



TECHNICAL NOTES 2019

Classic & Natural Application

CONDUCTING THE PERFECT LUXURY KERATIN SMOOTHING TREATMENT FORMULA 3139

Our new Formula 3139 replaces our previous Luxury and Blonde Toning formulations. It is formulated for all hair colours and contains colour balancing pigments to reduce colour lift and gold/yellowing in some blonde hair. A new fragrance system eliminates odours during application and any residual odour. Wet and dry combability and iron glide have also been enhanced.

TO CONDUCT A LUXURY KERATIN SMOOTHING TREATMENT IT IS ESSENTIAL THAT YOU HAVE:

- Deep cleansing shampoo
- Straightening iron that reaches 230 degrees
- Trichovedic Sulphate & Sodium Chloride Free Shampoo
- Trichovedic Deep Therapy Treatment Masque Trichovedic Double
- Straightening Brush

VIEW OUR STEP BY STEP TRAINING VIDEO

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CONTENTS		PAGE
DIRECTIONS FOR CLASSIC APPLICATION	Our Classic Application is designed for clients who want their hair as straight, as smooth and as sleek as possible.	Page 3
<u>STEP 1:</u> DEEP CLEANSING SHAMPOO	Deep Cleansing Shampoo	Page 3
<u>STEP 2:</u> APPLICATION	Application process	Page 3
<u>STEP 3:</u> BLAST DRY	Shampoo Blast dry the hair 100%	Page 3
<u>STEP 4:</u> IRONING PROCESS	Variations required to the number of ironing passes and temperature for varying hair types/conditions.	Page 3
NOTES ON IRONING PROCESS	Important notes on number of ironing passes and temperature of the irons for highly damaged, bleached, coloured and very fine hair.	Page 3
NOTES ON POSSIBLE COLOUR CHANGE	Colour changes can still sometimes occur with some coloured, bleached and grey hair.	Page 4
<u>STEP 5:</u> RESTING THE HAIR FINISHING SHAMPOO & MASQUE	Notes on timing for resting the hair. The final shampoo and masque application is essential for successfully completing the treatment.	Page 4
DIRECTIONS FOR NATURAL APPLICATION	Our Natural Application is designed for clients who want the improved hair condition and smoothness, the humidity protection and time saved when styling but want to retain some wave and volume for a more natural look.	Page 5
ADVICE	Aftercare advice for your client.	Page 6
TIPS	General tips for achieving quality results.	Page 6

When conducting a Luxury Keratin Smoothing Treatment it is essential that the application and ironing process are conducted meticulously and customised for the hair type, colour and condition being dealt with.

The application and ironing process are as important as the product in achieving a stunning, long lasting result and avoiding any damage of very fine and fragile hair and in minimising hair colour issues in blonde and coloured hair.

For extremely damaged, highly bleached and very fine hair the temperature of the irons and the number of ironing passes should be reduced. The following notes on dealing with bleached blonde and coloured hair should be read carefully (pages 3 & 4). Special care should be taken not to over or under apply the Keratin Solution and to apply it thoroughly and evenly; sections should be taken carefully and evenly and the ironing process conducted carefully and thoroughly.



DIRECTIONS FOR CLASSIC APPLICATION

Our Classic Application is designed for clients who want their hair as straight, smooth and sleek as possible. This application method needs to be conducted meticulously. A typical Classic Application will typically take 2 to 3 hours depending on the length and density of the hair.

1) DEEP CLEANSING SHAMPOO

Shampoo the hair with Luxury KST Deep Cleansing Shampoo. Rinse and repeat and leave second lather for 5 minutes and then rinse out thoroughly. Do not apply a conditioner.

FOR HIGHLY DAMAGED, BLEACHED AND COLOURED HAIR shampoo only once and rinse. FOR VERY STRONG, CURLY AND VIRGIN HAIR mix 10ml of 20 Vol peroxide with 10ml KST Deep Cleansing Shampoo; shampoo the hair, cover with plastic film and place under heat for 10 minutes.

When Deep Cleansing Shampoo is completed and rinsed out, blow-dry the hair 90% dry and section the hair into 8 sections.

2) APPLICATION

Pour approximately 60ml (adjust according to hair length and thickness) of Luxury Keratin Smoothing Treatment into a tint bowl. Using a tint brush and wearing gloves, apply to 10mm sections of hair 5mm from the scalp. Comb through each section with a fine tooth comb to distribute and to remove any excess. Ensure that the Keratin Treatment is applied to all of the hair; the hair should be a little more than damp with the product but not wet.

Once application is completed cover the hair with plastic film and allow 10 minutes for the treatment to penetrate the hair.

FOR HIGHLY DAMAGED, BLEACHED AND COLOURED HAIR cover the hair with plastic film and allow 5 minutes for treatment penetration.

FOR VERY STRONG, CURLY AND VIRGIN HAIR cover in plastic film and place under heat for 15 minutes to allow for maximum treatment penetration.

3) BLAST DRY THE HAIR 100% DRY

Half way through drying, stop and gently brush through any tangles. If the hair is curly use a vent or paddle brush; do not use a natural bristle brush at this stage as the Keratin Treatment has a natural affinity to bond with Keratin, be it hair or natural bristles, and some Keratin Treatment would be removed. This drying stage will start the smoothing process.

4) IRONING PROCESS

Carefully section the hair into 12 sections. Using a 230 Degree Centigrade ceramic flat iron and a Trichovedic double brush, for stretch and control, commence ironing from the nape of the neck; 5mm sections should be ironed between 10-15 times (only for Very Strong, Curly and Virgin Hair), progressing upwards through each section i.e. iron the roots up to 15 times, the mid lengths 10 times and the ends 5-8 times.

WARNING: Some of the most popular brands of irons only reach a maximum temperature of 185 Degrees Centigrade. This is suitable for very fine, damaged and bleached hair but is not hot enough for virgin, strong, curly hair. With constant use and age the temperature that irons achieve can decline. If you are unsure of the temperature of your irons you can test them with a Thermocouple Thermometer.

IMPORTANT NOTES ON NUMBER OF IRONING PASSES AND TEMPERATURE OF THE IRONS FOR HIGHLY DAMAGED, BLEACHED, COLOURED AND VERY FINE HAIR

Heavily coloured and porous hair: the temperature of the irons should be reduced to 200 degrees and the number of passes for each section reduced to 5-10.

Highly bleached, very damaged and very fine hair: the irons should be reduced to 150-180 degrees and the number of ironing passes reduced to 1-5. A TEST SECTION OF HAIR SHOULD BE USED AT THE NAPE TO DETERMINE THE MOST SUITABLE IRON TEMPERATURE AND NUMBER OF IRONING PASSES.

Combination condition hair:

You will sometimes encounter combination condition hair i.e. naturally strong and in good condition at the root area but with the condition deteriorating through the mid lengths and ends. In instances such as this two sets of irons should be used; one set to 230 degrees for the root area and using 10-15 passes and the other set anywhere between 150-200 degrees depending on the hair condition and the number of passes reduced accordingly.



POSSIBLE COLOUR CHANGE IN BLEACHED, GREY AND COLOURED HAIR

A Keratin Treatment conducted on coloured hair, particularly recently coloured hair, can sometimes result in colour lift and there are a couple of ways of dealing with this.

If a client wishes to have a colour on the same day as their Keratin Treatment the colour should be conducted first and mixed 1 shade darker to account for colour lift. It is a better option to colour 1 week (absolute minimum 3 days) after the Keratin Treatment.

If colour lift does occur after the Keratin Treatment, Trichovedic Brunette or Red Enhancing Shampoo and Treatment Conditioner and then Luxury Deep Therapy Masque should be used for the finishing shampoo and treatment masque application and for subsequent aftercare. These will add a high degree of colour without compromising the quality or longevity of the Keratin Treatment. (All Trichovedic aftercare shampoos are sulphate and sodium chloride free).

BLEACHED, HEAVILY FOILED & GREY HAIR

With some bleached, heavily foiled and grey hair some brassy overtones (in very rare cases, bright yellow) can occur after a Keratin Treatment. Luxury Keratin Smoothing Treatment Formula 3139 has been specifically formulated to accommodate these hair colours. Although Formula 3139 has virtually eliminated these issues, it is prudent to establish any degree of colour change.

Conduct a test section at the nape and then inform your client of any potential colour change; if colour change occurs, lower iron temperature. If brassiness/yellow need to be corrected after the treatment, Blonde Toning Shampoo and Masque should be used for the finishing shampoo and masque application. The Blonde Toning Masque should be left in for 5-20 minutes.

If additional toning is required, a normal toner can be used mixed with water rather than peroxide. A full toner can be conducted 1 week (absolute minimum 3 days) later. Another option if a test section reveals a brassy/yellow colour change is to apply a toner prior to the Treatment using a higher than usual degree of ash.

5) RESTING THE HAIR AND FINISHING SHAMPOO & MASQUE

Resting:

When the ironing process is complete the hair should be rested for 15 minutes for very strong, curly and virgin hair and for 5 minutes for coloured, bleached and porous hair.

Finishing Shampoo & Masque:

After the resting period the hair should be thoroughly shampooed with a hair type/colour specific Trichovedic sulphate and sodium chloride free shampoo and then the hair colour specific Trichovedic Masque applied for 5 minutes (the Blonde Toning Masque should be applied for up to 20 minutes when toning bleached hair) and then rinsed out.

For colour balancing brunette and red hair, use the Brunette or Red Enhancing Shampoo and Treatment Conditioner prior to the Masque application.

After rinsing out the Masque, towel dry and then blast dry the hair. You may wish to finish by blowdrying with a large radial brush. If any 'static' is present in the hair at the end of the Treatment, a light application of Trichovedic Luxury Argan Oil Treatment will eliminate this.

IMPORTANT: The final shampoo and masque application is essential to complete the Treatment. Do not allow your client to leave the salon without conducting this step as the Treatment will not be as successful and colour deterioration may occur.

See page 6 for advice for the client & general tips for achieving quality results.



DIRECTIONS FOR NATURAL APPLICATION

Our Natural Application is designed for clients who want the improved hair condition & smoothness, humidity protection, reduced styling time and frizz control while retaining some wave & volume for a more natural look. A typical Natural Application will take 60 to 90 minutes.

1) DEEP CLEANSING SHAMPOO

Shampoo the hair with Luxury KST Deep Cleansing Shampoo. Rinse and repeat and leave second lather for 5 minutes and then rinse out thoroughly. Do not apply a conditioner.

FOR HIGHLY DAMAGED, BLEACHED AND COLOURED HAIR shampoo only once and rinse. FOR VERY STRONG, CURLY AND VIRGIN HAIR mix 10ml of 20 Vol peroxide with 10ml KST Deep Cleansing Shampoo; shampoo the hair, cover with plastic film and place under heat for 10 minutes.

When Deep Cleansing Shampoo is completed and rinsed out, blow-dry the hair 90% dry and section the hair into 8 sections.

2) APPLICATION

Pour approximately 60ml (adjust according to hair length and thickness) of Luxury Keratin Smoothing Treatment into a tint bowl. Using a tint brush and wearing gloves, apply to 10mm sections of hair 5mm from the scalp. Comb through each section with a fine tooth comb to distribute and to remove any excess. Ensure that the Keratin Treatment is applied to all of the hair; the hair should be a little more than damp with the product but not wet.

Once application is completed cover the hair with plastic film and allow 10 minutes for the treatment to penetrate the hair.

FOR HIGHLY DAMAGED, BLEACHED AND COLOURED HAIR cover the hair with plastic film and allow 5 minutes for treatment penetration.

FOR VERY STRONG, CURLY AND VIRGIN HAIR cover in plastic film and place under heat for 15 minutes to allow for maximum treatment penetration.

3) RINSE

Rinse hair with warm water and then apply one light shampoo with Luxury Shampoo followed by a light application of Luxury Treatment Conditioner. Blow-dry hair 100% dry and section for ironing.

4) IRONING PROCESS

Iron 20mm sections 3 times with the iron temperature set at 200 degrees for strong healthy hair, down to 150 degrees for fine and highly bleached hair. The Treatment is now complete.

See page 6 for advice for the client & general tips for achieving quality results.



ADVICE FOR THE CLIENT

- The Keratin Smoothing Treatment is complete so the client can shampoo their hair or tie their hair back as soon as they wish.
- To ensure the integrity and longevity of a Luxury Keratin Smoothing Treatment, clients should be advised to use a specific Trichovedic sulphate and sodium chloride free shampoo and treatment conditioner according to their specific hair type/colour.
For dry/damaged hair: Luxury. For blonde/grey hair: Blonde Toning. For red/brunette hair: Red or Brunette Enhancing.
- Salt and chlorinated water will degrade a Keratin Treatment and reduce its longevity. Prior to swimming, clients should be advised to apply a liberal quantity of Trichovedic Luxury Glossing Serum and/or wear a swimming cap and the hair should be rinsed with fresh water after swimming.
- After shampooing and conditioning, all your client will need to do is to quickly blow-dry or iron their hair for it to look as smooth and frizz-free as when they left the salon.

GENERAL TIPS FOR ACHIEVING QUALITY RESULTS

- 1) Prior to a Keratin Treatment being conducted the colour and condition of the hair should be carefully evaluated and the appropriate treatment application, iron temperature and ironing process adjusted accordingly. Whenever you have any doubt with regard to the hair colour or condition, a test section should be conducted to establish the appropriate iron temperature, passes required and any potential colour change.
- 2) Do not over promise the straightening result of your Keratin Treatment. We generally advise a 70% straightening result and often achieve more than this. For clients with very strong, very curly hair who want a very straight result, a chemical straightener immediately prior to a Keratin Treatment can be considered or multiple Keratin Treatments over a period of weeks.
- 3) When dealing with strong, curly and virgin hair it is important to use irons that will heat to 230 degrees Centigrade. Many leading iron brands only heat to 185 degrees and with age and usage the temperature irons achieve can diminish. It is recommended to check the temperature of your irons using a digital Thermocouple Thermometer. Digital straightening irons are available from Trichovedic (these can be adjusted in 10 degree increments).
- 4) The plates of your irons should be kept clean. With regular use a Keratin build up can occur and cause 'drag' when ironing; this can be a very uncomfortable experience for your client.
- 5) Ensure that the ironing process is conducted meticulously. You should be able to just see your fingers through each 5mm section. Iron most times at the root area and slightly less through the mid lengths and less again at the ends. You should roll your wrist slightly under as you iron the ends.
- 6) Do not allow your client to leave without conducting the finishing shampoo and masque application. This process is the finishing step in completing the treatment; this could result in a colour change and a reduction of the smoothing result.

