

maxima

Technical professional line



## NATURAL WAVE

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*THE NEW THIO-FREE  
WAVING SYSTEM  
WITH CREATINE*

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# NEW GENERATION THIO-FREE WAVING SYSTEM:

a natural way to make perm without thioglycolic acid



## RESULTS:

Its gentle action allows to obtain soft waves and gives the hair great shine and a healthy looking.

Creatine improves hair elasticity and body and makes the curls last longer.



## ACTIVE PRINCIPLES

### **CYSTEAMINE:**

an active principle, physiologically similar to hair keratin, which acts on the molecular structure of the hair in a natural way.

### **COCAMIDOPROPYL BETAINE:**

grants a delicate but effective penetration of the waving lotion into the hair fibre, assuring even and long lasting results

### **CREATINE:**

a small peptide that can easily penetrate into the hair structure to give maximum protection: it increases the electrostatic bonds making the hair stronger and more elastic.

### **AMODIMETHICONE:**

an excellent hair conditioning agent, which forms a protective sheat around the hair fiber and smoothes the cuticle.

### **LANOLIN:**

develops a protective and emollient action on the hair fiber.

# THE MAXIMA WAVING SYSTEM

## Phase 1

## Phase 2



### NATURAL WAVE 0

WAVING LOTION

FOR STRONG,  
RESISTANT HAIR



### NATURAL WAVE 1

WAVING LOTION

FOR NORMAL,  
NATURAL HAIR



### NATURAL WAVE 2

WAVING LOTION

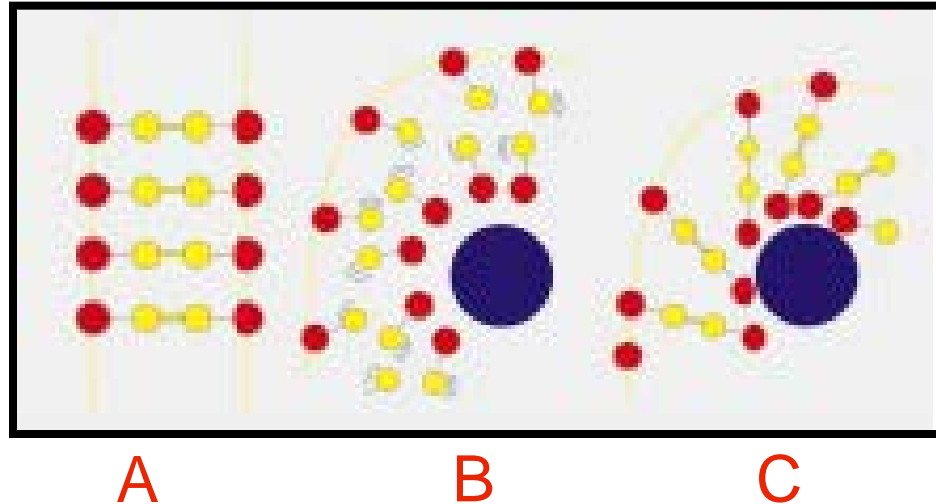
FOR TREATED,  
DIED HAIR



### FIX WAVE

NEUTRALIZER

## THE PHASES OF WAVING

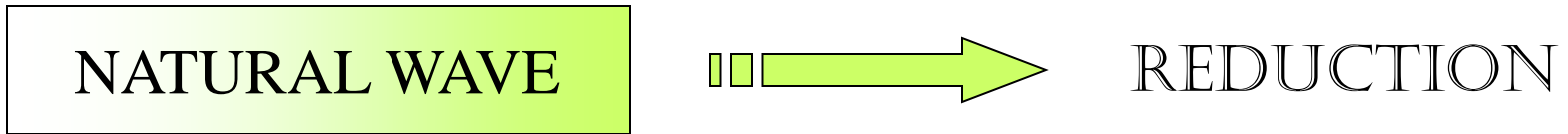


- A** **PHASE 0: THE DISULPHIDE BRIDGES**. Keratin is essentially made of aminoacids, mainly cysteine, joined together by means of chemical ties: the strongest of them is the disulphide bridge between two molecules of cysteine.
- B** **PHASE 1: REDUCTION**. The waving lotion breaks the disulphide bridges making the proteic hair structure softer and allowing it to take a new shape.
- C** **PHASE 2: STRUCTURAL RESTORING**. The neutralizer restores the disulphide bridges in a new position fixing the new shape of the hair.

# THE PHASES OF NATURAL WAVE SYSTEM

## Phase 1

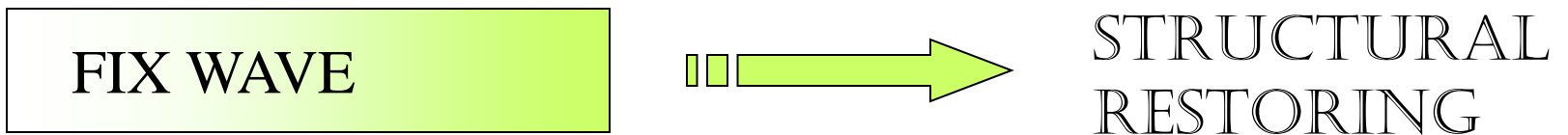
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**ACTION: REDUCES THE DISULPHIDE BRIDGES WITHOUT DAMAGING THE HAIR STRUCTURE THANKS TO CYSTEAMINE, WHOSE MOLECULAR STRUCTURE IS VERY SIMILAR TO CYSTEINE.**

## Phase 2

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**ACTION: QUICK AND COMPLETE RESTORATION OF NEW DISULPHIDE BRIDGES AS WELL AS RE-BALANCING OF NATURAL pH**

# COMPARISON

## TRADITIONAL WAVING SYSTEM

### FORMULATION:

- THIOGLYCOLIC ACID
- HIGH ALKALI
- AGGRESSIVE pH

### RESULTS:

- Damaged hair structure
  - Frizzyness
  - Dryness
  - Unnatural looking
- 

## NATURAL WAVE SYSTEM

### FORMULATION:

- CYSTEAMINE
- LOW ALKALI
- BALANCED pH
- CREATINE

### RESULTS:

- Unaltered hair structure
  - Healthy hair
  - Softness and shine
  - Natural looking
-

# THE 8 STEPS TO MAKE A PERFECT PERM WITH NATURAL WAVE



**STEP 1**

MAKE A PRE-TESTING OF THE HAIR

**STEP 2**

ANALYSE THE CLIMATE

**STEP 3**

SHAMPOO THE HAIR

**STEP 4**

SELECT THE RODS

**STEP 5**

ROLL UP THE HAIR

**STEP 6**

APPLY NATURAL WAVE

**STEP 7**

APPLY FIX WAVE

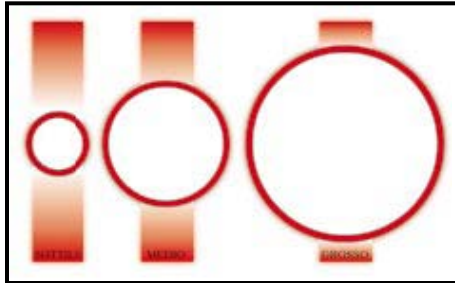
**STEP 8**

COMPLETE THE TREATMENT



# STEP 1 – MAKE A PRE-TESTING OF THE HAIR

Study the conditions of the hair and establish what it needs



Is it thin, medium or coarse?

*Both thin and coarse hair are hard to perm: choose the correct rod size and the product type (0-1-2).*

Is it porous?

*In case of porous hair the processing time will be shorter.*

Is it very damaged or weakened?

*Restoring treatment with LIFE THERAPY 72 hours before perming*

Is it very dry or lifeless?

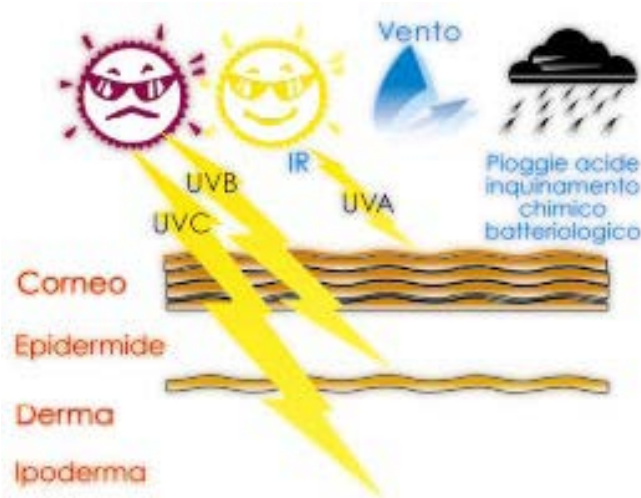
*Moisturizing treatment with ACID THERAPY 72 hours before perming*



**NOTE:** the stronger is the hair structure the better will be the result.

## STEP 2 - ANALYSE THE CLIMATE

**Study the climatic conditions and choose the correct solution**



**If climate is dry hair tends to be electric.**  
*Moisturizing with ACID THERAPY 72 hours before perming is useful as well as treatments to reduce statics and make the hair softer.*

**If climate is wet hair is heavy.**  
*Restoring with LIFE THERAPY 72 hours before perming is useful to balance the effect of humidity and make perming easier.*

**Is temperature warm or cold?**  
*The warmer is the room temperature the quicker will be the development.*

**NOTE:** air humidity regulates hair moisturizing and temperature affects the processing time.

## STEP 3 – SHAMPOO THE HAIR

1. Gently shampoo the hair with **MAXIMA DEILYCARE SHAMPOO**



ideal for pre-treatment  
washing



Neutral pH

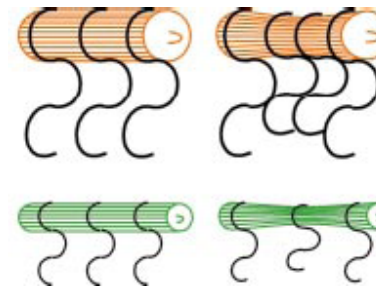
Delicate detergent action

2. Then rinse and towel blot

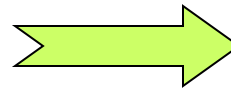
**NOTE:** to correctly prepare the hair to perming

- do not use treating or restoring shampoos
- do not massage the scalp to avoid irritating it

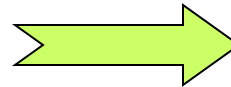
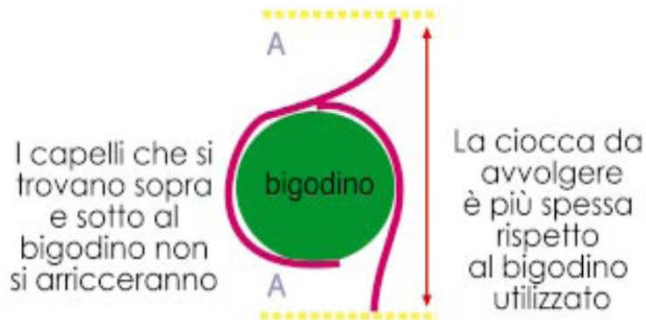
## STEP 4 – SELECT THE RODS



Carefully select the rod accordingly to the kind of curl desired.



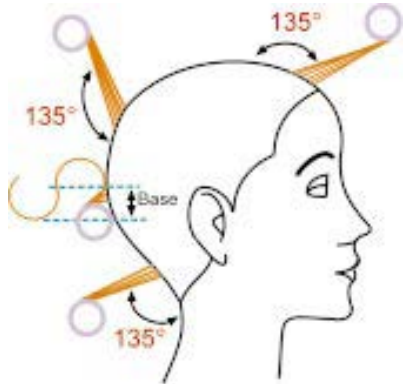
The hair lock to be rolled up should never be longer and larger than the rod.



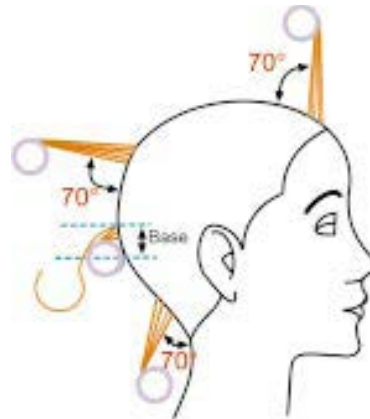
If the hair lock is too big, the hair will not be correctly waved since the waving lotion is not able to penetrate completely.

**NOTE:** since the most resistant area is the top of the head, it is suggested to use a smaller size of rod on this section, maybe alternating them with the size used on the rest of the head.

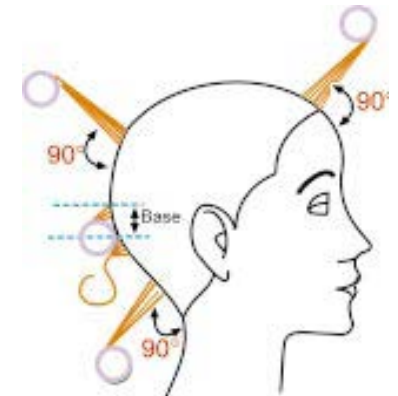
## STEP 5 – ROLL UP THE HAIR



The rods can be put at the basis of the head: in this case the hair lock should have an inclination of  $135^\circ$  from the head, in order to cover the maximum volume of the head.



If the rods must be put far from the basis, the hair lock should have an inclination of  $70^\circ$  from the scalp, in order to cover the minimum volume of the head.



When the rods must be put half, then the hair lock should be wrapped with an inclination of  $90^\circ$  from the head. This system will give curls uniform from the head to the ends allowing the maximum volume to the roots.

**NOTE:** do not stretch the hair while wrapping because it will swell up during waving process and it need some space to do it easily.

## STEP 6 – APPLY NATURAL WAVE

1. Apply NATURAL WAVE on each rod and saturate well. In order to assure even distribution, apply under each rod too.



If hair is very damaged it is suggested to mix  $\frac{1}{2}$  ampoules of MAXIMA HAIR RECOVER with the waving lotion. It develops a protective action and grants a better final result.

2. Wear a plastic cap (except on highly bleached hair) and leave on:

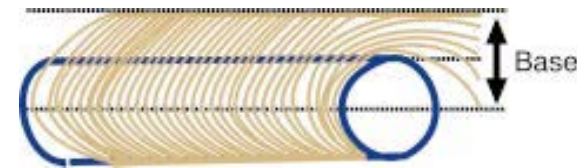


**NATURAL HAIR:** 20 – 25 minutes  
**PROCESSED HAIR:** 10 – 15 minutes

3. Settle the timer and check the result before rinsing:

### THE TEST OF THE CURL

The waving process is complete only when unwrapping the hair lock it will form a “S” shape along all its length.

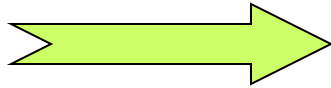


4. When processing time is over, rinse well with tepid water and towel blot the hair still wrapped.

**NOTE:** : rinse thoroughly for at least 3 – 5 minutes until the smell of the waving lotion disappears and towel blot very well to allow an efficacious neutralization of the perm (too much water left on the hair should dilute the neutralizer)

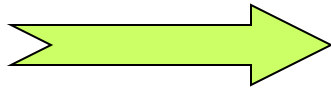
## STEP 7 – APPLY FIX WAVE

1. Apply carefully FIX WAVE on each rod and saturate well.



Leave on for 5 minutes.

2. Unwrap gently the rods avoiding to stretch the hair and complete the neutralization applying the remaining neutralizer to the hair.



Leave on for 5 minutes more.

3. **Rinse very well** for at least 3 minutes with tepid water, do not shampoo the hair and proceed with styling.

**NOTE:** it is suggested not to shampoo the hair for at least 48 hours.



## STEP 8 – COMPLETE THE TREATMENT

- normal hair

### MAXIMA HAIR RECOVER

#### Silicon Hair Restorer

leave-on conditioning treatment based on silicones and silk proteins.

**Directions:** apply to towel blotted hair distributing evenly on the hair lengths; proceed to styling without rinsing.



- dry or damaged hair and sensitive scalp

### ACID THERAPY

#### POSTCOLOR EMULSION

Innovative treatment to restore the natural balance of scalp and hair.

**Directions:** apply to towel blotted hair, distributing it evenly on the scalp and on the hair. Massage delicately and emulsify with a little water. Rinse well. Style as usual.



## FAQ

### 1) WHY SHOULD I CHOOSE NATURAL WAVE INSTEAD OF A TRADITIONAL PERM?

Traditional waving lotions have more aggressive formulas than NATURAL WAVE. Thanks to this product, without Thyoglicolic acid and based on Creatine and Cysteamine, you can get the same results of the traditional waving lotions (perfectly formed curls, permanent results, fast application), preserving the health of the hair. Application of NATURAL WAVE always gives softness, shine and a natural looking.

### 2) IS IT POSSIBLE TO USE NATURAL WAVE ON ALL HAIR TYPES?

Yes, if you carefully analyze the hair before proceeding, choose the correct product type (0-1-2) and follow instructions of use, you can apply NATURAL WAVE on all kinds of hair, natural as well as treated. Infact, it has been formulated to satisfy any need.

### 3) MAY NATURAL WAVE DAMAGE THE HAIR?

If instructions for use are stricly followed and if an accurate pre-testing of the hair has been made, the application of NATURAL WAVE can not cause any damage to hair. The formula has been studied for years before introducing it on the market in order to avoid any risk of use as well as to allow to reach any desired result.

### 4) WHICH FACTORS MAY AFFECT THE GOOD RESULT OF NATURAL WAVE?

1. hair structure and hair conditions
2. climate and temperature
3. wrapping tecnique and rod type
4. choice of the product type (0 – 1 – 2)
5. exposure time of waving lotion as well as neutralizer
6. rinsing of waving lotion as well as neutralizer

### 5) IS IT IMPORTANT TO MAKE THE PRE-TESTING OF THE HAIR?

Yes, because the better are hair structure and conditions the better will be the result. Perming damaged hair might cause further damage.

In case of very damaged hair, it is suggested to reinforce the hair at least 72 hours before waving with LIFE THERAPY reconstruction line. If pre-conditioning was made immediately before perming, the process would be slowed up, affecting the result.

If hair is not dramatically damaged, the application of NATURAL WAVE is possible but some precautions should be taken to get good results. (see below)

## 6) HOW TO MAKE A CORRECT PRE-TESTING OF THE HAIR

There are different methods to analyze the hair in order to decide if it is advisable to start perming it:

### a-STRUCTURAL RESISTANCE TEST

Take a hair between your thumb and index finger and pull it. Then make index and nail of the thumb of the other hand slide along the hair length. Many curls will form. Now pull delicately the hair until perfectly straightened and keep it taut for 10 seconds. If the hair, once released, becomes again curly, it means that it is healthy and may be permed immediately. If it becomes only partially curly or remains limp, it means that it is weak and it is suggested to re-condition the hair before perming it. If it breaks while stretching, it means that it is very damaged and should not be permed.

### b- STRETCHING TEST (ELASTICITY)

Hold a hair with both the hands and stretch it delicately. If the hair stretches like an elastic, it means that it is in good conditions. If it breaks rapidly or needs a long time to come back to its original length, it means that it is not healthy. The more the hair is elastic the better will be the perming result. In case of not elastic hair, waving might not last long: to have good results it's advised to re-condition the hair 72 hours before proceeding to perm it.

### c- SMOOTHNESS TEST (CUTICLE STATE)

- Hold the ends of a 2,5 cm section of dry and combed hair between your thumb and index finger and pull them. If they slide easily and only a few or no hair accumulate, it means that scales are compact and cuticle is healthy. If a lot of hairs accumulate, it means that the cuticle is damaged and the hair will absorb the waving lotion quickly: in this case the processing time will have to be shortened.

- Take a single dry hair and pull it. Then make the thumb and index of the other hand slide along it from the end towards the scalp. If fingers slide rapidly, it means that the processing time will be long; otherwise, cuticle is damaged and processing time will be shorter.

### d- MOISTURIZING TEST (POROSITY)

To test hair porosity, the ability to absorb moisture, make some water slide on the hair surface. If it slides easily, it means that cuticle is smooth and compact or hair is thick: processing time will be longer. If water is absorbed rapidly, probably cuticle is damaged or dry: the hair will absorb quickly the waving lotion. These informations help us to choose the correct product type (0 – 1- 2) too.

## 7) WHICH ARE THE MAIN RESISTANCE FACTORS? HOW TO FIGHT THEM?

Resistance that the hair makes to penetration of chemical solutions may be caused by different factors:

- *Hair structure.* In case of specific hair structure that resists to chemical treatments, it is suggested to use the 0 type waving lotion and to prolong the processing time.  
In extreme cases of very resistant hair, when no result is achieved, it is necessary to proceed to a re-saturation, i.e. to apply again the waving lotion to the hair. Since the hair will be more porous during second saturation, the correct procedure will be: to use the waving lotion type n. 1 or 2, to begin the application where the hair is more resistant and to check the result frequently during the second processing time.
- *Previous treatments.* Some hair products cover the cuticle with a coating that reduces hair capacity to be treated. Among these products there are: hennè, metallic salts and oily residues.  
Hennè and metallic salts (contained in some hair coloring products) can cause uneven perming results and hair discolouration. If it is not possible to cut away the entire section colored with these products, it is suggested to use product type n. 1 and to prolong the processing time.  
If hair is covered with oily residues, it should be washed carefully, even 3 or 4 times, before proceeding to perming.

## 8) IS IT IMPORTANT TO RESPECT THE PROCESSING TIME?

Yes but, since many factors can affect the development time, it is suggested to check the process from time to time, in order to avoid an undesired result. As seen above, in case of damaged or dry cuticle the processing time of the waving lotion must be shortened.

If a cap is being used, note that any time you lift the cap to check the result, warmth is lost and it needs 3 minutes to be recovered. Since this way of doing would prolong too much the processing time, it is advisable to check the curl carefully the first time and then to let go by enough time before making the following tests (for example: check after 15 minutes the first time and, if curl is not formed, wait 10 minutes for the second test, then 5 minutes for the third...)

Besides, it is very important to strictly respect the exposure time of neutralizer: if left too long on the hair, it can endanger the result of perming.

**9) WHY IS IT SO IMPORTANT TO RINSE THE HAIR VERY WELL AFTER APPLICATION?**

1. It is important to rinse thoroughly the waving lotion for at least 3 – 5 minutes in order to be sure that the process stops and to avoid that alkalyne residues mixed together with the neutralizing lotion could cause a lifting of the hair color.
2. It is necessary to rinse carefully the neutralizer for at least 3 minutes beacuse residues of the product on the hair would cause hair dryness.
3. It is recommended to rinse carefully the hair after both phases to avoid the risk of bad smell after perming.

**10) WHICH PRODUCTS SHOULD BE USED TO MAINTAIN PERMED HAIR IN GOOD CONDITIONS?**

The best way to take care of permed hair is to use ACID THERAPY, the acidifying professional line, any time hair needs to be washed. It has been studied to restore and preserve the natural acid mantle of hair and scalp as well as to give strenght, shine and elasicity to curls.

2008

Research and development

UITALFARCO

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