

## Texture

**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.

### PERMANENT WAVES / 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.

#### Mid-length Curl Creation

Creation is for shoulder length hair. Haircut not included.

#### Great Lengths Curl Creation

This is for hair below the shoulder blades. Haircut not included.

### 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

#### Permanent Waves / 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/ STRAIGHTNING TREATMENTS

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

#### Cold Smoothing

This cold smoothing curl-reduction treatment is for hair shorter than shoulder length. A curl-reduction treatment is ideal for people with wavy, curly or unruly frizzy hair. This service delivers soft, shiny and frizz-free curl reduction.

#### Mid-length Cold Smoothing

Cold smoothing mid-length is a curl-reduction treatment ideal for people with wavy, curly or unruly frizzy hair that is shoulder-length or longer. This service delivers soft, shiny and frizz-free curl reduction. For hair that falls below the shoulders.

### **Thermal Straightening Treatment**

Thermal straightening is a permanent hair straightening treatment that is ideal for people with wiry, coarse, and curly hair. This service delivers soft, shiny, straight and frizz-free hair.

### **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 / Straightening 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 flatiron 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**

#### **All Texture 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.*