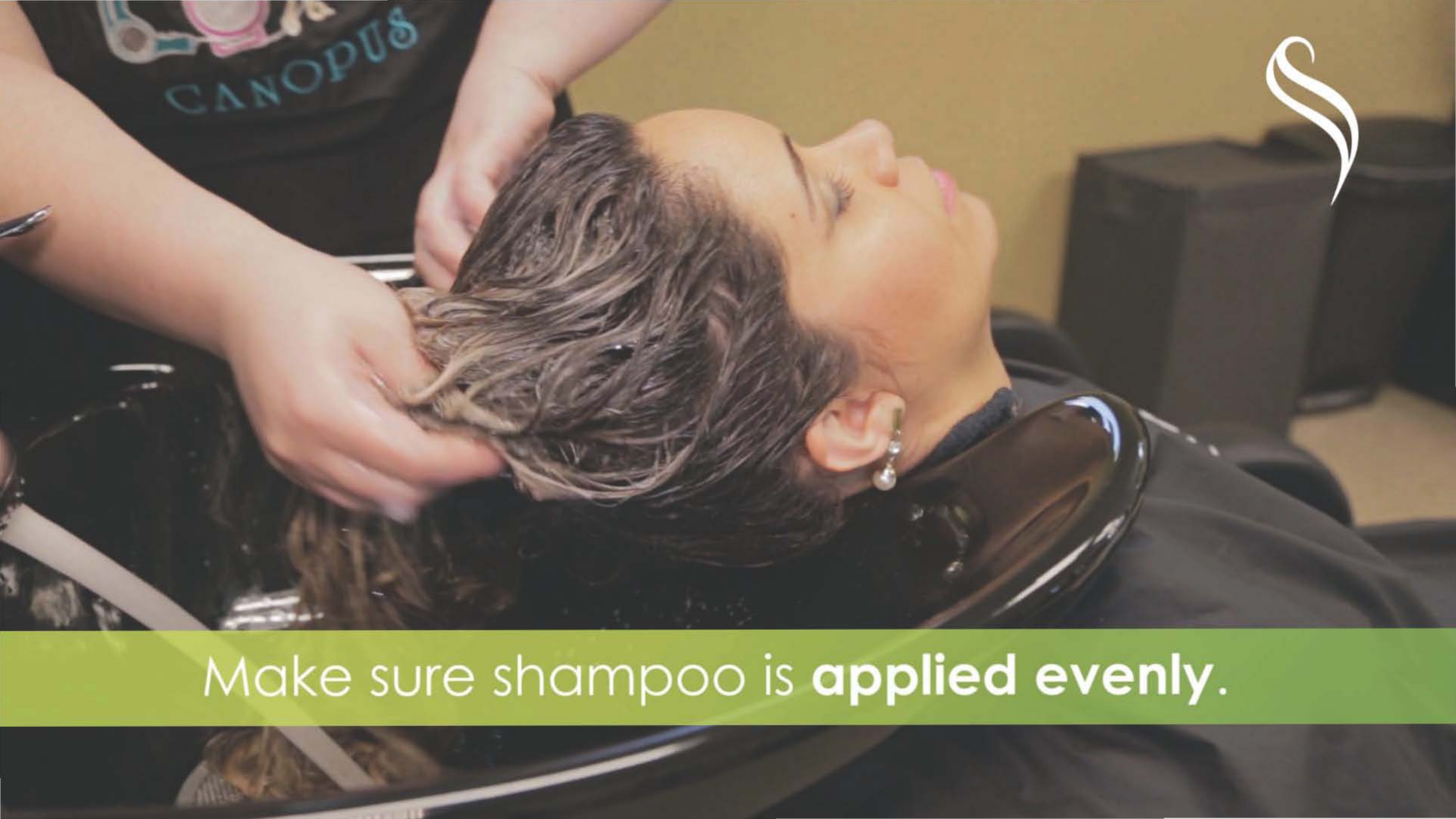
WE RECOMMEND THAT YOU APPLY HIGHLIGHTS/BALAYAGE BEFORE THE TREATMENT.

APPLYING





Apply
anti-residue
shampoo
(Step 1) to wet
hair, massaging
it gently.



Make sure shampoo is **applied evenly.**



Rinse.
Repeat the
procedure until
hair is **squeaky
clean.**



Blow-dry about **50%**.

APPLYING



AFTER FOLLOWING STEPS ON STEP 1, APPLY THE STRAIGHTENING & SMOOTHING SOLUTION (STEP 2).



Divide hair
in **three**
sections



Stir solution before applying.



Start **from the**
base of the
head to **the**
top.

Apply 1/4
inch from
scalp to
ends in
quarter inch
sub-sections.





When applying
use a **fine-tooth**
comb to
distribute product
evenly.





If there's any
product left in
the comb you
**applied too
much.**



You
can use the
product left
on the
comb in
**other
sections** or
at the roots.



Continue until **all sections are complete.**



After application is complete, **wait the desired time based on the following table**, no need to apply heat or put on a cap.

SMOOTHING TREATMENT

REMOVES FRIZZ, BRASSINESS AND DEFINES CURLS.

HAIR TYPE GUIDE



1

**TYPE 1
STRAIGHT HAIR**



2A



2B



2C

**TYPE 2
WAVY HAIR**



3A



3B



3C

**TYPE 3
CURLY HAIR**



TIME: 20 MINUTES



















TEMPETURE: 450° F
400° F ON HIGHLIGHTED/BALAYAGE
8 - 10 TIMES IN EACH SECTION
TITANIUM FLAT- IRON
RECOMMENDED

STRAIGHTENING TREATMENT

STRAIGHTENS HAIR, REMOVES BRASSINESS AND HEALS DAMAGED HAIR.

HAIR TYPE GUIDE

									
1	2A	2B	2C	3A	3B	3C	4A	4B	4C
TYPE 1 STRAIGHT HAIR		TYPE 2 WAVY HAIR		TYPE 3 CURLY HAIR			TYPE 4 KINKY HAIR		
									
TIME: 20 MINUTES		TIME: 40 MINUTES				TIME: 60 MINUTES			
									
TEMPETURE: 450° F 400° F ON HIGHLIGHTED/BALAYAGE 8 - 10 TIMES IN EACH SECTION		TEMPETURE: 450° F 400° F ON HIGHLIGHTED/BALAYAGE 10 - 15 TIMES IN EACH SECTION				TEMPETURE: 450° F 400° F ON HIGHLIGHTED/BALAYAGE 10 - 15 TIMES IN EACH SECTION			



After the
waiting period.
Rinse solution from
hair **(DO NOT use
shampoo)**



On **hair type 4** leave **twenty percent** of solution after rinsing.



Dry hair
completely
with
blow-dryer
**(you do not
need to use
a brush).**

A close-up, side-profile photograph of a woman with long, straight, light brown hair. A hand is shown at the top of her head, pulling a section of hair upwards. A white hair clip is visible on the left side of her hair, securing a portion of it. The woman is wearing a dark-colored garment.

Divide hair
in **three**
sections.



Use a **titanium flat iron** at a temperature of **450° Fahrenheit** in **1/4 inch sub-sections** as shown in the video.



**Use previous
table** as
reference
depending on
desired results.



On **previously damaged hair** we recommend focusing flat-iron on roots and **apply lightly on ends.**



**Do not rush
this step,**
cuticles must
be closed
completely in
order to
**obtain desired
results.**



Continue until **all sections are complete.**

APPLYING





With the
**steps one
and two
complete,**
wet hair and
apply the
**deep
conditioning
masque
(Step 3).**



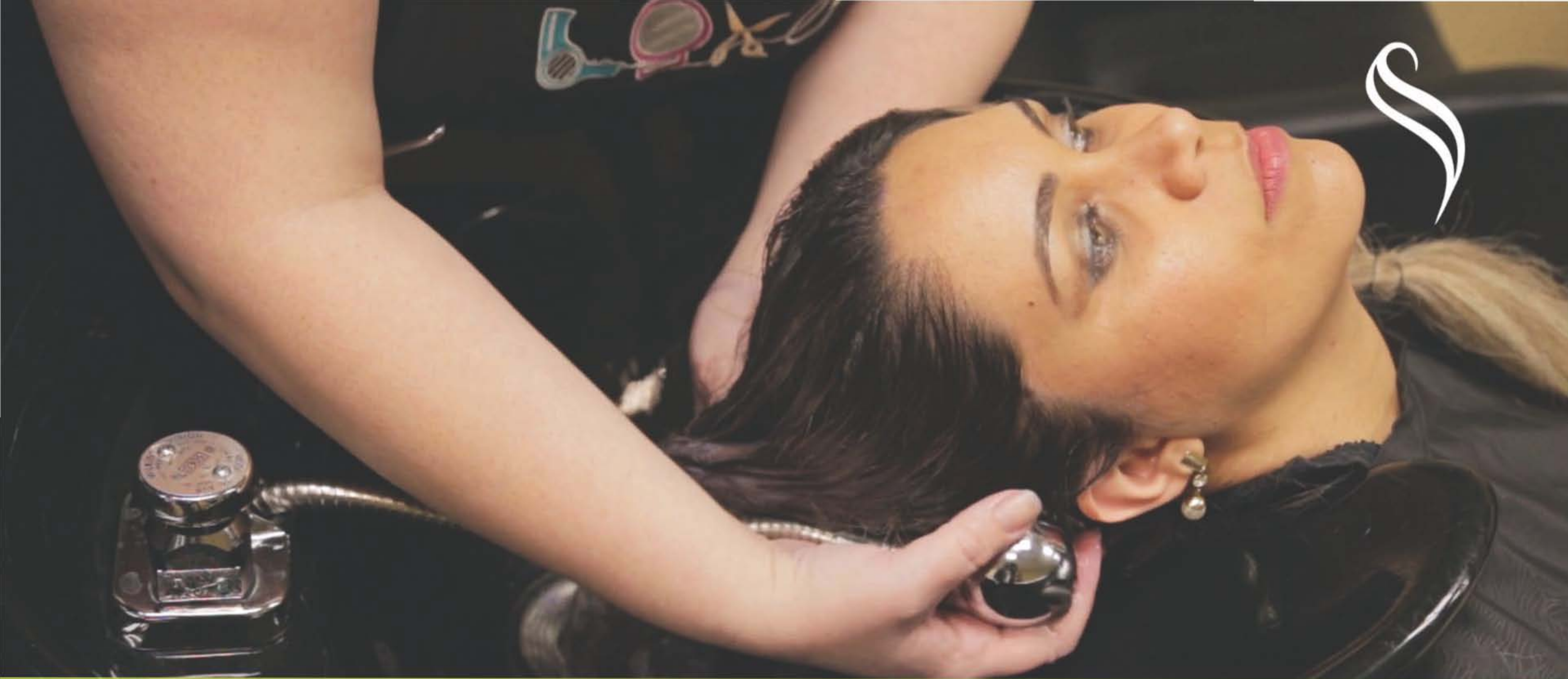
Massaging it from the roots towards the ends.



Apply more
product **on the
ends.**



Allow the deep conditioning masque to set for a minimum of three minutes, on previously damaged hair ten minutes, and on highlighted/balayage hair to remove additional brassiness, leave on for fifteen minutes.



Rinse completely (**DO NOT** use shampoo).



Use brush
to
untangle
hair.



Let hair dry
naturally for
frizz free
results or
blow-dry
completely
for a
straightening
result.



If needed you can now **color hair, cut, style or wash it.**

Brazilian *Charm*

P R O F E S S I O N A L

IF YOU HAVE ANY QUESTIONS CONTACT US BY PHONE OR EMAIL.



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