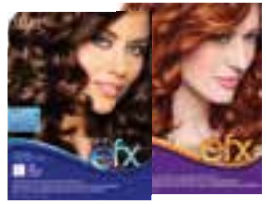


SOFTER curl **FIRMER curl** **Thio-free/Cysteamine**



	WARM & GENTLE REGULAR & TINTED Acid Perm	WARM & GENTLE EXTRA BODY Acid Perm	ACCLAIM & ACCLAIM PLUS ACCLAIM HI-LIFT Acid Perm	ACCLAIM EXTRA BODY & PLUS EXTRA BODY Acid Perm	DESIGN FREEDOM ACID Acid Perm	DESIGN FREEDOM & DESIGN FREEDOM PLUS Buffered Alkaline	FEELS SO LIVELY Exothermic/Buffered Alkaline	TEXTURE EFX Cysteamine Thio-free
Type of Curl	Supple, natural wave Soft body	Firmer, natural body Medium/versatile curl	Acclaim = Soft body Acclaim Plus = Soft body Hi-Lift = Soft to medium curl	Medium/versatile curl	Long-lasting natural body. Strong, resilient curls.	Firm, resilient curls	Firm, springy, lasting curls	Beautiful texture and soft curls. Hair is healthier and better conditioned AFTER perm
Formula choice factors	<ul style="list-style-type: none"> Regular Formula: - Normal/Resistant hair Tinted Formula: Tinted* hair 	<ul style="list-style-type: none"> Normal/Resistant hair 	<ul style="list-style-type: none"> Regular Formula: for Normal, Tinted* or lightly highlighted hair PLUS formula provides added conditioning High-Lift formula: High-lift tinted, highlighted (40% or more) and Bleached/Toned hair 	<ul style="list-style-type: none"> Extra Body Formula: for Fine, Normal, Tinted* or lightly highlighted hair Extra Body PLUS formula: for Fine, Normal, Tinted* or lightly highlighted hair - provides added conditioning 	<ul style="list-style-type: none"> One formula for Normal to Resistant and Tinted* hair <p>On Normal to Resistant hair, choose heat or no-heat processing for desired curl results</p>	<ul style="list-style-type: none"> REGULAR Formula: Normal/ Resistant and Fine/Limp TINTED Formula: resistant, tinted hair* PLUS formula provides added conditioning 	<ul style="list-style-type: none"> Regular formula: Normal to Resistant, Fine/Limp, or Grey/White hair Tinted formula: Tinted* resistant hair, low porosity 	<ul style="list-style-type: none"> Normal/Resistant: Color-Treated or Previously Permied <p>Both formulas contain a Fortifying Splash to neutralize perm odor. It is applied after the neutralizer.</p> <p>The Fortifying Splash contains Keratide - a specially formulated, powerful protein complex to strengthen and replenish hair after texture service.</p>
Ideal for	Clients who want soft, lasting curls and easy styling when air-drying. Ideal for style support, look of natural curl on short to medium hair lengths.	Grey or white hair, resistant or limp textures. Clients whose hair usually relaxes quickly. Medium to longer hair lengths. Gives extra body, without extra curl.	Normal to Porous hair: Multiple porosity - up to 40% highlighted with up to 20 vol. peroxide Previously permied Ideal for style support, natural look curls, short to medium length hair.	Normal to Porous hair: Multiple porosity - up to 40% highlighted with up to 20 vol. peroxide Previously permied Ideal for well-defined, workable curls. Easy to maintain. Medium to longer length hair.	<i>No dryer/heat processing:</i> Creates curls with soft body and/or style support <i>Dryer/heat processing:</i> medium/versatile curls (normal/resistant hair only)	Hair with resistant areas or varying porosity. Perfect for styles with noticeable movement and texture. Durable curls, long/heavy hair.	Clients with coarse, wiry, grey hair who want easy-to-manage texture and long-lasting curl. Ideal for well-defined, springy curls, long/heavy hair.	Well defined workable curls; easy to maintain air dry styles. Soft texture and added volume. Damage free perming Client's who are "afraid" of perming due to previous experience with post-perm odor and or damaged hair.
Wrap	water	water	water	water	water	water, lotion or combination	water	water
Processing Techniques	Dryer activated, with cap. Test curl.	Dryer activated, with cap. Test curl.	Room temperature with cap	Room temperature with cap. No test curl.	Room temperature or dryer activated with cap	Room temperature with cap.	Room temperature with cap.	Room temperature with cap.
Processing Timing	Test curl	Test curl	Normal hair = 25 minutes *Tinted hair = 15 minutes **Highlighted/High-Lift/ Bleached hair = test curl	Normal hair = 25 minutes *Tinted hair = 15 minutes **Lightly highlighted hair = test curl	Room Temp Normal = 25 minutes Tinted = 15 minutes Under Dryer Normal = 12-15 minutes Tinted = 7-10 minutes	Water wrapped: Regular formula = 20 minutes *Tinted formula = 15 minutes Lotion wrapped: Regular formula = 10 minutes *Tinted formula = 5 minutes NOTE: if tinted hair is extremely porous, test curl at 3 minutes	Regular Formula = 20 minutes *Tinted Formula = 12 minutes	Normal/Resistant Formula: Normal hair = 20 minutes Resistant hair = 25 minutes Color-Treated Hair Formula: Test curl after 2 minutes, then every 2-3 minutes. Bleached/high-lift tinted processing time = as short as 2-3 minutes.