



# CREATINE<sup>+</sup>

PERMANENT  
STRAIGHTENING SERVICES

TECHNICAL FOLDER



# INTRODUCING NEW CREATINE<sup>+</sup>

## OUR NEW AND IMPROVED PRODUCTS FOR PERMANENT STRAIGHTENING SERVICES

- NEW COMBINATION OF HIGH-CONDITIONING AGENTS
- NEW REDBERRY ROSE PERFUME - Milder odor for more pleasant client experience
- NEW PACKAGING AND SIMPLIFIED NAVIGATION
- NEW PERMANENT CURLS AND STRAIGHTENING SERVICES WITH WELLAPLEX
- NEW "READY-TO-USE" NEUTRALIZER

## NEW PACKAGING WITH EASY NAVIGATION

CHOOSE YOUR VARIANT DEPENDING ON CURL TYPE AND CLIENT'S HAIR TYPE.

CREATINE<sup>+</sup> lines have variants for normal to resistant hair and for colored or sensitized hair.



### CREATINE<sup>+</sup> STRAIGHT - FOR PERMANENT STRAIGHTENING

Two variations:

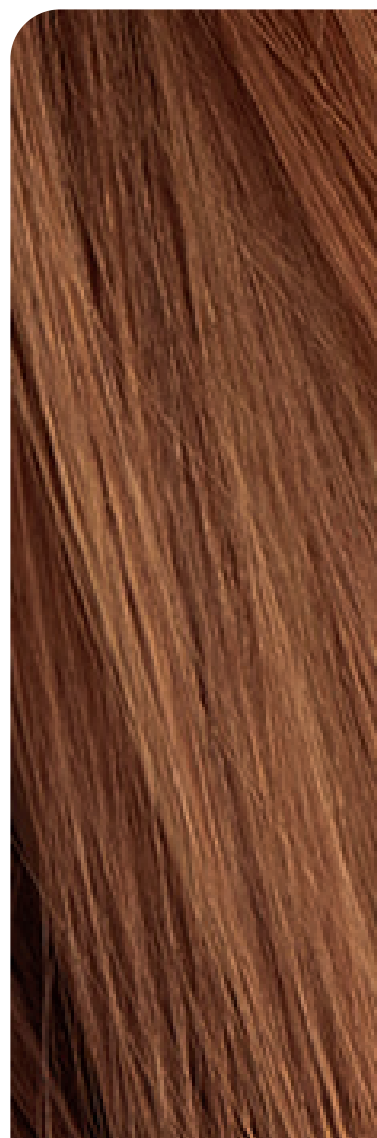
**STRAIGHT (N)** - For normal to resistant hair  
(100ml and 400ml)

**STRAIGHT (C)** - For colored or sensitized hair (100ml)

**STRAIGHT NEUTRALIZER**  
(100ml and 400ml)







WITH NEW  
REDBERRY ROSE  
FRAGRANCE



**CREATINE<sup>+</sup>  
COMPLEX**

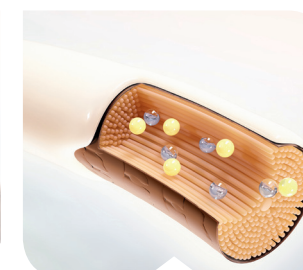
OUR NEW COMBINATION OF HIGH-CONDITIONING AGENTS

HELP TO CONDITION THE  
HAIR DURING THE TEXTURE  
TRANSFORMATION PROCESS

DURING STRAIGHTENING PROCESS



Hair before  
straightening service.



New CREATINE<sup>+</sup>  
complex will help to  
condition the hair  
during straightening.



Result:  
Smoother, shinier hair  
with less frizz.





NEW

# PERMANENT STRAIGHTENING SERVICES

WITH WELLA**PLEX**

RECONSTRUCT HAIR BONDS FOR STRONGER HAIR\*

Our new texture line has been designed to work hand in hand with WELLAPLEX for new and improved texture services.



\* compared with our former perm service without WELLAPLEX



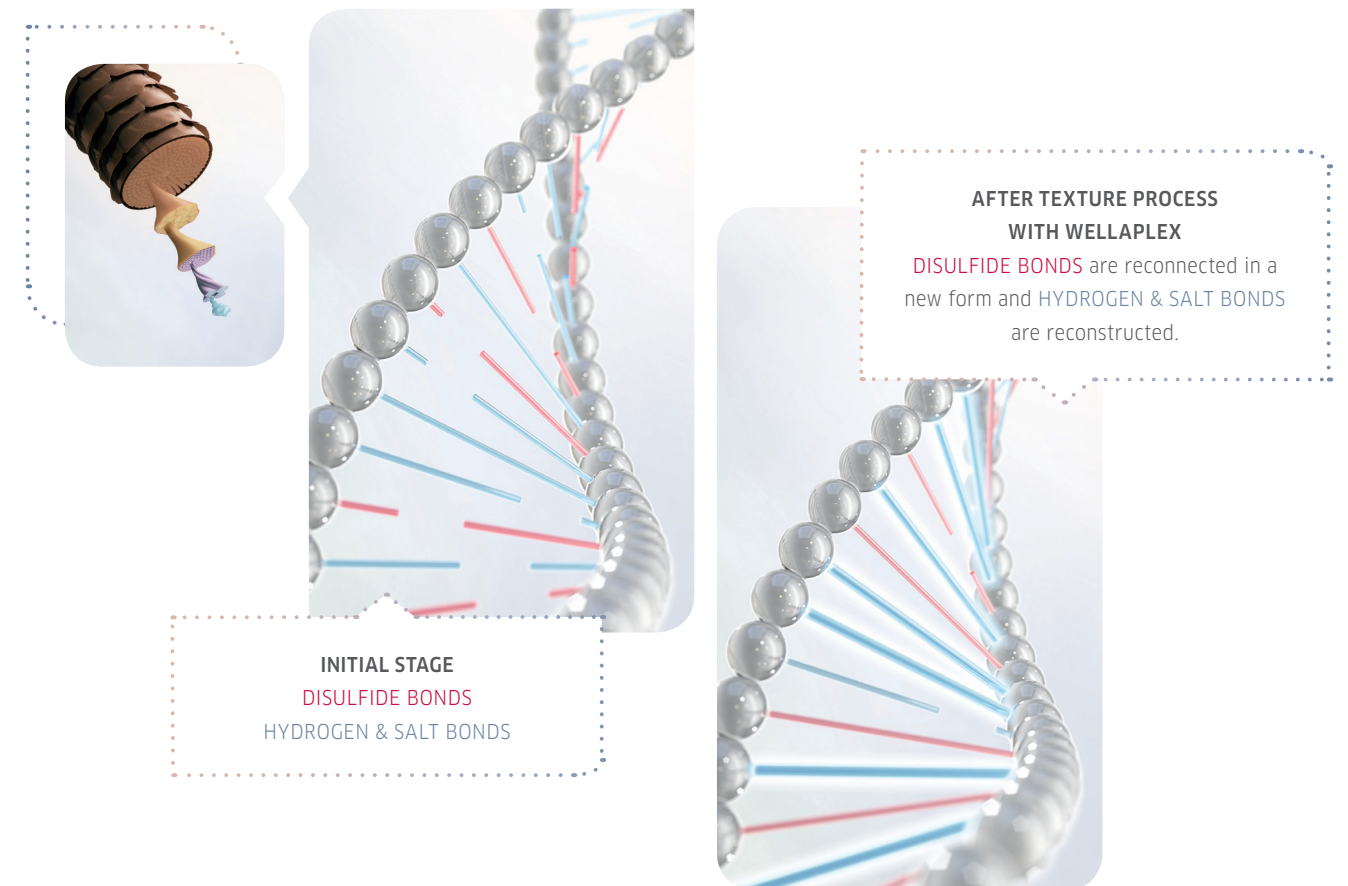
## BONDS

Hair is formed mainly by proteins. Its main protein being keratin. Keratin is made of amino acids which form different bonds, the most important ones are DISULFIDE BONDS, HYDROGEN BONDS and SALT BONDS. These different types of amino acid bonds are working together to make hair such a strong, yet flexible material. Amino acid bonds are important in determining the condition and strength of the hair.

### HOW IT WORKS: ACTION WITH CREATINE+ TEXTURE TRANSFORMATION PRODUCTS AND WELLAPLEX

Texture transformation products work with DISULFIDE BONDS. They are opened by straightening cream and fixed into new position with neutralizer. HYDROGEN and SALT BONDS can be broken if the hair is damaged (due to chemical process for example) – WELLAPLEX can reconstruct the HYDROGEN and SALT BONDS. Result: Reconnect more bonds during Permanent Curls and Straightening Services with WELLAPLEX for stronger hair.

WELLAPLEX CREATES MORE BONDS INSIDE THE HAIR, FOR STRONGER HEALTHIER HAIR.







BEFORE

# CREATINE<sup>+</sup> PERMANENT STRAIGHTENING

WITH WELLA PLEX

**OPTIONAL:** SHAMPOO the hair with INVIGO Aqua Pure Shampoo. Towel-dry.  
This is an optional step and recommended only if needed.

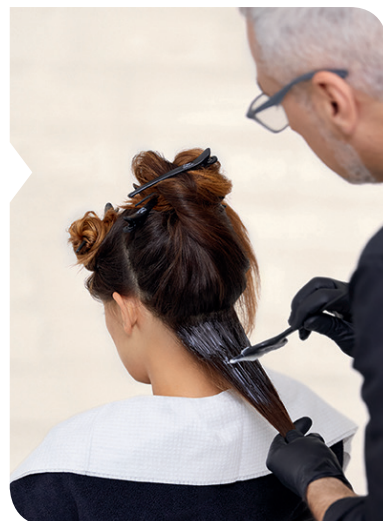
1.

**APPLY** the CREATINE<sup>+</sup> Straight Cream evenly on hair section by section. Leave to develop following the developing time guidance. Check the softening process by a strand test.

#### STRAND TEST

Check the softening process with a strand test: twist a strand into a loop and see if it holds place for 2 seconds. If it holds, the hair has softened.

## APPLICATION



3.

**BLOW-DRY** the hair straight in small sections using a round brush.



2.

**RINSE** the product out well.



#### AFTER STEP 2

In case of service with WELLAPLEX:  
Mix N°1 Bond Maker with water (1:6).  
Apply on damp hair and develop for 5 minutes. Rinse.

4.

**WHEN** the hair is dry, straighten the hair with straightening iron, section by section. Work with sections of 1-1,5 cm.



## NEUTRALIZING



5.

**NEUTRALIZING:** Apply Straight Neutralizer onto the hair strand by strand with a brush. Then leave to develop for 10 minutes.



6.

**RINSE THOROUGHLY:** Apply post perm service treatment and rinse well.



#### ALTERNATIVE STEP 6

In case of service with WELLAPLEX, use N°2 Bond Stabilizer instead of post perm treatment. Apply on damp hair, develop for 10 minutes and rinse well.

7.

**TOWEL-DRY** and style. Use few drops of Oil Reflections oil or EIMI Perfect Me in damp hair. Finish the look with EIMI Glam Mist.



HAIR TYPE / CREATINE <sup>+</sup> Straight variant (without heat)	THICK / COARSE HAIR	NORMAL HAIR	FINE HAIR
(C) FOR COLORED OR SENSITIZED HAIR	15 min	10 min	5 min
(N) FOR NORMAL TO RESISTANT HAIR	25 min	20 min	15 min



#### RECOMMENDED HOME CARE AND STYLING REGIMEN

- INVIGO NUTRI-ENRICH Shampoo, Conditioner
- Oil Reflections Shampoo, Mask and Oil
- EIMI Perfect Me, Glam Mist



**WELLA** THE HEART OF HAIRDRESSING

[wella.com/education](https://wella.com/education)

