

CREATINE⁺ PERMANENT STRAIGHTENING

WITH WELLA **PLEX** 



BEFORE

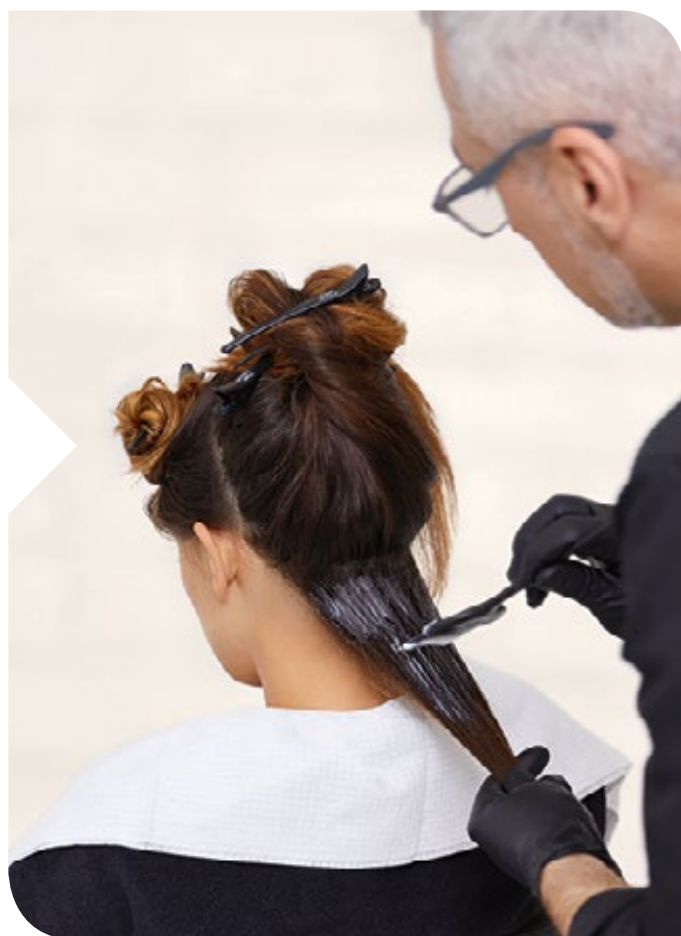


OPTIONAL: SHAMPOO the hair with INVIGO Aqua Pure Shampoo. Towel-dry. This is an optional step and recommended only if needed.

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

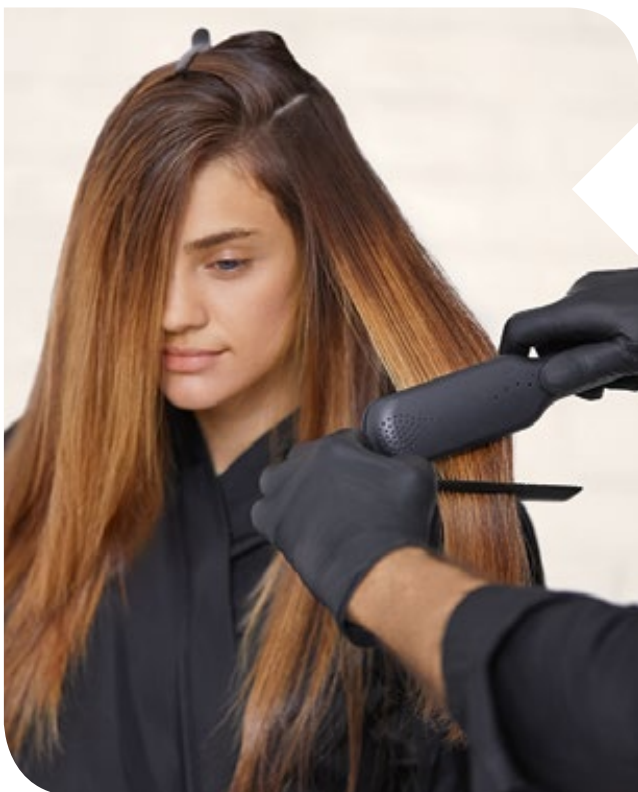
3.

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
(H) FOR HIGHLIGHTED AND VERY SENSITIZED HAIR	15 min	10 min	5 min
(C) FOR COLORED OR SENSITIZED HAIR	15 min	10 min	5 min
(N) FOR NORMAL TO RESISTANT HAIR	25 min	20 min	15 min

CARE AND STYLING

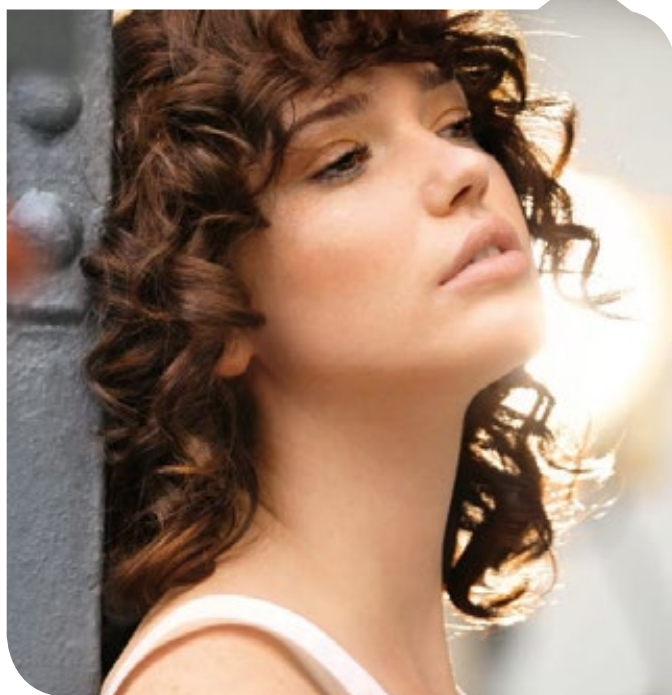
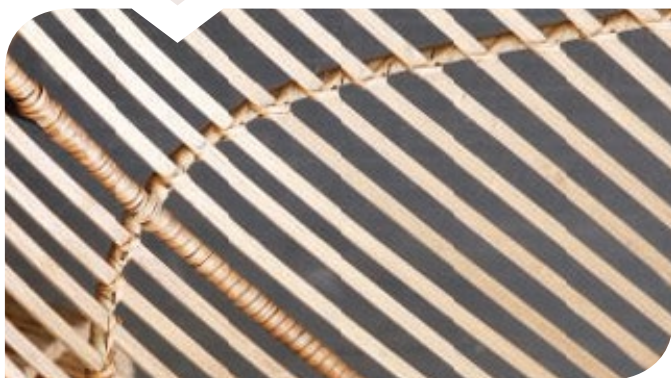


RECOMMENDED HOME CARE AND STYLING REGIMEN

- 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

