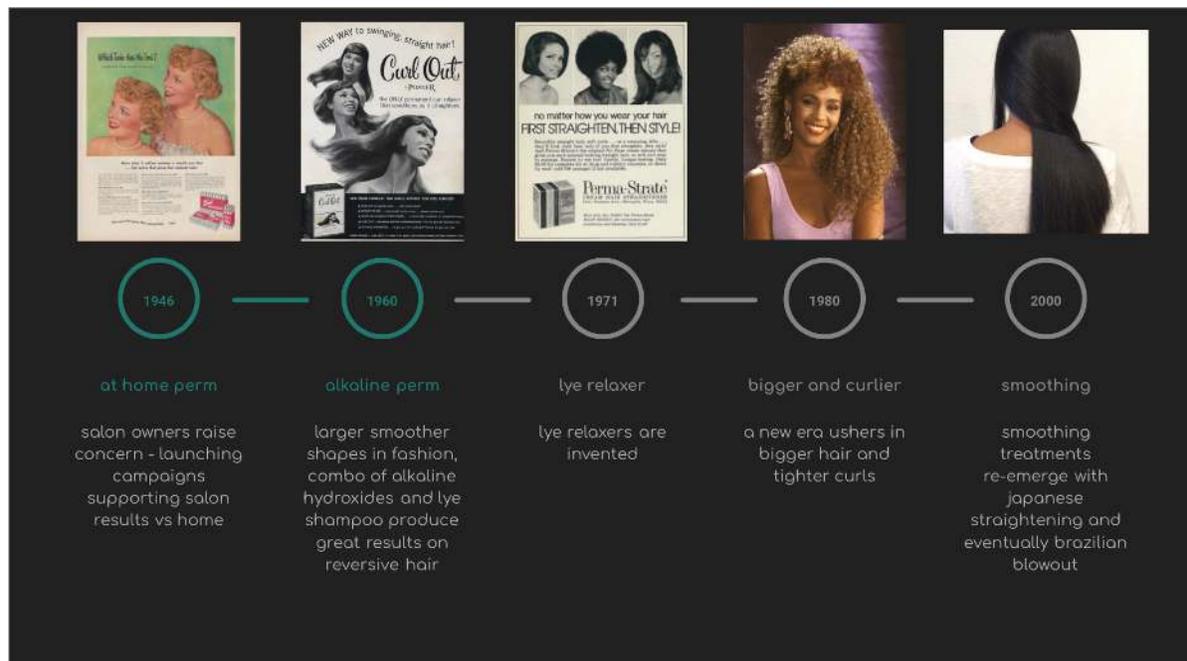
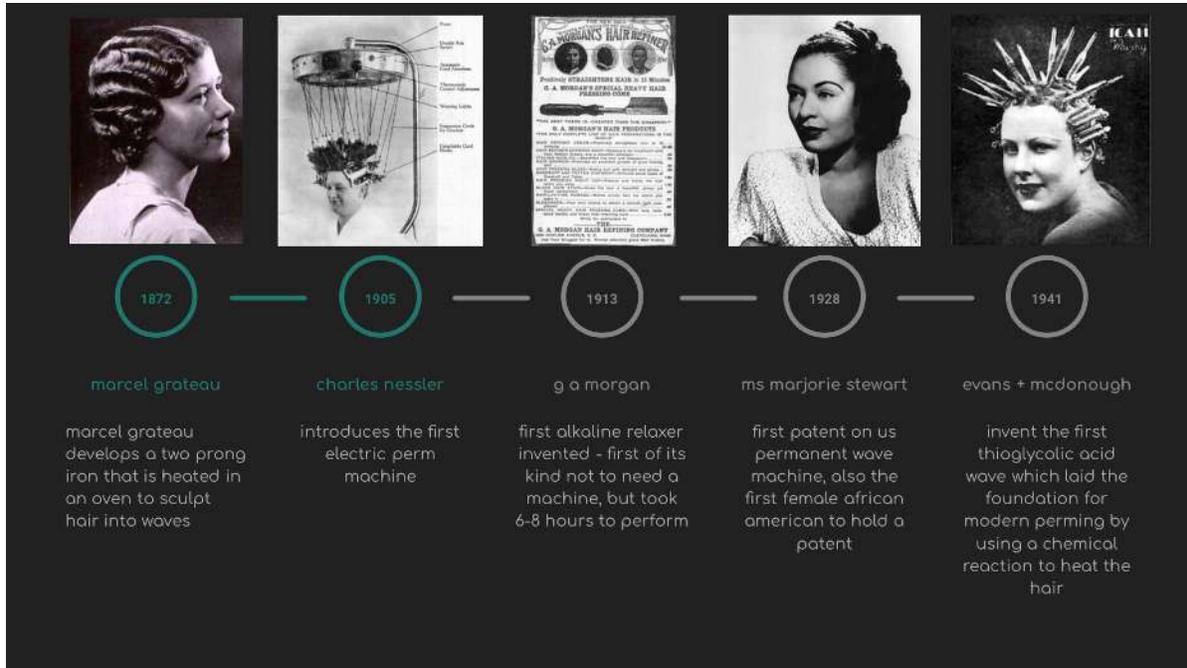


PART 1: CREATING PERMANENT TEXTURE

Let's start from the beginning, shall we? Curl Cult® is a PERM. Previously (and sometimes currently) a “perm” is associated with the terribly frizzy big textures of the 80's and early 90's, our movement will change what consumers and stylists typically think of as permanent texture and will move them to a new idea, the “modern perm”.

Before we get into that, let's first learn a little bit about the history of permanent texture:



We are seeing a rapid increase in permanent texture services emerge as the stick straight and smooth trends fade away to a more modern, natural look in today's fashion.

How do perms really work? Hair is made up of proteins.

- Polypeptide chains are held together by peptide bonds which give hair its strength
- The cortex layer of the hair also contains side bonds which hold the wave patterns
- There are three types of side bonds:
 - Salt bonds
 - Hydrogen bonds
 - Disulfide bonds
- Salt and hydrogen bonds are weaker but more abundant in the hair and can be broken by water, heat or changes in pH, creating a temporary result
- Disulfide bonds are stronger but are less abundant in the hair and are broken by chemicals found in perms and relaxers
- Once the disulfide bonds have been broken, a neutralizer is applied to reform the bonds and set the new texture pattern

Why would you choose a permanent texture service for your client?

Permanent texture change can provide increased:

- Volume and body
- Movement
- Manageability
- Illusion of more hair
- Versatility in styling
- Curves, curves & curves

Several different chemicals can achieve a permanent change in texture. They have their advantages and disadvantages. Let's discuss them for a moment:

Chemicals that break disulfide bonds

Ammonium Thioglycolate

highly alkaline, coarse or resistant hair, strong curls, strong odor, damaging

Glyceryl Monothioglycolate

acid wave, porous or damaged hair, weak curls, allergy can develop

Cysteamine

slightly alkaline, porous or normal hair, medium curls, less damaging

Results will vary depending on hair type and texture. Typically curls will be very tight immediately after a permanent texture service. Hair should NOT be washed for at least 48 hours after the service as water weakens the newly formed disulfide bonds. Curls will relax continuously over time and the new permanent texture will last anywhere from 2-6 months depending on hair type, condition and at home care.

Perms and hair color: the most common ingredient in neutralizer is hydrogen peroxide, and as the cuticle layer is already open from the permanent texture change process, color will likely fade during this process. We recommend coloring hair 2 weeks after the permanent texture service has been completed.

Perms and bleaching: Even though the Curl Cult® perm can be done on **some** previously lightened locks, proceed with caution as you may experience compromised results. Some common challenges include:

- The ends won't take the new texture
- Lackluster bounce
- Weak elasticity

Do a test strand prior to performing the service to get a feel for what the results would look like. We suggest you apply after rolling and use less processing time on more compromised areas.

THE SCIENCE:

Our Curl Cult Wave is a "thio-free" waving solution. Traditionally, the most commonly-used ingredient in permanent texture solutions is thioglycolic acid (often referred to as thio). Thio is actually a salt and is the reducing agent responsible for breaking the disulfide bonds in your hair. Thio works great but one of the main issues is that it has a very unpleasant odor (If you ever had a perm I'm sure you remember the bad smell!). Also, because of the very nature of perms, thio is damaging.

On the other hand, "thio-free" perms use an ingredient (amino acid) called cysteamine. Cysteamine also breaks down the disulfide bonds in your hair. This chemical doesn't have the strong odor often associated with thio and provides softer permanent waves than thio perms (which also means less damaging).

Does "thio-free" mean damage free?

Unfortunately, that is not the case. While cysteamine-based perms are less smelly and less damaging, that certainly doesn't mean no damage. This ingredient is still chemically changing the hair, which is a damaging process. However, we have been able to test our formula on somewhat compromised hair (having been lightly bleached - generally highlighted and not to a level 10 - using 20 vol or less) and have had success without damaging the hair the way a perm typically would otherwise. We suggest still using caution and do a test strand before providing the service to anyone who has previously bleached hair.

PROCESS:

Consultation:

- We suggest ALWAYS having a consultation with a potential Curl Cult Wave client prior to booking their service
- Consult in person or over video to see the hair and ask questions about previous chemical processes
- Walk them through the process from beginning to end asking if they have any questions
- Explain the care and maintenance required including not washing within 48 hours
- Inform them of the special products needed to care for their hair at home and maintain the look
- Discuss pricing
- Manage expectations on the duration of the results - typically 2 to 6 months

Preparation:

- Thoroughly drape the client for maximum liquid protection - this can be a messy process so make sure they and their clothes are protected
- Gather the necessary materials:
 - Water spray bottle
 - Weave comb
 - Clips

- End papers
- Rods - size based on desired results
- Terrycloth Curl Cult headband
- Extra towel for the client in case of dripping

Application for virgin, healthy hair:

1. Double wash the client with Prep Potion clarifying shampoo to remove any impurities that may affect the results of the wave.
2. Detangle and comb out with Magic Spell to offer hair the most protection from damage
3. Apply Power Wave lotion from roots to ends and comb through making sure it is evenly distributed
 - a. The application of Power Wave can be staggered section by section if extra time is needed to wrap the hair on the rods. Adjust the application of Neutralize section by section accordingly.
 - b. Additionally, Power Wave can be applied once all the hair is wrapped as it would be in a traditional perm.
4. Wrap hair on Curl Cult rods to create desired wave pattern
5. Process up to 60 minutes total (from time of first application of Power Wave). Check a test curl every 5 minutes - gently unroll a rod and push in to see if the wave pattern is forming. Also, separate 3-4 strands of hair and pull to check for elasticity - hair should stretch like a rubber band once processing is complete.
 - a. If you don't see any change in the hair after 10 minutes of processing, you can add heat by placing a plastic cap on the hair or putting the client near a heat source. We do NOT suggest placing your client under a hood dryer.
 - b. Continue to test the hair every 5 minutes
6. Once the wave pattern has been established, apply Neutralize to the hair while still on the rods. DO NOT RINSE before neutralizer application.
7. Apply Neutralize generously ensuring saturation of all of the hair evenly. Process for 10 minutes. Re-saturate and process for 2 more minutes.
8. Remove rods and rinse thoroughly with lukewarm water.
9. Condition hair with Curl Condition and rinse. DO NOT SHAMPOO.
10. Towel dry and use Magic Spell to detangle at the chair.
11. Diffuse dry or air dry using Creme de Curl.

Application for colored, previously highlighted or delicate hair (the hair should still be healthy, DO NOT do this on hair that is stretchy when wet, breaking, or over processed in any way):

1. Do a test strand to ensure hair is healthy enough to use Curl Cult Wave
2. Double wash the client with Prep Potion clarifying shampoo to remove any impurities that may affect the results of the wave.
3. Detangle and comb out with Magic Spell to offer hair the most protection from damage
4. Spray additional Magic Spell on more compromised areas
5. Wrap hair on Curl Cult rods to create desired wave pattern
6. Apply Power Wave lotion over rods making sure it is evenly distributed

7. Process up to 45 minutes total (from time of first application of Power Wave). Check a test curl every 5 minutes - gently unroll a rod and push in to see if the wave pattern is forming. Also, separate 3-4 strands of hair and pull to check for elasticity - hair should stretch like a rubber band once processing is complete.
 - a. If you don't see any change in the hair after 10 minutes of processing, you can add heat by placing a plastic cap on the hair. We do NOT suggest placing your client under a hood dryer.
 - b. Continue to test the hair every 5 minutes
12. Once the wave pattern has been established, apply Neutralize to the hair while still on the rods. DO NOT RINSE before neutralizer application.
13. Apply Neutralize generously ensuring saturation of all of the hair evenly. Process for 10 minutes. Re-saturate and process for 2 more minutes.
14. Remove rods and rinse thoroughly with lukewarm water.
15. Condition hair with Curl Condition and rinse. DO NOT SHAMPOO.
16. Towel dry and use Magic Spell to detangle at the chair.
17. Diffuse dry or air dry using Creme de Curl.

FOLLOW-UP

Offer to help your client with any styling needs or questions in the coming weeks! Having curly hair for the first time can be overwhelming. Proper product recommendations and directions are essential for them to keep their hair looking and feeling great.

This is our signature set and the video of how to roll this set can be found in our certification on our website, but you can follow along with the written version here:

1. Section the hair from crown to behind each ear.
2. Starting at the bottom of either front section right above the ear, take horizontal row sections the same size as the rod you are using.
3. Roll hair under onto the rod up to the scalp, bending the rod to secure it.
4. Follow the hairline and continue wrapping the same way until you run out of hair at the top.
5. Repeat on the other side.
6. Move onto the nape of the neck and take the same size of row section (width of the rod), split the row into two equal, less wide subsections.
7. Wrap each one going under until you reach the scalp, bending the rod to secure it.
8. Continue up the head splitting each row into three or four subsections (depending on the width of the head), and back to two or one when you reach the top rows.

Here is the headsheets for your viewing pleasure: