



# CREATINE<sup>+</sup>

PERMANENT CURLS AND  
STRAIGHTENING SERVICES

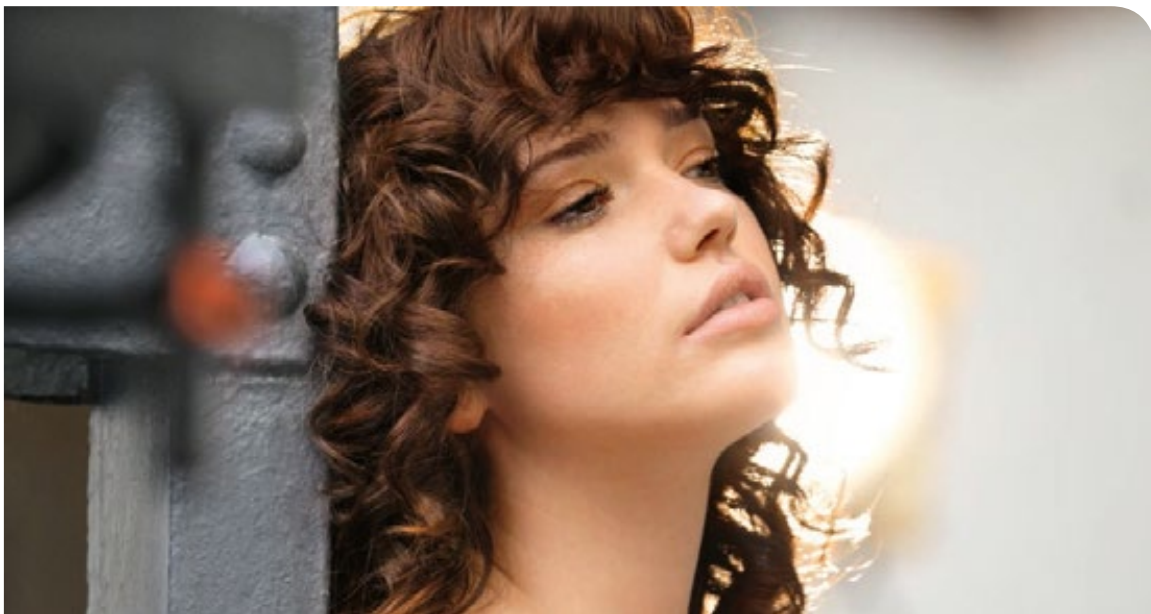
PRODUCT INFORMATION



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

OUR NEW AND IMPROVED  
PRODUCTS FOR  
PERMANENT CURLS AND  
STRAIGHTENING SERVICES

- CREATINE<sup>+</sup> COMPLEX:  
COMBINATION OF HIGH-  
CONDITIONING AGENTS
- WITH REDBERRY ROSE  
PERFUME – Milder odor  
for more pleasant  
client experience
- PERMANENT CURLS AND  
STRAIGHTENING SERVICES  
WITH WELLAPLEX
- “READY-TO-USE”  
NEUTRALIZER FOR CURLS  
AND WAVES







**CREATINE+ CURL**  
**CREATINE+ WAVE**



**CREATINE+ STRAIGHT**

# VARIANCE FOR EVERY HAIR TYPE

CREATINE+ lines have variants for normal to resistant hair and for colored or sensitized hair.

Straight range now also has products for highlighted or very sensitized hair.



## **CREATINE+ CURL -** FOR BOUNCY CURLS

Two variations:  
(75ml / 250ml)

**CURL (N)** - For normal  
to resistant hair

**CURL (C)** - For colored  
or sensitized hair



## **CREATINE+ WAVE -** FOR NATURAL WAVES

Two variations:  
(75ml / 250ml)

**WAVE (N)** - For normal  
to resistant hair

**WAVE (C)** - For colored  
or sensitized hair



## **CREATINE+ NEUTRALIZER**

ONE NEUTRALIZER  
FOR BOTH **CURLS** AND  
**WAVES**

Ready-to-use - no  
need to mix with water  
(1000ml / 100ml)



## **CREATINE+ STRAIGHT**

– FOR PERMANENT  
STRAIGHTENING

Three variations:  
(200ml)

### **STRAIGHT (N)**

For normal to  
resistant hair

### **STRAIGHT (C)**

For colored or  
sensitized hair

### **STRAIGHT (H)**

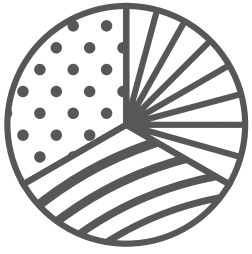
For highlighted or  
very sensitized hair



## **STRAIGHT NEUTRALIZER**

(1000ml)

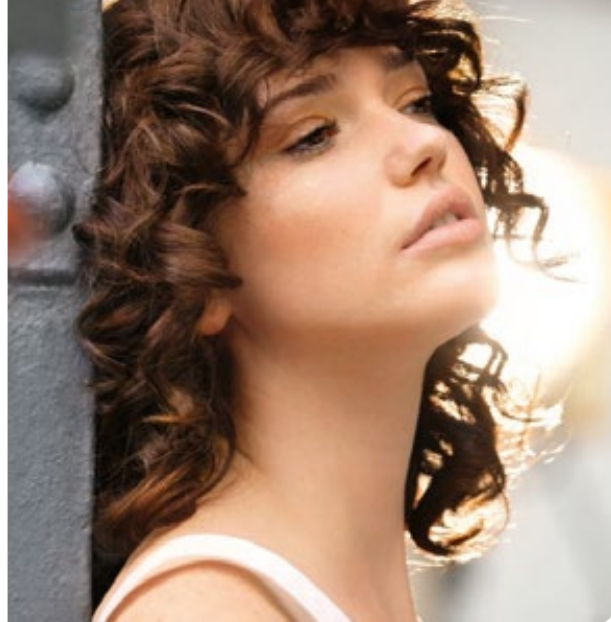
Ready-to-use



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

# OUR COMBINATION OF HIGH-CONDITIONING AGENTS

HELP TO CONDITION THE HAIR DURING  
THE TEXTURE TRANSFORMATION  
PROCESS FOR INCREASED ELASTICITY,  
BOUNCINESS AND SHINE.



CREATINE



HYDRO-  
CONDITIONER  
MOLECULES

## DURING PERM PROCESS



Hair before  
perm service.

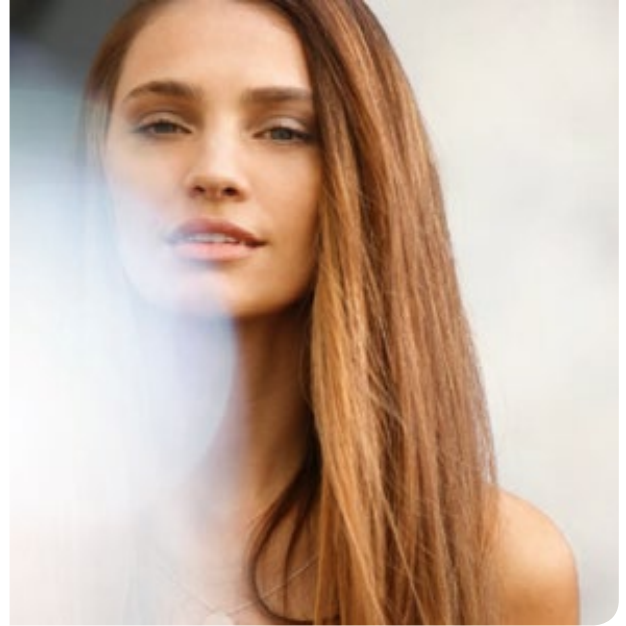


New CREATINE+  
complex will  
help to condition  
the hair during  
perming.



Result:  
Shinier curls  
with more  
bounce.



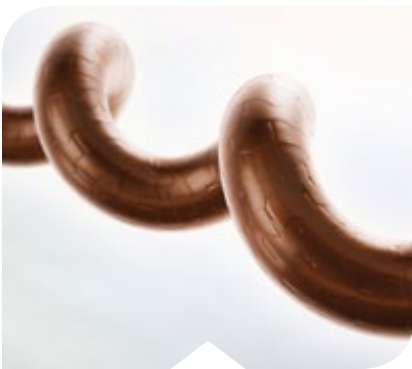


CREATINE



HYDRO-  
CONDITIONER  
MOLECULES

## DURING STRAIGHTENING PROCESS



Hair before  
straightening  
service.



New CREATINE+  
complex will  
help to condition  
the hair during  
straightening.



Result:  
Smoother,  
shinier hair  
with less frizz.



# PERMANENT CURLS AND STRAIGHTENING SERVICES WITH WELLA**PLEX**

## BONDS

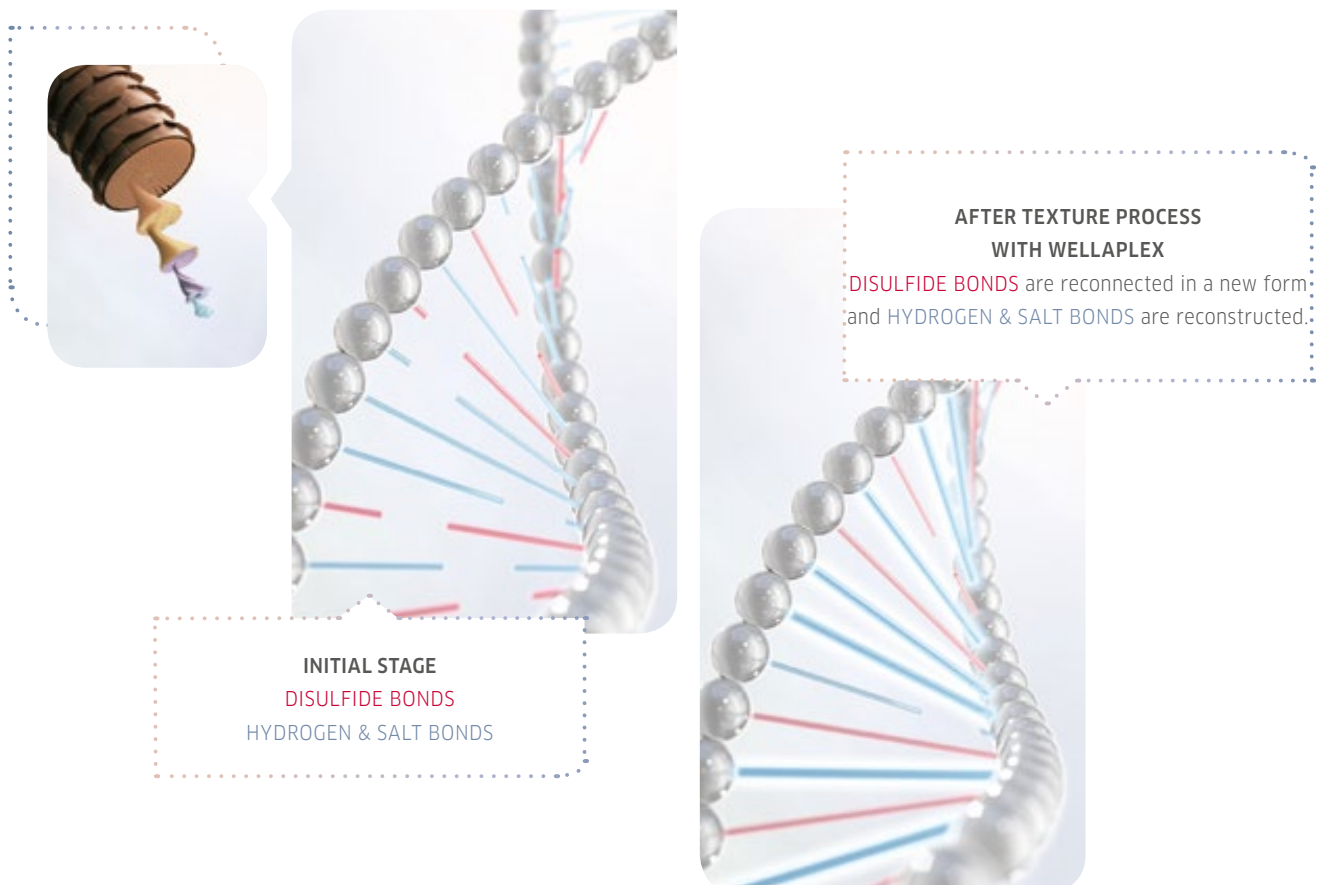
Hair is formed mainly by proteins. Its main protein being keratin. Keratin is made of amino acids which form different bonds, the most important ones are DISULFIDE BONDS, HYDROGEN BONDS and SALT BONDS. These different types of amino acid bonds are working together to make hair such a strong, yet flexible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

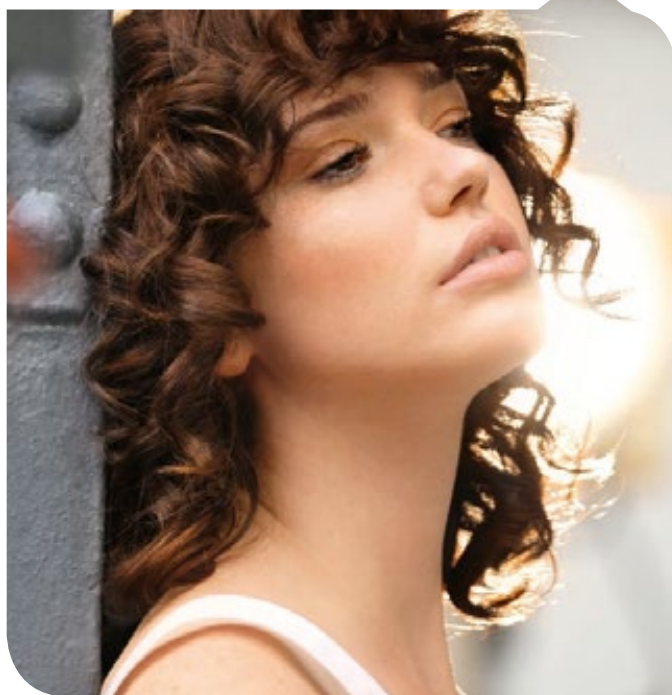
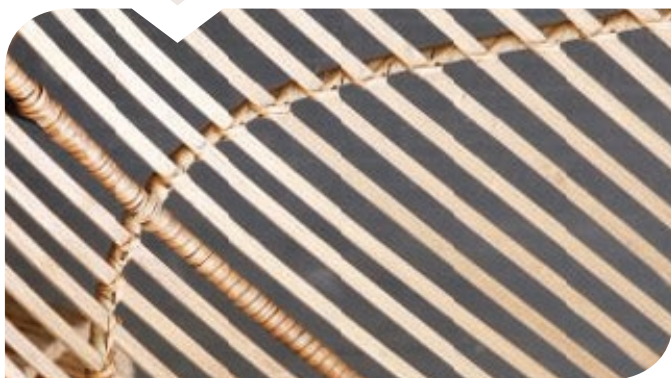
## HOW IT WORKS: ACTION WITH CREATINE+ TEXTURE TRANSFORMATION PRODUCTS AND WELLAPLEX

Texture transformation products work with **DISULFIDE BONDS**. They are opened by perm lotion / 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.**





**WELLA** THE HEART OF HAIRDRESSING

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

