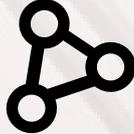


# CREATINE<sup>+</sup> PERMANENT STRAIGHTENING

WITH WELLA **PLEX** 



BEFORE

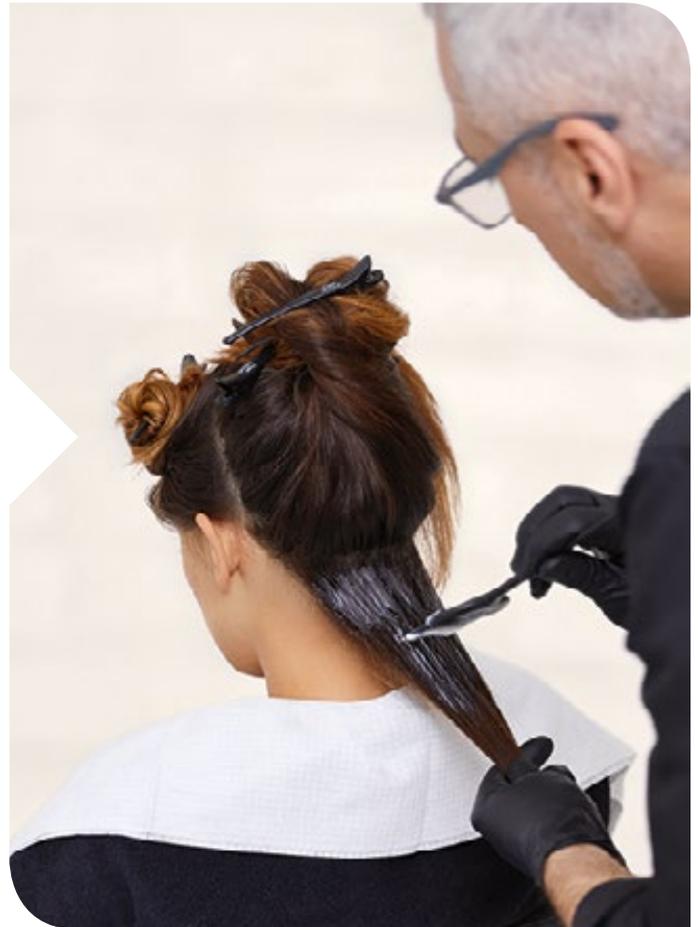


**OPTIONAL:** SHAMPOO the hair with INVIGO Aqua Pure Shampoo. Towel-dry. This is an optional step and recommended only if needed.

# APPLICATION

1.

**APPLY** the CREATINE+ 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



2.

**RINSE** the product out well.



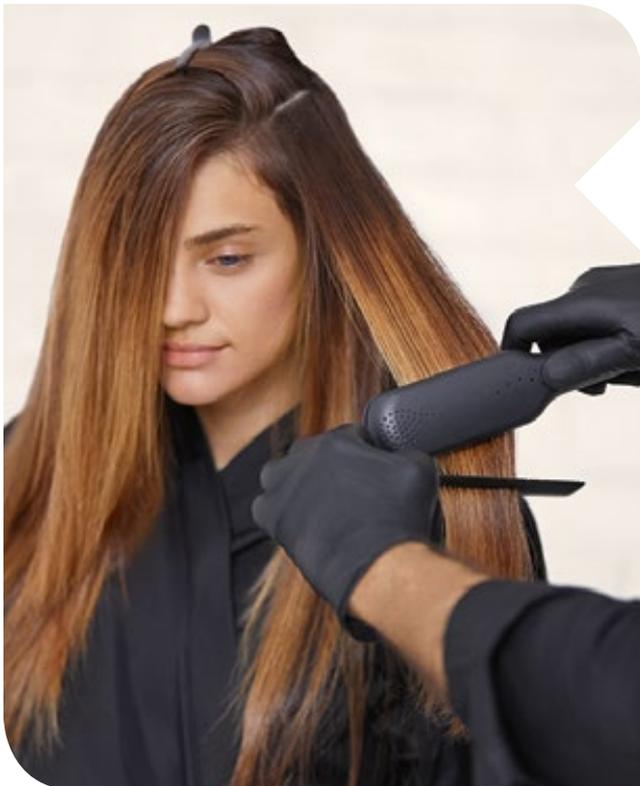
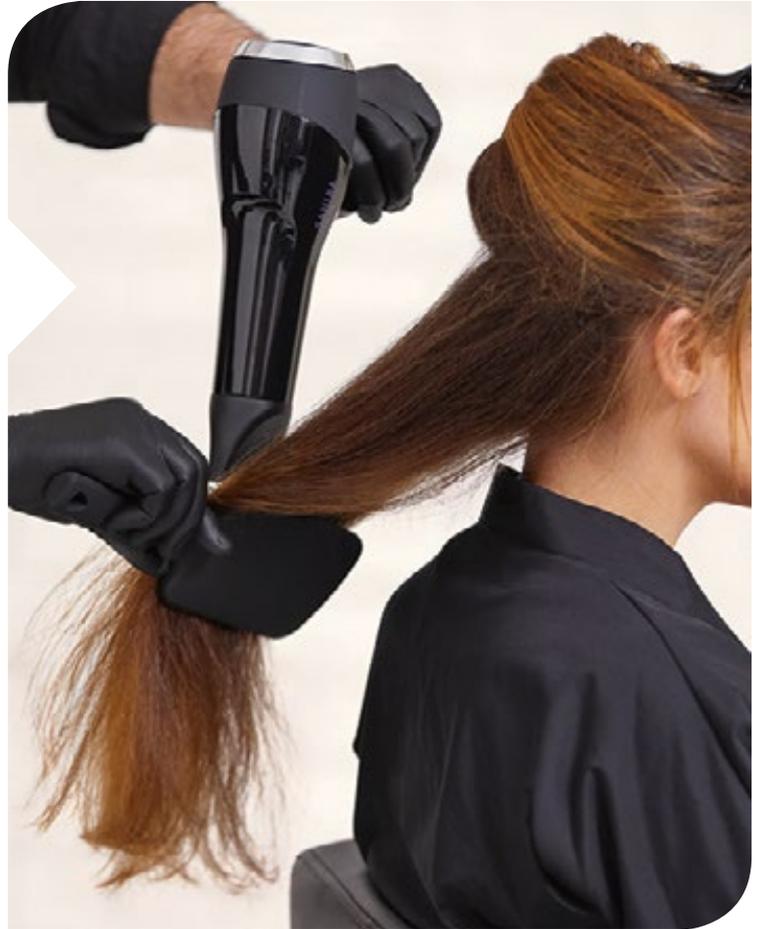
## AFTER STEP 2

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.

# STRAIGHTENING

3.

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



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+ Straight variant (without heat)	THICK / COARSE HAIR	NORMAL HAIR	FINE HAIR
<b>(H)</b> FOR HIGHLIGHTED AND VERY SENSITIZED HAIR	15 min	10 min	5 min
<b>(C)</b> FOR COLORED OR SENSITIZED HAIR	15 min	10 min	5 min
<b>(N)</b> FOR NORMAL TO RESISTANT HAIR	25 min	20 min	15 min

# CARE AND STYLING

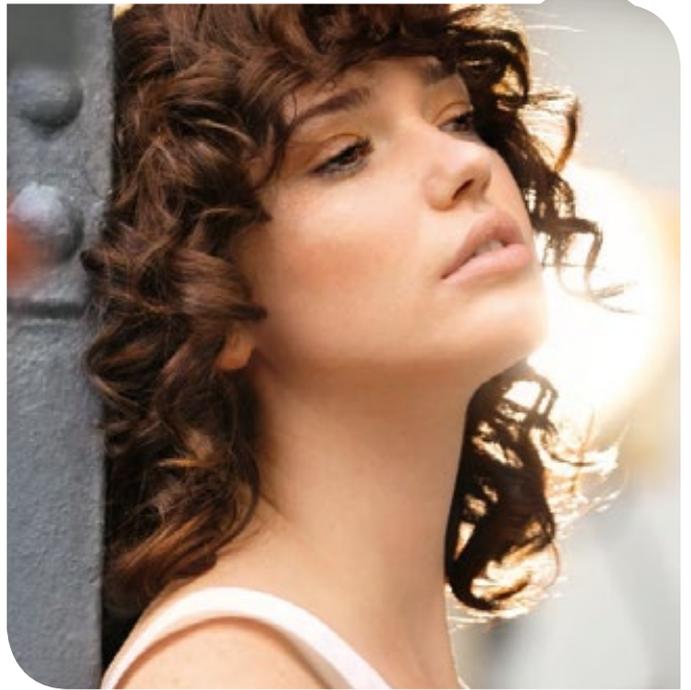
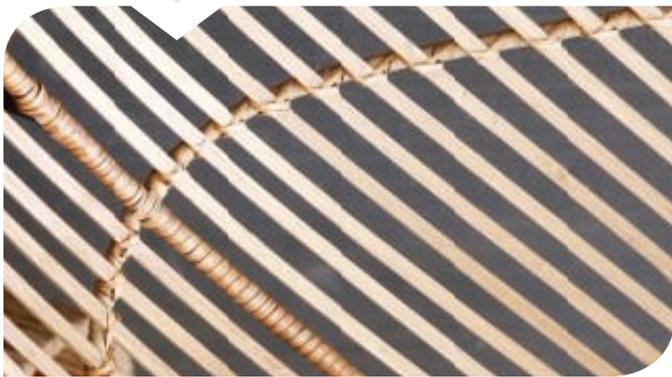


## RECOMMENDED HOME CARE AND STYLING REGIMEN

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

AFTER





**WELLA** THE HEART OF HAIRDRESSING

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

