

# Hawaiian Keratin Straightening Treatment

## Instructions for application

*For Professional Use only*

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### Tools Needed:

- Paul Brown Ceramic Ionic Styling Iron
- Blow dryer with controlled air flow nozzle
- Non-metallic clips with minimal to no teeth
- Non-metallic wide tooth comb
- Paddle Brush or vent brush
- Hawaiian Keratin Straightening Treatment
- Tint Brush & Tint Bowl
- Paul Brown Hawaii Clarifying Shampoo
- Shampoo Cape

### Consultation:

You must conduct a thorough consultation with your client in order for this service to be successful. Keep in mind; this is a service that is not for everyone. Stylist need to analyze the condition of the hair and scalp, talk with the client about their lifestyle, and the tools and products that they are familiar with using. The client will need to use the proper Paul Brown Hawaii products to keep the hair looking its best. They will also, need to be informed on the tools to be used at home such as a blow dryer with controlled nozzle and the Paul Brown Ceramic Ionic Styling Iron to touch-up their hair at home when needed.

### 1. **Preparation:** (Shampoo the Hair)

- Shampoo the hair twice with Paul Brown Hawaii Clarifying shampoo. Virgin Hair; shampoo the hair three times with Paul Brown Hawaii Clarifying Shampoo.
- Completely dry the hair, either with a hand held blow dryer or hooded dryer. Medium heat setting
- Finger tip or vent brush may be used during the drying process.
- Do Not Use any conditioners – Hawaiian Keratin Straightening Treatment provides it own conditioning and thermal protection.

### 2. **Application- Solution**

#### **Recommended Application For Hawaiian Keratin Straightening Treatment:**

After the hair is completely dry, Section the hair into 4 quadrants. Using a tint brush and bowl, and starting from the nape area, take small sections beginning ¼ inch away from the scalp to the ends applying the Hawaiian Keratin Straightening Treatment solution until the hair is completely saturated, but not dripping, moving to the right section by section until each quadrant has been completed.

When all sections have been completely saturated, using a wide tooth comb, gently distribute the solution through the hair. Allow the Hawaiian Keratin Straightening Treatment solution to remain on the hair for 10 minutes if the hair is damaged or chemically processed, 12 minutes for Virgin Hair allowing the Hawaiian Keratin Straightening Treatment to absorb into the hair. Do not use any metallic clips or hair pins.

### 3. Processing

After the solution has been allowed to sit on the hair for 10 to 12 minutes, completely dry the hair using a hand held blow dryer or hooded dryer. (Do Not Rinse) Again section the dried hair into 4 quadrants with a wide tooth comb. You may use plastic clips with no or minimal teeth to hold the sections in place. Do not wrap or curl the hair to hold in place. Allow the hair to remain loose and straight.

### 4. Ironing the Hair

Using the Paul Brown Hawaii Ceramic Ionic Styling Iron at 410 degree setting, flat iron the hair from scalp to ends. Starting each section from the nape area, take small sections beginning  $\frac{1}{4}$  inch away from the scalp to the ends. Very slowly flat iron each section 2 to 3 times, more if necessary until complete. Do not use any thermal protectors, The Hawaiian Keratin Straightening Treatment has its own built in thermal protector's, the temperature variance is less than 2% on the Paul Brown Ceramic Ionic Styling Iron which will give the Hawaiian Keratin Straightening Treatment a constant heat processing temperature for optimum results.

### 5. Completion

Your service is now completed, allow the hair to air neutralize for 72 hours before shampooing the hair.

\* Also during the 72 hour air neutralization period, it is important that the hair remain straight. Do not pull the hair back behind the ears or put the hair into a pony tail. If the hair should be come wet, from rain or accidentally while showering, dry the hair completely and re iron the hair with your Paul Brown Ceramic Ionic Styling Iron.

The new service will increase the condition and strength of the hair, improves smoothness of the hair surface reducing friction for easier combing and impressive sensory benefits. Will provides excellent holding properties for ease of styling.

Your client should utilize the Paul Brown Hapuna "frizz – Free" Keratin Straightening Shampoo and conditioning treatment. Paul Brown Hapuna "frizz – Free" Keratin Straightening Shampoo and conditioning treatment are sulfate, paraban and sodium chloride free. They also help to protect and prolong color, are humidity resistant and will assist in maintaining a healthy, shiny and straight hair style.

Utilize the Paul Brown Hawaii Ceramic Ionic Styling Iron for daily home touch ups as needed. After the 72 hour neutralizing period, Diamond Heads may also be use to give the hair extra shine and silkiness to each style. As a styling aid, we recommend Paul Brown Hawaii's Stay Straight Molding Crème or Smooth Balm both design for the smooth, shiny "frizz Free" straight style.

### **Important Facts about the Hawaiian Keratin Straightening Treatment:**

The Hawaiian Keratin Straightening Treatment is a safe, non toxic and environmentally friendly Keratin rich straightening treatment that poses no health risk for you or your clients. The fragrance is pleasing and the results unbelievable.

Our Hawaiian Keratin Straightening Treatment has a low molecular weight keratin that penetrates the hair shaft correcting damage and restructures the hair from the inside out. The hair will become stronger, shinier and more manageable. Actually, the more damaged the hair the better the results.

The Hawaiian Keratin Straightening Treatment is designed to be use on all hair types and over all chemical services. It is not necessary to pre treat or condition damaged hair, the restructuring benefits will correct any previously chemical damaged or abused hair. The Hawaiian Keratin Straightening Treatment will also protect the cuticle from any thermal or UV rays. The advanced nano polymer and copolymer technology offers an invisible protective layer to the cuticle protecting it from additional damage.

The results will be straight, shiny, and silky and damaged free hair that has added strength, manageability and control. After the 72 hours air neutralizing period the hair may be cut, and styled. We recommend that you wait two weeks after the treatment to color or highlight the hair.

### **Questions and Answers:**

How long will it take to finish a head of hair?

- That will depend on the speed of the stylist and the thickness and porosity of the hair. The average time however is 2 hours.

What is the recommend application process?

- The Hawaiian Keratin Straightening Treat is applied in the same manner you would apply color using a tint brush. The treatment is to be shaken, poured into a tint bowl, resealed and applied from the bowl to the hair in sections using a tint brush.

How much product do I use?

- The Hawaiian Keratin Straightening Treatment is available in a Liter (33 oz.) professional size. Depending on the thickness and porosity of the hair, the average amount to complete the process will be 3 oz. The Liter has a disc cap and can be resealed quickly and easily.

How long will the Hawaiian Keratin Straightening Treatment last?

- If the hair is damaged, porous and previous chemically treated the treatment will last 3 – 4 months. On Virgin Hair the treatment will last 2 – 3 months. It is recommend to receive maximum benefit your client should use the Paul Brown Hapuna “Frizz Free” Keratin Straightening Shampoo and conditioning Treatment.

Can I use the Hawaiian Keratin Straightening Treatment over previously chemically treated hair?

- Absolutely, the Hawaiian Keratin Straightening Treatment may be used over any chemically treated hair, including relaxers, Japanese Straightening Treatment, all other Keratin Straightening Treatments, perms and highlighted or color treated hair in the same day.

Remember, the Hawaiian Keratin Straightening Treatment will not only straighten the hair but will also repair the hair damaged by any previously chemically treated process.

How do you recommend its use with color?

- We recommend that the hair be colored or highlighted before using the Hawaiian Keratin Straightening Treatment. We also recommend that you cut the hair after the treatment.

How often can I use the Hawaiian Keratin Straightening Treatment?

- If the client desires, you may use the Hawaiian Keratin Straightening Treatment monthly.

May I use the Hawaiian Keratin Straightening Treatment on Children?

- Even though the Hawaiian Keratin Straightening Treatment is safe for children, we would recommend that you utilize the same rule of thumb when doing any chemical service, perms or color on children.

What if I have a client with very sensitive scalp?

- The Hawaiian Keratin Straightening Treatment is to be applied ¼ inch from the scalp. However we realize in some cases solution can find its way to the scalp. You may use the Paul Brown Hawaii Barrier Gel for added protection applying it only to the scalp area.

What if my client is pregnant?

- The Hawaiian Keratin Straightening Treatment can be used on pregnant clients that you are providing color or other chemical service on. If you are doing color applications in the same salon area where children are present you may also use the Hawaiian Keratin Straightening Treatment, there are no harsh toxic chemical that would cause any discomfort to any salon clients or other stylist.

After the 72 hour air neutralizing period what can my client do?

- After the 72 hour period you client may shampoo, condition, use styling aids, put their hair in a pony tail, swim in a pool or the ocean. They may continue with their normal life style. If during the first 72 hours neutralization process the hair become wet, dry immediately and re flat iron the hair.

What should I do if my hair becomes accidentally wet during the 72 hour air neutralization period?

- If the hair should be come wet, from rain or accidentally while in the shower, you should immediately or as soon as possible, completely dry the hair and re iron.

Is the Hawaiian Keratin Straightening Treatment tested on animals?

- Absolutely not, it has never been the practice of Paul Brown Hawaii to do animal testing with any of its products.

What if I have additional questions?

- If you or your clients have additional questions you may call the corporate office of Paul Brown Hawaii (800) 338.0033 for technical assistance. 8 AM until 5 PM Pacific Coast Time. Or contact your local Paul Brown Hawaii Distributor.