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Hair Texture is one of the most important factors when it comes to choosing your best hairstyle. Your hair's density and texture may dictate your hairstyle, length and how your stylist cuts your locks. Whether you're going from straight to curly, curly to straight or somewhere in between, a texture service can give you endless style possibilities.



When products aren't enough to create the volume and texture you crave, we can help you achieve everything from tight ringlets, to soft waves, to perfectly straight locks.

CURL CREATION

Curl Creation is commonly called a "perm" or "permanent wave". The length of your hair will determine the service most suitable for your desired look.

Curl Exclamation is a partial Curl Creation service performed in an isolated or troublesome area only. Traditionally, used in the fringe or crown.

Curl Creation is for hair above the shoulders.

Mid-length Curl Creation is for shoulder length hair.

Great Lengths Curl Creation is for hair below the shoulder blades.

BENEFITS

- Adds volume and bounce
- Creates a variation of waves and curls
- "Wash and Wear" carefree styling
- Minimizes use of hot tools
- Easy way to change your entire look

If enhancing your hair with both a color and texture service, it's important to discuss with your stylist which service should be performed first.



POST-TREATMENT Curl Creation

- Do not shampoo hair for 48 hours.
- Avoid getting hair wet during the 48 hour resting period. (examples: sweating from working out, steam, rain, snow)
- After the 48 hour resting period, it's best to avoid chlorine or salt water, however if you can't avoid it, prior to swimming, wet hair and apply Deep Conditioner to protect hair from salt and/or chlorine. After swimming, rinse hair with clear water to remove conditioner and any salt and/or chlorine buildup.
- Avoid deep penetrating treatments for the first week.
- Avoid pulling or stretching the hair when it is wet.



SMOOTHING TREATMENTS

Smoothing Treatments dramatically transform hair into luxurious, smooth, straight, soft, manageable locks by reducing frizz and adding incredible shine.

Curl Reduction is for hair above the shoulders.

Mid-length Curl Reduction is for hair below the shoulders.

Express Keratin Blowout is a revolutionary service that reduces curl and frizz on the most unruly hair and will deliver 50% less blow-dry time. Blow dry with ease; smoother results with less frizz and curl. Repeat the service every 8-weeks or as needed.

Thermal Smoothing Therapy is for hair that falls at the shoulders. This technique uses heat smoothing that reduces volume, eliminates frizz and smooths hair permanently.

Keratin Smoothing Therapy is a breakthrough intense smoothing service that will reduce curl and frizz by 90%! And bonus...your hair will dry in half the time! Repeat the service every 3-6 months or as needed.

BENEFITS

- Minimizes unruly curl or frizz
- Produces a high shine finish
- “Wash and Wear” carefree styling
- Minimizes use of heating appliances
- Easy way to change the whole look of your style

POST-TREATMENT Smoothing Treatments

- Do not shampoo hair for 72 hours.
- Avoid getting hair wet during the 72 hour resting period. (examples: sweating from working out, steam, rain, snow)
- Should your hair get wet, immediately blow dry and lightly flat iron on a low setting.
- During the 72 hour resting period wear hair down. Do not tuck hair behind ears or use pins, clips, ponytail holders headbands, hats or sunglasses to hold back hair.
- After the 72 hour resting period, it's best to avoid chlorine or salt water, however if you can't avoid it, prior to swimming, wet hair and apply Deep Conditioner to protect hair from salt and/or chlorine. After swimming, rinse hair with clear water to remove conditioner and any salt and/or chlorine buildup.

POST-TREATMENT Curl Creation and Smoothing Treatments

- Use professional products with tepid water.
- Lower the temperature setting when drying.
- Use a thermal protective spray when using hot tools.
- Use sulfate free home hair care to extend the life of your texture service.

Sun exposure, tanning beds, chlorinated pools, hot tubs, and saunas can lead to deterioration of your texture service resulting in fading and dryness.

Weekly, deep-penetrating treatments are important to maintain the strength and moisture balance of your hair. Regular demineralizing treatments improve the performance of all color and texture services, particularly if you have a high iron content in your water.

Independent studies have shown that professional products extend the life of both color and texture services.

