

# STRAIT THERAPY

  
Schwarzkopf  
PROFESSIONAL



Schwarzkopf Professional's complete  
straightening regime for ultimate straight hair

*Together. A passion for hair.*

# LET'S GET THIS STRAIGHT WITH STRAIT THERAPY

EXPERIENCE THE SUPERIOR STRAIGHTENING SYSTEM THAT PROVIDES THE ULTIMATE STRAIGHT LOOK THANKS TO ITS 4-STAGE REGIME.



- 1 PROTECT**  
The **Protection Balancer** prepares and strengthens the hair before straightening.
- 2 STRAIT**  
The **Straightening Cream** with state of the art caring formula containing Silk Proteins for long lasting silky smooth hair.
- 3 FIX**  
The **Neutralizing Milk** stabilises & fixes the hair.
- 4 TREAT**  
**Intensive Post Balm Treatment Masque** with its Oil Keratin Complex seals the hair, leaving it strong, healthy looking & shiny.

STRAIGHTENING CREAM AVAILABLE IN 2 DIFFERENT STRENGTHS:



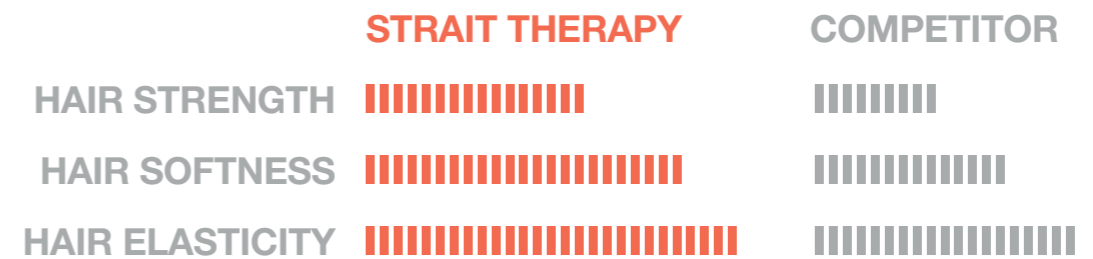
**0**  
For untreated, resistant, very curly hair.



**1**  
For untreated slightly porous, coloured porous to slightly porous hair.

- ✓ **Permanent Results**  
Last up to 6 months when used as a complete STRAIT THERAPY system.
- ✓ **Intensive Conditioning**  
Superb gloss and shine.
- ✓ **Easy Maintenance**  
Hair is easier to style, every day.
- ✓ **Quality Ingredients**  
Thioglycolate-based formula with Silk Proteins.

Customers are concerned about hair damages, especially after a chemical treatment. STRAIT THERAPY shows very good results compared to key competitors in the key dimensions of hair straightening:\*



\*Based on lab test results Nov. 2012.





# YOUR STRAIT WAY TO SUPER STRAIGHT HAIR

## 1 ANALYSIS OF THE HAIR

Select the perfect STRAIT THERAPY Straightening Cream strength by first analysing the hair to check the density & porosity level.

## 2 HAIR CLEANSING

Cleanse the hair using BC Bonacure Deep Cleansing Shampoo and towel dry. Do not massage the scalp.

## 3 POROSITY BALANCING

Apply STRAIT THERAPY Protection Balancer to protect coloured and porous areas - gently blot dry the hair with a towel or tissue.

## 4 SECTIONING

Wear suitable gloves. Divide the hair into 4 equal sections. Apply the cream 1 cm away from the root to 5cm wide & 1cm deep sections starting at the nape.

## 5 EVEN DISTRIBUTION

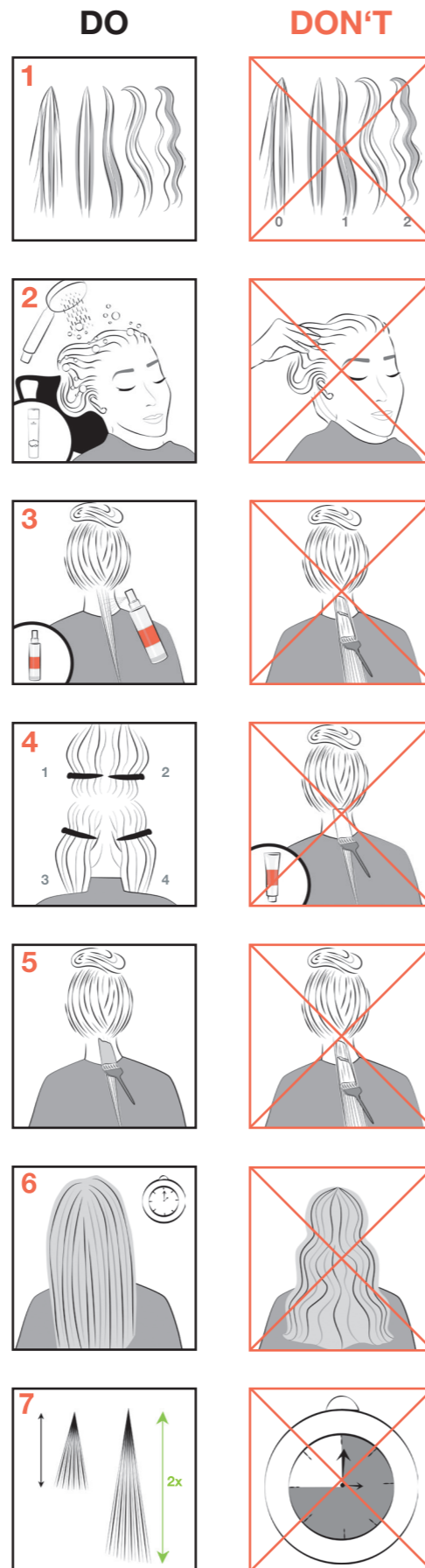
Start at the neck. Ensure the cream is distributed and combed evenly through each section for perfect straight results.

## 6 DEVELOPMENT

When developing STRAIT THERAPY Straightening Cream always make sure that the hair lays in a completely straight position. Cover the hair with a plastic cap. For normal hair use additional heat.

## 7 RUBBER BAND TEST

Processing Time: 7 - 30minutes. Check the result taking a test strand. If you can stretch the hair approximately twice as much as normal, the process is finished. NOTE: Do not exceed the maximum processing time even if the development is not done yet.



## 8 RINSING

Always rinse with lukewarm water for a minimum of 5 - 8 minutes to guarantee the complete removal of the cream.

## 9 TREATMENT

Apply STRAIT THERAPY Post Balm over the whole head and leave in for 1 minute (5 minutes on coloured hair). Rinse thoroughly.

## 10 IN-BETWEEN BLOW-DRYING

When blow-drying the hair prior to ironing & neutralising, ensure the hair is always dried completely straight while avoiding excess tension.

## 11 STRAIGHTENING

To prevent any bends at the root area on the finished result, always make sure that the straightening irons are held a 90 degree angle from the head.

## 12 NEUTRALIZATION

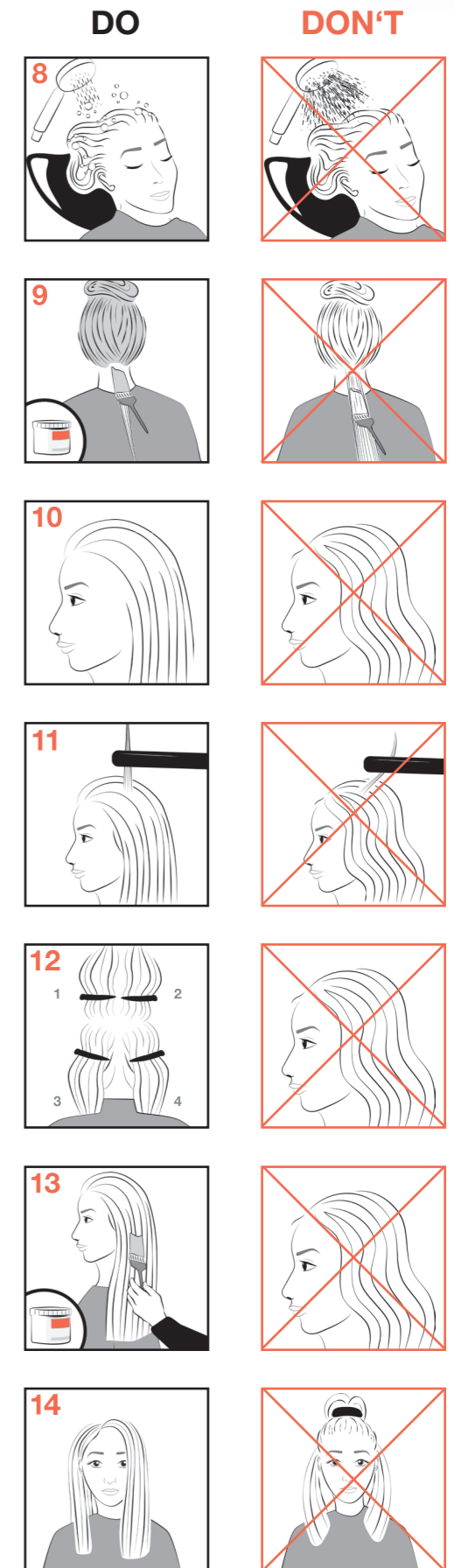
Divide the hair into 4 sections and apply the STRAIT THERAPY Neutralizing Milk without adding tension. Use at least the same amount of Neutralizing Milk as Straightening Cream. Make sure that all the hair lays in a completely straight position during the neutralising process. Leave in for 10 - 15 minutes. Rinse out thoroughly and towel dry the hair.

## 13 FINAL TREATMENT

For maximum gloss apply STRAIT THERAPY Post Balm and leave it in for up to 15 minutes. Rinse thoroughly. Blow dry the hair with a paddle brush without applying any tension or twist hair sections. Finish with a straightening iron for perfect results.

## 14 CUSTOMER ADVICE

Follow manufacturers instructions and recommend that the client does not tie back the hair or uses clips or washes their hair for a minimum of 72 hours after the straightening treatment.





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