

# EVERY DAY STRAIGHT HAIR MAX CONDITIONING INSTRUCTIONS. PLEASE READ

Thank you for purchasing Everday Straight Hair - an at home permanent straightening and smoothing system. This product can be used in two ways – to create a salon style Japanese Thermal Straightening or to achieve a quick traditional hair straightening for removal of waves and curl without the sleek ‘salon straight’ result. You will be undertaking a salon service at home, so it’s important you read these instructions at least twice before you begin.

Firstly – check your hair health. Although Everday Straight Hair adds proteins and nutrients it is still a chemical process. If your hair is not in good condition, is damaged, heavily bleached or breaking it is NOT recommended you do this process. Everday Straight Hair is also not recommended for use on hair which has been treated with henna, metallic salts or lye relaxers. If any of the aforementioned are applicable or if you read these instructions fully and then decide the treatment is not for you, as long as you have not opened, used or damaged any of the bottles contained within this box you can return it to the vendor (fully intact) with your proof of purchase and receive a refund.

## What is Japanese Thermal Straightening?

Japanese Thermal Straightening (or thermal reconditioning) is a method that originated in Japan which not only straightens, but adds condition into the hair giving a sleek, shiny, healthy result. This result is permanent and will only require general daily styling. Frizzy, curly, wavy and unruly hair will be controlled and blow-drying time will be reduced to a minimum.

## What is Regular Straightening?

Regular Straightening is a relatively quick and easy way to remove curl and wave from the hair. It’s particularly suitable for short, curly, men’s or generally wavy hair that just needs a degree of smoothing and control.

Everday Straight Hair enables you to undertake either the Japanese or Regular Straightening systems based on your desired results and hair type.

Before you begin you will need:-

- 1 bottle of Prepare For Colour Clarifying Treatment or Baby Shampoo or Build-up Removal shampoo
- 1 plastic tangle comb
- 4 – 6 sectioning clips
- Regular plastic comb
- Cling film
- Hairdryer
- Straightening Irons (high quality with either ceramic, Teflon or tourmaline plates)

## If undertaking the Japanese Hair Straightening Method

If undertaking the Japanese Thermal Straightening Method it is recommended you seek assistance, simply because the ironing stage can take some time.

If you do not have a set of high quality irons, it’s advisable you try to borrow some to undertake this treatment. Poor quality irons (with cheaper metal plates) emit an uneven heat which can dry hair during a Japanese Straightening process. A good quality iron will heat to a high temperature but glide through the hair. Narrow plates are also advisable for the treatment, so you can effectively straighten both the root areas and ends of the hair.

## Preparation

Firstly, cleanse your hair in a simple shampoo which contains no high conditioning polymers or surface sealants. Cream shampoos tend to be too coating on the hair and can form a barrier on the surface making it harder for the product to work effectively. We recommend Prepare For Colour – which is an excellent clarifier prior to any chemical treatment, however traditional baby shampoo or build-up removal shampoos will also be effective. Give the hair two light washes, avoiding massaging the hair and scalp too much. This is just a general cleanse to prepare the hair for Step 1.

## Step 1 – Straightening Gel

Lightly towel dry the hair, but ensure it remains suitably damp. Gently comb the hair with a tangle comb and section into four as illustrated. Make sure you part the hair exactly as you want it to sit once finished (middle or side) prior to applying the Straightening Gel. Place a towel around your shoulders.

*TIP: If the ends of your hair are a little dry, you can protect them by taking a small amount of the Part B Keratin protein in your fingers and very gently rubbing into the ends only. This protein will protect these weaker areas from the chemicals in the straightening gel.*

Firstly, remove the clip on one of the sections at the back of your head and (ensuring you are wearing the gloves provided) begin applying the Part A Straightening Gel lightly onto this area of hair. As you apply a small ‘olive sized’ amount, comb the hair very smooth and use your thumb and forefinger to gently ‘pull the hair’ in the section you are working on into a straight pattern.

## What is happening at this stage?

The Straightening Gel is breaking the bonds inside your hair and it’s very important you try to keep each section as smooth, sleek and straight as possible as the hair bonds will break in this same pattern. Ensure you do not ‘pull’ too hard as you comb, the hair needs to be smoothed and combed firmly but not aggressively as vigorous combing can cause breakage.

Once you have applied the Straightening Gel to the first back section, remove the sectioning clip from the second and repeat the process. Always remember not to over apply the Straightening Gel to the hair, only small amounts per section. The gel should never build up on the comb.

*TIP: If you have very long (or thick) hair and have purchased two boxes of Everday Straight Hair, use the Straightening Gel in the first box for the back sections and the Straightening Gel in the second box for the top/front sections.*

Next move onto the top sections and repeat the process. Work as fast as you can as the Straightening Gel will become active on the hair as it comes into contact with it.

As soon as you have applied and smoothed all sections as straight and sleek as possible (trying to remove any crimps, waves or ripples in the hair) gently apply some long strips of cling film onto the hair’s surface. Doing this will trap the heat inside the hair and ensure effective development. Now you can begin timing (always use a timer for this stage to ensure accurate results).



## Timing

Regular colour treated hair (no bleach, lightening or damage)	20 minutes
Highlights, lightening less than 40% and good overall condition*	15 minutes
Dry, heavily coloured hair or lightening less than 60%*	10 minutes

\*Percentage of lightening is based on how much of your overall hair has been lightened either in standard highlights or regular lightening. If you have a great deal of bleach and especially damage due to bleach in your hair it is not advisable you use this product.

## Step 2 – Rinsing and Keratin Protein

After your specific development time has elapsed, you can now rinse the Straightening Gel from your hair. Use a gentle warm (not hot) water flow and simply run the shower head over the hair, using your fingers to break up the sections as the water runs through them. It’s important you rinse for between 3 and 6 minutes based on your hair’s length and density so all traces of the Straightening Gel are removed.

*TIP: Make sure you wash all the combs and clips (used with the cream) at this stage also, otherwise you could mistakenly re-apply the straightening gel to your hair.*

Once rinsing has been completed, gently wrap your hair in a towel and ‘pat’ to remove excess moisture. Again gently, comb the hair free of tangles (paying attention not to pull or ‘yank’) then clip the hair back into your original four sections.

Again starting at that same back section, remove the clip and squeeze an olive sized amount of the Part B Keratin Protein into your hand, and using your flat comb gently work the Keratin Protein in that section of hair.

## What is happening at this stage?

After the Straightening Gel has been removed the hair cuticle is open and readily able to accept protein. During this stage you are filling your hair with keratin so ensure you work the protein into the hair well with your thumb and forefinger.

Repeat the keratin application on all four sections of hair, finally combing the hair smooth and sleek. Only use as much of the keratin as you require, and leave at least 25% in the bottle.

Now leave the keratin to penetrate the hair for 10 minutes before gently rinsing for between 1 to 3 minutes (dependent on length), again using warm (not hot) water. After rinsing, lightly wrap hair in a towel and pat away excess moisture.

*TIP For Regular Straightening, you can jump ahead to Step 4 – for Japanese Thermo Straightening and Smoothing continue below:-*

### Step 3 - Ironing

Re-set your hair back into your 4 sections as you are now ready for ironing, at this stage the hair's structure has been broken into a straight pattern and you have re-introduced the protein. The ironing stage ensures the hair 'aligns' in a sleek, smooth pattern whilst also pushing that protein deeper inside the hair shaft.

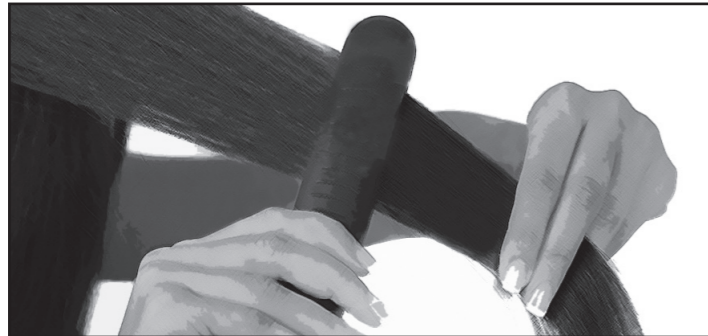
Before you iron each panel of hair you need to make sure it is over 80% dry. To do this, use your regular hairdryer and a vent or paddle brush and gently direct the airflow down the cuticle of each section brushing to ensure the hair does not tangle. Remember, the hair is fragile so please do not pull or stretch it more than is necessary.

There are two ways you can iron the hair during a Japanese thermo straightening treatment:-

- Section the wet hair into four, then dry 1 section 80% and begin ironing that section to completion before moving onto the next.
- Dry all the hair to 80% then begin ironing without sectioning.

Option B is the quicker method; however Option A tends to give a straighter, sleeker result as you are working on smaller sections of hair. This is also the method used in salons that undertake traditional Japanese Straightening.

When you start to iron, always begin at the areas which appear weaker or drier and make sure you set the iron to the lower temperature. These weaker sections will typically be the very back/ underneath (on long hair) or the front hair line.



#### A note on ironing.

The ironing stage gives the hair its permanent, sleek result. However, it is also the stage of the process which will be the most time consuming. The key to perfect straight results is taking small panels of hair which you can see your fingers (or comb) quite clearly through. If you take thick panels of hair, although the process may be quicker – you are sandwiching 'bulk' between two outer sections. Therefore, if your aim is to achieve super sleek hair and reduce body it's crucial you iron the finest panels of hair to get the desired result. If you have relatively flat, fine or limp hair it's advisable you take fuller panels of hair to create your desired straight result but not to lose body.

For very thick, long hair it's not uncommon for the ironing process to take several hours and it's advisable you enlist help.

When ironing, always comb each section neatly (immediately before applying the iron), work the iron quickly and smoothly through the hair and remember each section will need anywhere between 6 and 12 slides of the iron to get it completely and permanently smooth. Your objective here is to get the hair 100% straight and sleek so do not worry about ironing to style – just keep the hair super straight throughout the head and ensure it is ironed and 100% dry and sleek before moving onto Step 4.

If you have hair which is highlighted or dry always ensure you iron the hair on the lowest heat setting. Very hot iron temperatures will damage the hair'

### Step 4 - Fixing Cream

You can now apply the Part C Fixing Cream. At this stage your hair is still mouldable and is not permanently straight (although it may look it). Applying the fixing cream will re-attach all those broken bonds in the hair back into the new straight pattern you have just created.

Fixing (or neutralising as it is also called) is a crucial stage of the process and is the element which gives that long term, permanent result. Make sure therefore that you apply thoroughly to every hair.

Using your clips, section the hair into three (as illustrated) and begin applying the fixing cream to each section from root to tip. Use your fingers and a comb to rub and smooth the solution into the hair. You need to make sure the Fixing cream has saturated every hair.

Now leave the cream to develop for 10 minutes before rinsing.

### Completion

After rinsing the Fixing Cream from the hair for several minutes, apply an olive sized amount of the remaining Part B Keratin Protein to your hair, just as you would a regular conditioner. Gently comb through to the mid-lengths and ends, leave for 1 minute and then rinse. By now your hair should feel soft and silky. Rinse for a further 2 minutes and then towel dry.

Although your hair will now be straight you need to complete the process by drying and styling – giving it a quick ironing to seal. Blow-dry your hair as usual (using a round brush if desired). Finally, take your straightening irons and run them over your hair. This stage is simply sealing the hair and finishing the process. During this stage you can iron in anyway you choose – however do not 'flick' or try to curl the hair as this could permanently alter your new straight result.

If you have undertaken a Regular Straightening, it is not necessary for you to iron, but doing so will give a more polished finish.

#### Just remember:-

- Do not wash your hair or get it wet for 3 days.
- If your hair does get wet, simply repeat the above completion stage.
- Do not go swimming for 3 days.
- Do not tie your hair back for 3 days.

### Questions and Answers

#### Q) Can I curl my hair if I have undertaken a Everyday Straight Hair treatment?

A) Yes you can curl it without problems whenever you want, however (initially) it's best to wait 7 days before you try to curl the hair with irons or rollers.

#### Q) Why am I not allowed to wash, get my hair wet or tie it back for three days after the treatment?

A) Because the hair will not be 100% permanent at the time of completion. It can take up to 72 hours for the bonds in the hair to fully re-connect and water can break them again.

#### Q) If I get my hair wet is the process ruined?

A) No, just try and dry it as soon as possible and iron again. This usually prevents any problems.

#### Q) I have woken up the day after my treatment with my hair all over the place – I can't wash it or wet it down – what can I do?

A) Just try running the irons through it again and this should put things back on track.

#### Q) How soon can I colour my hair after undergoing a Everyday Straight Hair treatment?

A) Wait 2 weeks before applying colour to the hair.

#### Q) Can Everyday Straight Hair be used on permed hair?

A) Yes it can, but check the condition. If the hair is colour treated or dry you should always use the Max Conditioning variant.

#### Q) Can Everyday Straight Hair be used on Afro Caribbean hair?

A) Everyday Straight Hair is not designed for use on Afro hair types.

#### Q) I have used Everyday Straight Hair and it's managed to get my very curly hair much straighter, but it still has waves and ripples in it. Why is this and what can I do to get it poker straight permanently?

A) On very curly hair it's crucial you use a degree of tension (at the Step 1 Straightening Gel phase) to smooth the hair into a straight pattern. If the hair is allowed to curl whilst the straightening gel is on and working the bonds will not break in a 'straight' pattern, but instead a 'wavy' one. This tends to result in removal of curl and bulk but obvious ripples throughout the hair.

You can get the hair straight, however I'd suggest you wait 2 weeks and if the hair is in good enough condition apply Everyday Straight Hair Max Conditioning and repeat the process. This next time (because the majority of your original curl has been removed) you should find you get a 100% straight result.

### Safety Precautions

- Do not use if your scalp is sensitive, itchy, damaged or has any abrasions.
- Avoid contact with eyes.
- In the event of contact with eyes, rinse immediately with plenty of water and seek medical advice.
- Wear gloves provided for Part A and Part C of the process.
- Always undertake a patch test (with both Parts A and C) if prone to skin sensitivity.
- If unsure of hair health undertake a strand test before commencing with whole head treatment.
- Keep out of reach of children.

### Important information – PLEASE READ BEFORE USE

- This product is not intended for use on children.
- Do not use if your hair is damaged or in very poor condition.
- This product must not be used on hair treated with henna
- This product must not be used on hair treated with metallic salts
- This product must not be used over relaxers designed for Afro Caribbean hair.
- If your hair has silicone build up or damage this product may not be able to work effectively.
- Do not colour or bleach your hair for 14 days after using this product.
- This product will not be effective on Afro Caribbean hair.
- Use of this product immediately after a hair colourant can cause fading.
- Always apply Everyday Straight Hair to the hair before applying colouring treatments to prevent fading occurring.

### Contents & Ingredients

Part A Straightening Gel  
Part B Keratin Protein  
Part C Straightening Gel  
Gloves  
Instructions

Everday Straight Hair Max Conditioning is designed for use on:

Sensitised and Colour Treated hair types who want a straight and smooth result day after day, week after week without the need for lengthy daily styling.

### Hair Type

### Result

Straight to Unruly Hair	Straight/Smooth
Wavy/Frizzy Hair	Straight/Smooth
Curly	Soft Waves
Afro Caribbean Hair	Not Recommended