

NATURAL  
STYLING

  
Schwarzkopf  
PROFESSIONAL



# THE MODERN PERM

A New Generation of Textured Hair

#MODERNPERM

*Together. A passion for hair.*

# #MODERNPERM

# HOUSE OF PERMS



TARGET GROUP	RESULT	DURATION	INGREDIENT	COMPONENTS	
<b>HYDROWAVE CLASSIC</b>					
	For those of your clients who request a classic perfect perm	Defined & lasting curls which are beautifully formed and soft to touch	12 weeks	Aloe Vera + Keratin	1000 ml Perm Lotion 1000 ml Neutraliser

<b>HYDROWAVE GLAMOUR WAVE</b>					
	For those of your clients who want an intense and smooth curl result	Enhanced care & silky smooth curls	12 weeks	Aloe Vera + Silk Protein	80 ml Perm Lotion

<b>HYDROWAVE CREATIVE GEL</b>					
	For those of your clients who are looking for enhanced root volume and body	A gel consistency designed for partial style support, root lift or re-growth refreshment to allow total style individualisation	4-6 weeks	Aloe Vera + Amino Acids	50 ml Gel 1000 ml Neutraliser

HAIR TYPES	LOTION	PRE-TREATMENT	WITHOUT HEAT	WITH PLASTIC CAP & 45°C HEAT	NEUTRALISER
<b>HYDROWAVE CLASSIC</b>					
• Resistant, healthy hair	0	Pre-Treatment Repair & Protect	20 min	20 min	Neutraliser
• Normal to slightly porous hair	1		15-20 min	10 min	
• Tinted, highlighted porous hair	2		15-20 min	Do not use heat	Neutraliser+
• Between 30-70% highlighted hair	2	7-10 min			

<b>HYDROWAVE GLAMOUR WAVE</b>					
• Resistant, healthy hair	0	Pre-Treatment Repair & Protect	20-25 min	Max. 15 min	Neutraliser
• Normal to slightly porous hair	1		15-20 min	10-15 min	
• Up to 30% highlighted hair	1		10-15 min	5-10 min	
• Tinted, highlighted porous hair	2		10-15 min	Do not use heat	Neutraliser+
• Between 30-70% highlighted hair	2		5-10 min		

<b>HYDROWAVE CREATIVE GEL</b>					
• Normal to slightly porous hair	1	Pre-Treatment Repair & Protect	15-20 min	5-10 min	Neutraliser
• Up to 30% highlighted hair	1		10-15 min	Do not use heat	



# ZVONKO JOVANOVIC

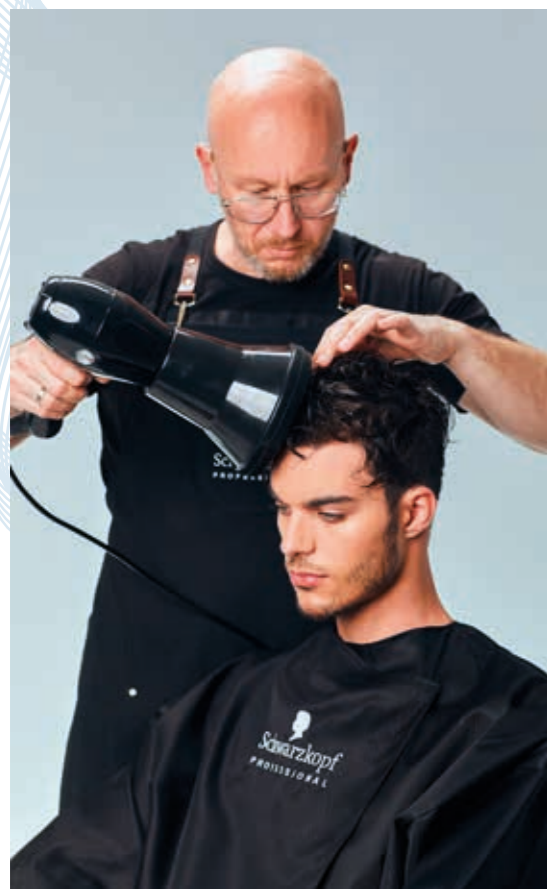
With more than 27 years of professional experience in hairdressing and after being one of the top educators over the past 15 years in the hairdressing industry in Serbia and in the Balkan region, Zvonko is also the co-founder and creative director at HAZZ HAIR Studio & Education which aims to raise awareness of hairdressing knowledge, skills and techniques in Serbia and in the Balkans. Since 2013, Zvonko is a stylist and colorist at Schwarzkopf Professional and has been part of the regional @workteam EECA ever since. In this position he participated in many events, workshops and shows in more than 20 countries in Eastern Europe and Central Asia. He is recognized in the hairdresser community as someone who combines the latest state of education knowledge with a high sense of fashion, always keeping in mind his client's wishes.

www.hazzhair.com @hazzhair



|| **THE NEW GENERATION OF PERM, OR WHAT WE CALL THE MODERN PERM, IS A FANTASTIC SERVICE. IT ENABLES ME TO ACHIEVE MANY DIFFERENT TEXTURES AND FINAL LOOKS, THAT CAN BE CUSTOMIZED TO EVERY CLIENTS' NEEDS THANKS TO DIFFERENT WRAP PATTERNS.** ||

## THE MODERN PERM



Perming has become an almost forgotten and considered an old-fashioned service in salons over the last years. However, a new trend has given permed hair a modern twist with more texture, bounce and volume than ever before.

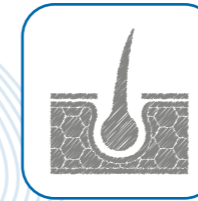
This modern perming technique is appealing to more and more clients, male and female, who are looking for an easy-to-maintain curly or wavy look. With a good haircare regime, the curls can last up to 3 months!

Of course, when we talk about textured hair, we do not refer to the traditional perm, but a simpler, faster, easier and more modern version of it.

Forget about the cliché that says a perming technique is only good to achieve an 80s style curly bob or a mullet hairstyle. The perm is a fantastic technique and service to create infinite variants of different curly hairstyle looks, from slight curls and beachy waves to tight and voluminous curls.

In this booklet we have put together five exciting looks and a step by step guide showing how versatile modern perming can be.

## BEFORE YOU START



Diagnosis is essential: Check the hair quality and select the correct and suitable lotion. Choose the lotion depending on hair structure.

If the hair is very damaged, very porous or over-bleached, we do not recommend a perming service.

## DURING THE PROCESS

Be careful not to overburden the hair. There is no need to apply Natural Styling Pre-Treatment Repair & Protect Spray on healthy hair strands.

The hair section you want to wind should not be wider than the roller. The winding should not be too tight.

The use of protective end papers gives a better control of winding which supports the final result. Make sure that the rubber band does not press the hair strand onto the roots.

When working with flexible rollers, concave sections are preferred to achieve a better mix of tight and loose curls.

Product application can be done with a brush or an applicator bottle. Make sure to apply enough lotion on the hair strands only and avoid contact with scalp. Do not soak the hair with lotion. Do not exceed the maximum processing time.

When checking the result during the process, unwind the roller (not completely), stretch it out carefully and put it back in a relaxed position. If the hair comes back in the wanted position, proceed with the next step.

Apply neutraliser with rich foam every two minutes. Support and finish the neutralisation process (without rollers) by gently making the hair stay in place using your hands.



## AFTER THE PROCESS

In order to ensure a perfect long-lasting result, the hair must not be washed for 48hours after the perming process.

It can happen that if you didn't wind the hair ends correctly and didn't protect them with end paper, you may have to cut one or two centimeters at the end of the process. To avoid that, be precise when winding and do not overlap ends during the process.

Consultation for a home care regime is key. To maintain the natural look of the perm, the hair needs a lot of moisture. With a good home care regime, the results can last up to three months.

Semi or demi-permanent colouration (ChromaID or Igora Vibrance) can be used directly after the neutralization process to refresh the hair colour and achieve extra care and shine.

On clients with a base level 6 or lighter who have thin hair, a small lift of underlying pigments may happen during the perming service. To overcome this unwanted result, use Chroma ID or Igora Vibrance to refresh the hair colour.





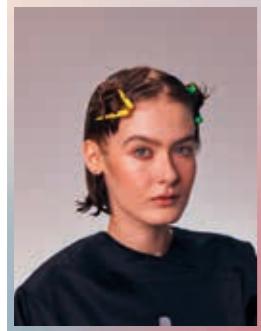
# THE NATURAL BOUNCY BOB



BEFORE

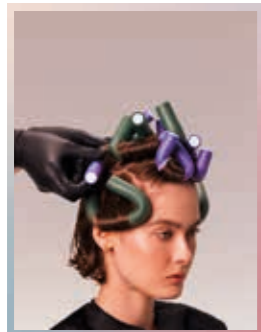
## PREPARATION

Cleanse the hair without massaging the scalp. Use BC Clean Balance Deep Cleansing Shampoo.



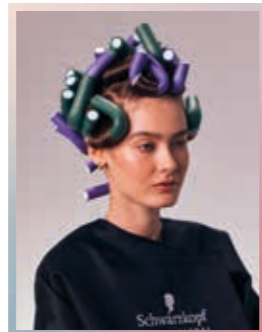
## 1 SECTIONING

Apply Natural Styling Pre-Treatment Repair & Protect Spray on porous lengths and ends on towel-dried hair. Create 3 oval sections around the face line with waving sectioning: two on the sides forward and one on the fringe forward.



## 2 WINDING

Use end paper to wrap the tips perfectly around the roller. Wind flexible rollers XL size (alternating diameter 4 cm and 5 cm) towards the face, other back sections are winded backwards with concave bigger sections.



## 3 PRODUCT APPLICATION PROCESSING TIME

Starting in the nape, carefully apply Natural Styling Glamour Wave 2 evenly to each roller. Repeat the lotion application to ensure thorough penetration.

When the processing time is over, the section of hair tested will show a loosen 'S' shape bend.

Rinse the hair thoroughly for 5 minutes with warm water with the rollers on. Make sure extra moisture is removed by using a towel.



## 4 NEUTRALISING

Start neutralising on every roller - 5 times within 10 minutes. Gently remove the perm rods without pulling the hair. Apply one more set of neutraliser, leave it for 3-5 minutes and rinse the hair well.



## 5 COLOUR REFRESHMENT

Apply ChromalD Bonding Color Mask 9,5-4, 0-00 and Orange (10:5:1) on towel-dried hair.

Leave in for 10 minutes before rinsing well.



## 6 STYLING PREPARATION BLOW-DRYING

Use OSiS+ Topped Up to prepare the hair for the styling. Define the waves using Session Label. The Definer.

Blow-dry the hair using a diffuser.



## 7 STYLING

Set the final style using OSiS+ Elastic Hairspray.

# AFTER



## PRODUCTS USED TO CREATE THE LOOK

BC Bonacure Clean Balance Deep Cleansing Shampoo

Natural Styling Pre-Treatment Repair & Protect Spray, Glamour Wave 2 or Classic Lotion 2, Neutraliser+

ChromalD Bonding Color Mask 9,5-4, 0-00 and Orange

OSiS+ Topped Up, Elastic Hairspray

Session Label. The Definer



## TIPS & TRICKS

To achieve a natural result use wider and thicker sections with different tensions of winding and different sizes of rollers. On lower sections use the waving separation technique before winding.

This natural undone look needs moisture and styling products that provide light styling support.



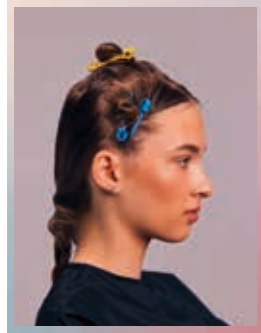
# THE FEMININE CHIC CONFIDENT VOLUME



BEFORE

## PREPARATION

Cleanse the hair without massaging the scalp with BC Repair Rescue Shampoo.



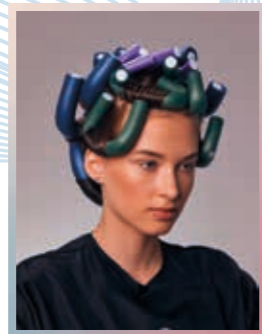
## 1 SECTIONING

Apply Natural Styling Pre-Treatment Repair & Protect Spray on porous lengths and ends on towel-dried hair. Create "zig zag" sections as shown.



## 2 WINDING

Use end paper to wrap the tips perfectly around the roller. Wind flexible rollers (diameter 3 cm) on top and flexible rollers (alternating diameter 4 cm and 5 cm) on the rest of the hair.



## 3 PRODUCT APPLICATION PROCESSING TIME

Starting in the nape, carefully apply Natural Styling Glamour Wave 1 evenly to each roller. Repeat the lotion application to ensure thorough penetration.

When the processing time is over, the section of hair tested will show a loosen 'S' shape bend.

Rinse the hair for 5 minutes with warm water with the rollers on. Make sure extra moisture is removed by using a towel.



## 4 NEUTRALISING

Start neutralising on every roller - 5 times within 10 minutes. Gently remove the perm rods without pulling the hair.

Apply one more set of neutraliser, leave it for 3-5 minutes and rinse the hair well.

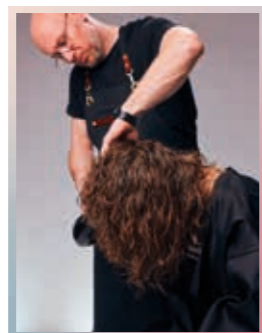


## 5 COLOUR REFRESHMENT

Apply Igora Vibrance 9,5-5 with Igora Vibrance Activator Gel 1,9% with an applicator bottle.

Carefully work in the colour with your hands at the backwash station.

Leave to develop for 10 minutes. After the final rinse, apply BC Repair Rescue Conditioner or Treatment, if needed.

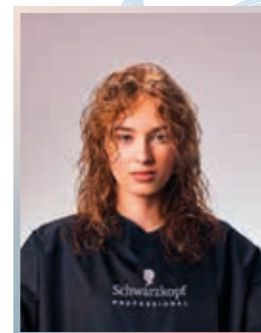


## 6 STYLING PREPARATION BLOW-DRYING

Use BC Bonacure Moisture Kick Spray Conditioner to give the hair some extra care. Use Session Label. The Mousse on the roots as styling preparation.

Define the waves using Session Label. The Definer.

Blow-dry the hair upside down with a diffuser to give extra volume to this look.



## 7 STYLING

Fix the hair using Session Label. The Flexible.

# AFTER



## PRODUCTS USED TO CREATE THE LOOK

BC Bonacure Repair Rescue Shampoo, Repair Rescue Conditioner or Treatment, Moisture Kick Spray Conditioner

Natural Styling Pre-Treatment Repair & Protect Spray, Glamour Wave 1 or Classic Lotion 1, Neutraliser

Igora Vibrance 9,5-5, Activator Gel 1,9%

Session Label. The Mousse, The Definer, The Flexible



## TIPS & TRICKS

Think about the size of the top and side zig zag sections and combine it with a larger back section depending on hair density and face shape.

Use stronger styling products on roots because of the hair length.



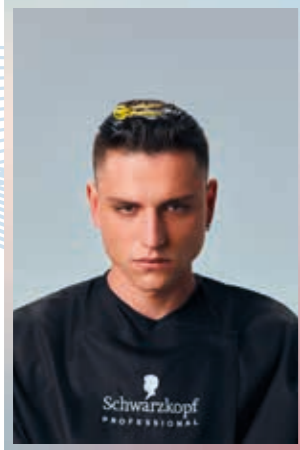
# THE COOL ONE WILD CURLS

## PREPARATION

Cleanse the hair without massaging the scalp.  
Use BC Clean Balance Deep Cleansing Shampoo.



BEFORE



## 1 SECTIONING

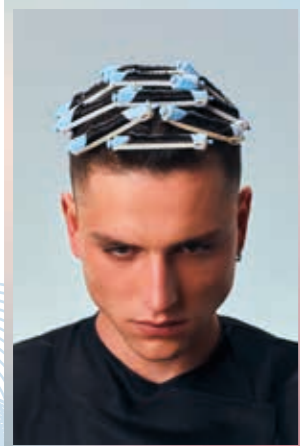
Apply Natural Styling Pre-Treatment Repair & Protect Spray on porous lengths and ends on towel-dried hair. Create horseshoe section as shown.



## 2 WINDING

Use end paper to wrap the tips perfectly around the roller. Proceed with brick pattern sectioning and winding of rollers (diameter 1 cm).

Wind all rollers backward except the last roller over the occipital bone which must be wound forward.



## 3 PRODUCT APPLICATION PROCESSING TIME

Starting in the nape carefully apply Natural Styling Glamour Wave 1 evenly to each roller.

Repeat the lotion application to ensure thorough penetration.

When the processing time is over, the section of hair tested will show an 'S' shape.

Rinse the hair for 5 minutes with warm water with the rollers on. Make sure extra moisture is removed by using a towel.

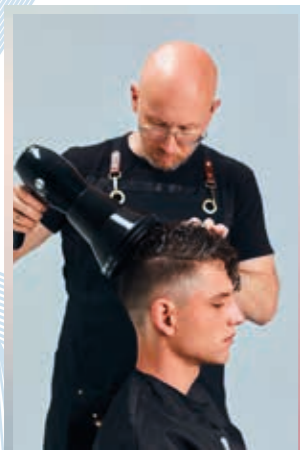


## 4 NEUTRALISING POST FORM

Start neutralising on every roller - 5 times within 10 minutes.

Gently remove the perm rods without pulling the hair. Apply one more set of neutraliser, leave it for 3-5 minutes and rinse the hair well.

After the final rinse we recommend applying BC Bonacure Moisture Kick Conditioner.



## 5 STYLING PREPARATION BLOW-DRYING

Use BC Moisture Kick Curl Bounce to prepare the hair for the styling and give it some extra care.

Style the hair by applying Session Label. The Definer Curl Cream on damp hair.

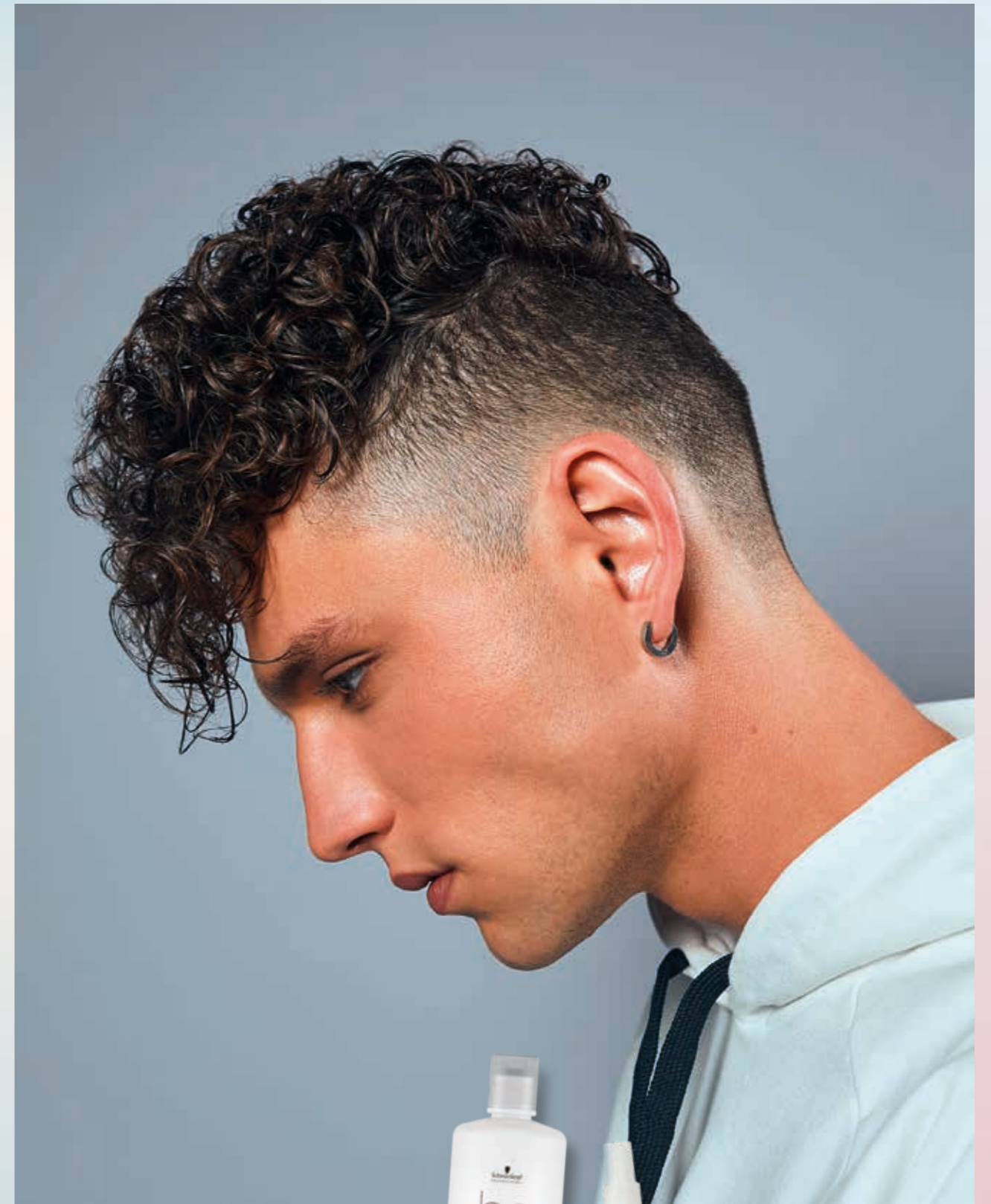
Blow-dry the hair using a diffuser.



## 6 STYLING

Fix the hair using Session Label. The Flexible.

# AFTER



## PRODUCTS USED TO CREATE THE LOOK

**BC Bonacure** Clean Balance Deep Cleansing Shampoo, Moisture Kick Conditioner, Moisture Kick Curl Bounce

**Natural Styling** Pre-Treatment Repair & Protect Spray, Glamour Wave 1 or Classic Lotion 1, Neutraliser

**Session Label.** The Definer, The Flexible



## TIPS & TRICKS

Wind all rollers backward, except the last one over the occipital bone which should be rolled forward.



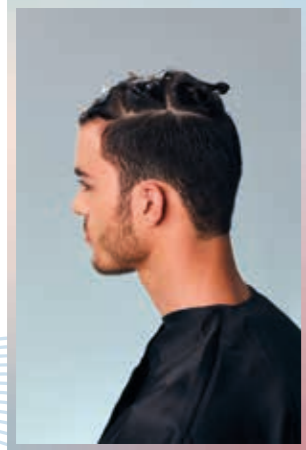
# THE SMART CASUAL GENTLE TEXTURE

## PREPARATION

Cleanse the hair without massaging the scalp.  
Use Fibre Clinix Hydrate Shampoo.



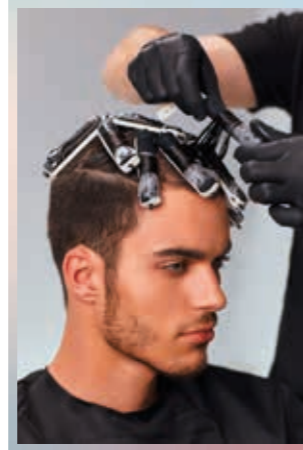
BEFORE



## 1 SECTIONING

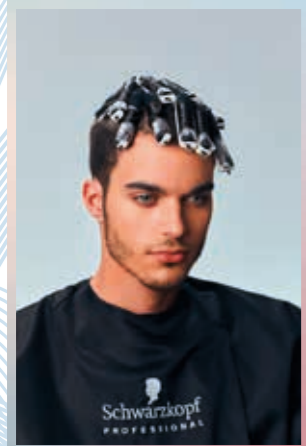
Apply Natural Styling Pre-Treatment Repair & Protect Spray on porous lengths and ends on towel-dried hair.

Create horseshoe sections with oval diagonal under sections as shown.



## 2 WINDING

Use end paper to wrap the tips perfectly around the roller. Proceed with diagonal pattern sectioning and winding of rollers (diameter 2.5 cm).

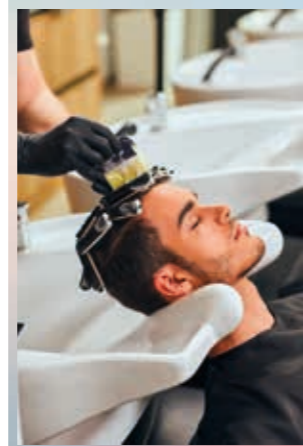


## 3 PRODUCT APPLICATION PROCESSING TIME

Starting in the nape, carefully apply Natural Styling Glamour Wave 2 evenly to each roller. Repeat the lotion application to ensure thorough penetration.

When the processing time is over, the section of hair tested will show a loosen 'S' shape bend.

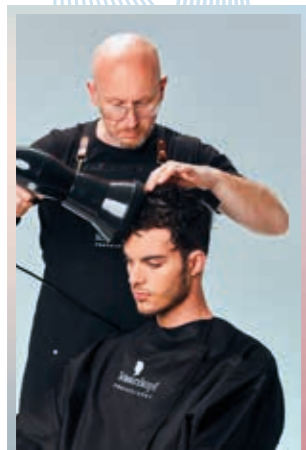
Rinse the hair for 5 minutes with warm water with the rollers on. Make sure extra moisture is removed by using a towel.



## 4 NEUTRALISING POST FORM

Start neutralising on every roller - 5 times within 10 minutes. Gently remove the rollers without pulling the hair. Apply one more set of neutraliser, leave it for 3-5 minutes and rinse the hair well.

After the final rinse we recommend applying Fibre Clinix Hydrate Conditioner.

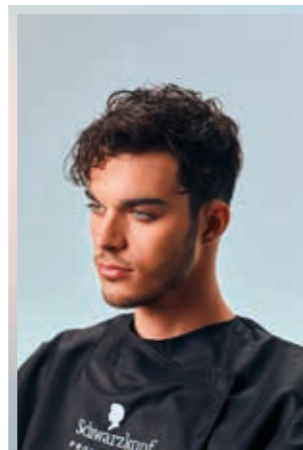


## 5 STYLING PREPARATION BLOW-DRYING

Use Fibre Clinix Hydrate Spray Conditioner to prepare the hair for styling and give it some extra care.

Style the hair using Session Label. The Serum.

Blow-dry the hair using a diffuser.



## 6 STYLING

Fix the hair using Session Label. The Flexible.

# AFTER



## PRODUCTS USED TO CREATE THE LOOK

Fibre Clinix Hydrate Shampoo, Hydrate Conditioner, Hydrate Spray Conditioner

Natural Styling Pre-Treatment Repair & Protect Spray, Glamour Wave 2 or Classic Lotion 2, Neutraliser+

Session Label. The Serum, The Flexible



## TIPS & TRICKS

Think ahead where the side and back rollers are going to be positioned. Rolling sections should be thicker and positioned diagonally.



# THE SOPHISTICATED LOOSE WAVES



BEFORE

## PREPARATION

Cleanse the hair without massaging the scalp. Use BC Clean Balance Deep Cleansing Shampoo.



## 1 SECTIONING

Apply Natural Styling Pre-Treatment Repair & Protect Spray on porous lengths and ends on towel-dried hair and create freehand sections with wave line parting as shown.



## 2 WINDING

Use end paper to wrap the tips perfectly around the roller. Proceed with concave sections in between the bigger ones. For this kind of soft wavy result, use a flexible roller type diameter 3 cm.

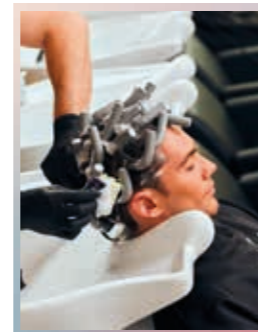


## 3 PRODUCT APPLICATION PROCESSING TIME

Starting in the nape, carefully apply Natural Styling Glamour Wave 2 evenly to each roller. Repeat the lotion application to ensure thorough penetration.

When the processing time is over, the section of hair tested will show a loosen 'S' shape bend.

Rinse the hair for 5 minutes with warm water with the rollers on. Make sure extra moisture is removed by using a towel.



## 4 NEUTRALISING

Start neutralising on every roller - 5 times within 10 minutes. Gently remove the perm rods without pulling the hair. Apply one more set of neutraliser, leave it for 3-5 minutes and rinse the hair well.



## 5 COLOUR REFRESHMENT

Apply ChromalD Bonding Color Mask 4-6 and 5-1 (2:1) on towel-dried hair. Leave in for 20 minutes and rinse well.



## 6 STYLING PREPARATION BLOW-DRYING

Use Styling products OSiS+ Topped Up and OSiS+ Curl Honey to define the waves. Blow-dry the hair using a diffuser.



## 7 STYLING

Style the hair and finish it using OSiS+ Elastic.

# AFTER



## PRODUCTS USED TO CREATE THE LOOK

BC Bonacure Clean Balance Deep Cleansing Shampoo

Natural Styling Pre-Treatment Repair & Protect Spray, Glamour Wave 2 or Classic Lotion 2, Neutraliser+

ChromalD Bonding Color Mask 4-6 and 5-1

OSiS+ Topped Up, Curl Honey, Elastic Hairspray



## TIPS & TRICKS

Use the waving separation technique on the lowest sections during the winding process to ensure a natural final look of the curls.

Semi-permanent color like ChromalD can be used after the perming service.



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