

CURL SERVICES: FAQ'S & INFORMATION

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1. Why don't you have to use end papers with your perm?

1.1. There are no rules on this... do what makes it easier for you! Generally, on longer lengths and bendy rods, perm papers aren't necessary, but sometimes they help with very layered or blunt ends. And we still always use them on hard rods.

2. What is the processing time?

2.1. Processing time is going to vary based on your clients hair type, texture and if it is virgin or not. We've had perms process in as little as 10 minutes if it is highly compromised, or take as long as 90 minutes if it is virgin, coarse & resistant. Remember to always do an elasticity test to check if it's ready - take 2-3 hairs and pull gently between your fingers, hair should bounce back like a rubber band without much effort! You can always add a cap and or heat to speed up the process on virgin, coarse and medium textures

3. How do you do a perm retouch?

3.1. Apply REVIVE hydrating conditioner to the previously permed mids and ends. Wrap your perm and apply LIBERATE as you would any other service. Make sure when you are checking elasticity that you are checking both new regrowth and previously permed ends.

4. How do you do a test strand?

- 4.1. You take a section in a more compromised area and then:
 - 4.1.1. Wash with PREPARE shampoo
 - 4.1.2. Roll onto a rod
 - 4.1.3. Apply LIBERATE only to that section (you can use a plastic cap as a buffer and to collect runoff)
 - 4.1.4. Check elasticity every couple of minutes if you can go 10 minutes without the hair becoming super stretchy and the hair strand still intact then you can perm. Neutralize for 10 minutes, rinse and diffuse to check curl pattern. This is just as important as the elasticity, if the hair can take the perm you want to make sure you like the curl that it's producing as well.
 - 4.1.5. If you cannot go 10 minutes without the hair becoming super stretchy then do not perm! Take the rod out and apply neutralizer for 10 minutes then wash one more time with PREPARE shampoo.
 - 4.1.6. If you go forward with perming, simply apply LIBERATE to the section that was test stranded 10 minutes after application to the rest of the hair so not to overprocess it when perming.

5. How do you check elasticity?

5.1. Take 2-3 hairs and pull gently between your fingers, hair should bounce back like a rubber band without much effort! See our video here for how much bounce you should have:

https://www.instagram.com/reel/CUSrci6J-8z/?utm_source=ig_web_copy_link

6. How long do you have to wait between perming and coloring? And which order should you do it in?

- 6.1. You should wait 2 weeks after perming to provide any sort of color service on your client
- 6.2. You should always perm before you color as the process will gently lift artificial color out of the hair. We find it usually lifts color about half a level.

7. Should I highlight before or after the perm?

7.1. You can highlight after the perm, just make sure to drop your developer down as the hair has already been through a chemical process and it will lift easier!

8. How does the neutralizer work?

- 8.1. The chemical activity of the waving process can be summarized as follows:
 - 8.1.1. The keratin fibers of the hair are linked together by chemical bonds that open under the action of the waving liquid (chemical reduction action). The hair takes on a new shape.
 - 8.1.2. The traction of those who wrap the hair and the curved diameter of the roller make the keratin fibers slide over each other (mechanical action).
 - 8.1.3. The oxygen released by the neutralizer recomposes the keratin bonds. The hair takes on a permanent wave over time (chemical oxidation action).
- 8.2. Curl Cult uses Cysteamine, a derivative of cysteine, a natural component of the hair structure. The waving action is less aggressive because it is carried out by a complex of aminoacids and amino acid derivatives (cysteamine, cysteine, complex of vegetable amino acids) which recall the hair structure and its composition. Thanks to the affinity with the hair structure, they allow their natural movement. Gradually and gently they modify the keratin structure of the hair. The amino acids bind to the free SH groups and generate new bonds in the hair. The oxygen of the neutralizer over these aminoacids stabilizes these bonds.

9. How much of each product should I use?

9.1. We start with 1.5 ounces for a partial perm and go up from there. Generally, you can get a full head application with 3-5 ounces depending on the hair length and density.

10. How much should I charge for this service?

- 10.1. Curl Cult suggests a range of \$150 \$500+ for this service. \$150 would be for a partial perm and \$500 would be for waist length hair.
 - 10.1.1. Partial Pixie or barbering \$150+
 - 10.1.2. Short Chin to collarbone \$250+
 - 10.1.3. Mid-length Shoulder blade- \$300+
 - 10.1.4. Long Below shoulder blade- \$350+
- 10.2. Considerations for increasing base price:
 - 10.2.1. Extreme density
 - 10.2.2. Extreme length
 - 10.2.3. Rod size used / smaller = more rods to roll
- 10.3. Haircuts are suggested as an add on service for your client to achieve the desired result.

11. When my client went home her perm fell out the next day, why did that happen?

- 11.1. We find this happens for one of 2 reasons:
 - 11.1.1. The client is using incorrect product or not using product properly
 - 11.1.2. The perm was underprocessed

11.2. How do I know if my client is using product incorrectly?

11.2.1. We suggest having them come in for a "styling consultation" where you wash or wet them down, and go through the product application properly to assess if the perm is still intact. If it isn't then it was likely underprocessed and you can consider doing a perm adjustment. Here's a video to show proper product application:

https://www.instagram.com/tv/CVilNTbhjvx/?utm_source=ig_web_copy_link

11.3. I think my perm was underprocessed, when can I re-perm?

- 11.3.1. You can re-perm in as short as a week later. We suggest going down a rod size when you do and making sure that hair gets nice and bouncy!!

 Just keep an eye on it since it will have already been through the process once. Here is a tutorial on doing a perm adjustment:

 https://vimeo.com/652269960/29e2bf1172
- 11.3.2. Curl Cult Tip: The number one stylist mistake is underprocessing their perm. "Once I see the right amount of bounce I leave it for an extra 5 minutes the way I do with bleach & tones." Lauren, Education Director

12. It's not as curly as I wanted, can I perm over it? How long do I have to wait?

- 12.1. It isn't uncommon for your client to be nervous and so you use bigger rods and then they say they want it curlier happens all of the time! And yes, you can perm over it. Just wait a week between, go at one to two rod sizes down and keep an eye on it since it's been through the process already.
- 12.2. Curl Cult Tip: Remember, a perm can only do so much, make sure your client knows to get the look they want they may likely need a cut and to invest in the correct products to support their new look!

13. Can it do a strong perm on my older clientele?

13.1. Curl Cult perms are meant to give softer, more natural results. If your older client is used to crunchy super tight curls, this *might* not be the perm for them... We're not here to replace granny's perm that she likes, we're here to offer natural curls and texture to a whole new clientele!

14. Where can I find advanced education?

15. If you use traditional wrapping for some people can you use end papers?

15.1. Yes you can still use end papers should you need to.

16. Is it okay to perm with Curl Cult over another perm solution?

16.1. You should be fine perming over another solution - if their hair is still pretty curly and they just want a bit of a refresh on their ends, you can apply REVIVE conditioner to their previously permed areas, apply LIBERATE only to the regrowth first, wrap the hair, then apply over everything once wrapped. Keep a close eye on the elasticity of those ends to make sure they don't overprocess. Chemically you won't have an issue going over another formula.

17. Can I get a tighter curl than what I am seeing on your Instagram or is your product meant to give a more softer lived-in curl?

17.1. Our perm can definitely give a tight curl, however it will not be firm or "crunchy" like traditional thio perm results. Ours will always feel soft to the

touch as it is meant to look more natural. Here is one example of a tighter curl https://www.instagram.com/p/CXUfKY0P-_h/

- 18. What is the shelf life of both Liberate and Regenerate once they are opened?
 - 18.1. 6 months for Liberate and 12 months for Regenerate
- 19. What is the pH of PREPARE?
 - 19.1. 6.5 pH
- 20. How long does a Curl Cult perm last? On average?
 - 20.1. It can last between 2-6 months depending on how tight the initial perm is and the at-home care.
- 21. To what level of porous / pre-lightened can you safely use this perm?
 - 21.1. It is safe to do on levels up to a level 9 but the natural hair shouldn't be lifted more than 4 levels (so you wouldn't want to do this on a level 4 who has been lifted to a 9).
- 22. Can it be used over a smoothing system, like Brazilian Blowout?
 - 22.1. We recommend waiting at least 2 years because these two solutions will be working against each other if the smoothing system is still in the hair, giving it an inconsistent curl pattern. However, you can do a strand test to see the results and use your best judgment if it's ok to proceed.
- 23. Does it reduce frizzy hair?
 - 23.1. Yes our results are always softer, shinier and helps with frizz.
- 24. Can Olaplex be used in conjunction with perm on sensitized hair?
 - 24.1. Our perm solution has plex technology in it, so you don't need to add Olaplex as you would just be doubling up on what's already in our system. Our PisumProtex technology is a combination of pea protein, which is the smallest type of protein that can easily enter the hair cortex, and Plex technology that gets locked in once you apply the neutralizer right over top.
- 25. Most of my clients have colored hair (most with 20vol or less tinted) but want some texture. That's ok, right??
 - 25.1. Yes our solution works for color treated hair as well (including highlighted or balayaged hair). It will work well over any single-process color. We do not recommend it to be used on a full double process bleach and tone, or highly compromised hair. Always do a test strand first.
- 26. The LIBERATE solution has deposits that I see on my client's hair, is that normal?
 - 26.1. That is completely normal! We have the highest concentration of Cysteamine (the active ingredient) in our perm and it causes these little deposits that don't mix in super well. Once you neutralize they go away completely! A few stylists actually have told us they enjoy them so they know which rods they've applied to. We use our rat tail comb if needed to make the hole of our applicator bottle just ever so slightly bigger so it doesn't get blocked.



Permanent waving system that gives support, volume, movement and shape to the hair.

A COMPLETE AND CUSTOMIZABLE METHOD, TO CREATE EACH WAVE AND GIVE SHAPE TO EVERY DESIRE.



ACTIVE INGREDIENTS

[biodynamic]

BIODYNAMIC HELICHRYSUM HYDROLAT

Helichrysum is a natural, emollient and protective active ingredient that helps hair stay hydrated and retain nutrition during the waving treatment. It prevents dehydration and gives flexibility to hair fibers. In addition, its properties fight free radicals for an anti-ageing action.

[organic]

ORGANIC BLACKTHORN EXTRACT

Blackthorn optimally regenerates and strengthens skin and hair. It yields elasticity and moisture. It adds strength and elasticity to hair during the OWAVE waving treatment.

[ethical]

ETHICAL CHIA AND FLAX EXTRACTS

An active ingredient with the powerful combination of Polysaccharides obtained from Flax and Chia. Thanks to its bio-adhesive properties, this complex adheres to hair fibre, wrapping hair in a film that yields long-lasting elastic curls. The Polysaccharide film protects hair during treatment, smooths cuticles and keeps them hydrated, ensuring elastic, healthy and defined curls.

[biotechnological]

CYSTEAMINE

Without Thioglycolic Acid and Free Ammonia, OWAVE has a non-aggressive formula based on Cysteamine. An amino acid derivative related to Keratin naturally present in hair, Cysteamine is a reducing agent that respects hair health. It changes your hair shape by acting on sulphur bridges and modifying hair fibre.

Owave



owave 1A

pH: 8.2 - 9.0

500 ml

Waving and elasticising fluid for resistant hair

ACTION:

 Long-lasting waving treatment for resistant hair • Allows changing shape to hair in complete safety • Customizable waves depending on the technique used • Creates flexible, defined and elastic curls . Nonaggressive formula based on Cysteamine, an amino acid derivative similar to Keratin • Enriched with botanical active ingredients that protect and elasticize hair fibre during treatment. THIOGLYCOLLATES FREE / SLES & SLS FREE / PARABEN FREE / PE-TROLATUM FREE / PEG, PPG & BG FREE / FRAGRANCE ALLERGEN FREE / WITHOUT FREE AMMONIA.



owave 1B

pH: 8.2 - 9.0

500 ml

Waving and elasticising fluid for treated hair

ACTION:

 Long-lasting waving treatment for treated hair* • Allows changing shape to hair in complete safety • Customizable waves depending on the technique used • Creates flexible, defined and elastic curls • Non-aggressive formula based on Cysteamine, an amino acid derivative similar to Keratin • Enriched with botanical active ingredients that protect and elasticize hair fibre during treatment. THIO-GLYCOLLATES FREE / SLES & SLS FREE / PARABEN FREE / PETROLA-TUM FREE / PEG. PPG & BG FREE / FRAGRANCE ALLERGEN FREE / WI-THOUT FREE AMMONIA.

*the application is not recommended on completely bleached hair or on hair with a percentage of lightening over 50%.



owave 2

pH: 2.0 - 3.0

500 ml

Neutralising and fortifying fluid for all hair types

ACTION:

• Fixes the new form, promoting the reconstruction of sulphur bridges • Stabilizes waves, allowing them lasting over time • Yields elastic, defined and voluminous waves • Thanks to its botanical active ingredients, it improves hair elasticity leaving it soft and silky • Even waves, from roots to ends • Rebalances hair pH. PARABEN FREE / PETROLATUM FREE / PEG, PPG & BG FREE / FRAGRANCE ALLERGEN FREE.

DID YOU KNOW?

• Treatment lasts from 4 to more than 12 weeks, depending on the type of wave chosen and the degree of hair sensitivity • You can use any type of hair rollers suitable to achieve a wavy effect • On the day of the waving treatment, hair can be dried with any technique, though we recommend using a diffuser for a natural look, which enhances the elasticity of the curls • At home and in the salon, all styling OWAY products can be used to shape and define waves • The ideal home treatment complements are CURLY HAIR BATH, CURLY HAIR MASK and CURLY POTION • On the day you apply an OWAVE treatment, you can complete a reflection-enhancing application with a direct-pigment HMELT or HMELT MASK. Permanent and other colouring treatments are discouraged.



WE LOVE ANIMALS



WITHOUT PETROLATUM



VEGAN LIFESTYLE



WITHOUT PEG-PPG-BG



WITHOUT SLS / SLFS



WITHOUT PHTHALATES



WITHOUT PARABENS/MIT



WITHOU FDTA



WITHOUT SYNTHETIC FRAGRANCES



WITHOUT

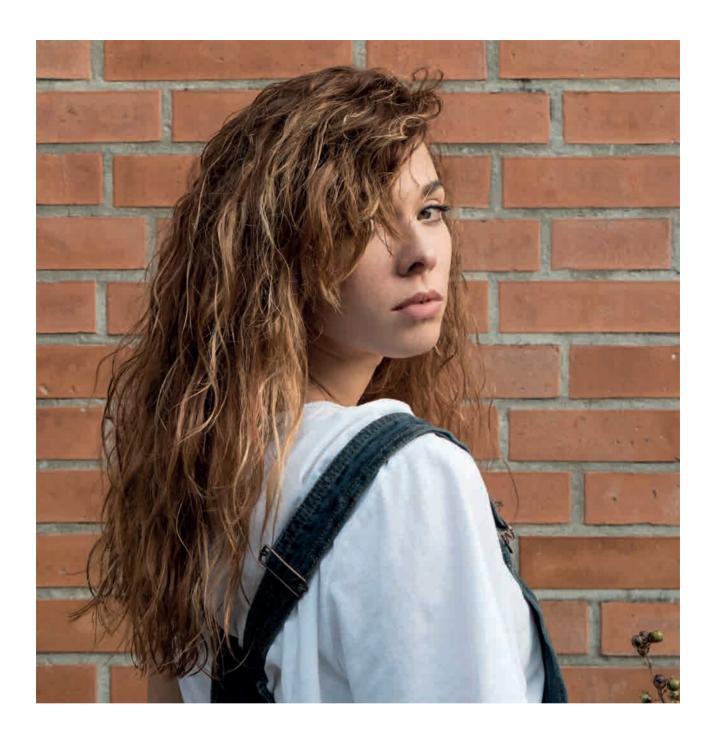


SENSUAL BEACH WAVES - EXTREMELY NATURALLY WAVY EFFECT WITH SOFT WAVES AND BEACH EFFECT

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RESISTANT AND NATURAL HAIR	1A	APPLICATION TIME: 10-15 MINUTES	LARGE-DIAMETER HAIR ROLLERS
TREATED HAIR UP TO 20 VOL	1B	APPLICATION TIME: 10-15 MINUTES	LARGE-DIAMETER HAIR ROLLERS
SENSITISED, COLOURED HAIR UP TO 20 VOL. AND WITH UP TO 50% OF STREAKS	1B	APPLICATION TIME: 7-10 MINUTES	LARGE-DIAMETER HAIR ROLLERS

ESTIMATED DURATION OF TREATMENT: 4-6 WEEKS

n.b. GENERAL INSTRUCTIONS. THE SELECTION OF THE WAVING FLUID (OWAVE 1A OR 1B) MAY VARY ON THE BASE OF HAIR QUALITY AND THICKNESS.

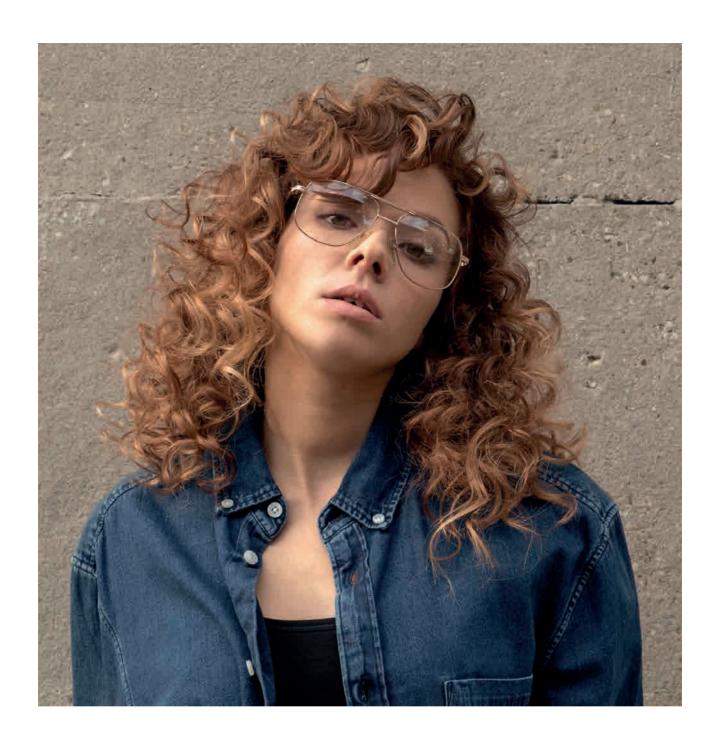


SUPPORT AND VOLUME - TEXTURE AND STRUCTURE FOR YOUR HAIR. LONG-LASTING CURL-ENHANCED STYLES.

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RESISTANT AND NATURAL HAIR	1A	APPLICATION TIME: 10-15 MINUTES	MEDIUM-DIAMETER HAIR ROLLERS
TREATED HAIR UP TO 20 VOL	1B	APPLICATION TIME: 10-15 MINUTES	MEDIUM-DIAMETER HAIR ROLLERS
SENSITISED, COLOURED HAIR UP TO 20 VOL. AND WITH UP TO 50% OF STREAKS	1B	APPLICATION TIME: 7-10 MINUTES	MEDIUM-DIAMETER HAIR ROLLERS

ESTIMATED DURATION OF TREATMENT: 8-10 WEEKS

n.b. GENERAL INSTRUCTIONS. THE SELECTION OF THE WAVING FLUID (OWAVE 1A OR 1B) MAY VARY ON THE BASE OF HAIR QUALITY AND THICKNESS.

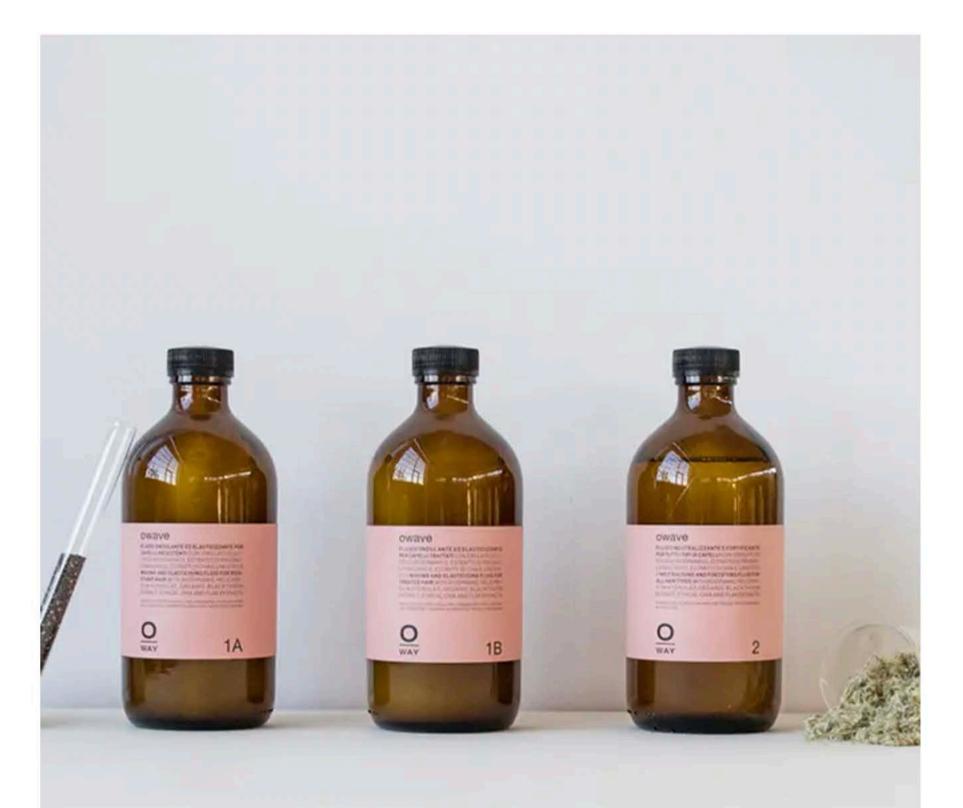


CURLS FULL OF BODY AND ENERGY - ELASTIC AND DEFINED SPIRAL CURLS FOR A BOLD AND DYNAMIC LOOK

		•	
RESISTANT AND NATURAL HAIR	1A	APPLICATION TIME: UP TO 20 MINUTES	SMALL-DIAMETER HAIR ROLLERS
TREATED HAIR UP TO 20 VOL	1B	APPLICATION TIME: 15-20 MINUTES	SMALL-DIAMETER HAIR ROLLERS
SENSITISED, COLOURED HAIR UP TO 20 VOL. AND WITH UP TO 50% OF STREAKS	1B	APPLICATION TIME: 10-15 MINUTES	SMALL-DIAMETER HAIR ROLLERS

ESTIMATED DURATION OF TREATMENT: MORE THAN 12 WEEKS

n.b. GENERAL INSTRUCTIONS. THE SELECTION OF THE WAVING FLUID (OWAVE 1A OR 1B) MAY VARY ON THE BASE OF HAIR QUALITY AND THICKNESS.



OWAVE

Permanent waving system formulated to gives support, volume, movement and shape to the hair.

Owave is customisable, to give shape to every desire. A complete method to create each and every wave. You can create sensual beach waves for a natural wavy effect, give support and movement for long-lasting wavy looks or create elastic and defined spiral curls, for a bold and dynamic look.

- Owave allows you to change the shape of your hair in complete safety;
- Waves and curls that are customisable according to the technique used;
- Creates a flexible, defined and elastic curl;
- Non-aggressive formula based on cysteamine, an amino acid derivative similar to keratin;
- Enriched with botanical active ingredients that protect and elasticise the hair fiber during treatment.

OUR DIFFERENCE

giqi

IS WHAT SETS US APART

No harmful ingredients and 100% formaldehyde free. No smoke or chemical fumes released.

No downtime or restrictions.

Ponytails, clips, work-out, shampoo same day.

Resistant to sweat, moisture, humidity, extreme cold or heat, swimming in chlorine or salt water.

100% customizable to accommodate clients desired result.

For all hair types including chemically and colored treated hair.

Violet pigment tones and prevents yellowing on blonde hair.*

Vega will not damage hair.

Rejuvenates & Revitalizes.

Pleasant fragrance.



^{*} Some grey hair can still yellow if iron temperature is too high. If discoloration is happening, stop immediately and lower the temperature. See Grey Guide tips & tricks for more details.

PROVEN. PROFESSIONAL SUSTAINABLE SPECIALIZED.

Qiqi is a pioneering haircare brand with a vision of leading the growing global professional haircare industry. Specializing in developing result driven, sustainable products that transform hair. Our state-of-the-art professional hair solutions are safe, effective and meet the demands of today's hair stylists and their clients.

At Qiqi, our aim is to provide our clients with the highest quality products using versatile and innovative formulas. We have dedicated years researching and developing reliable hair treatment solutions that will transform, revitalize and rejuvenate hair.



- SALON USE -

Qiqi

Vega

Permanent Straightening & Softening Solution

Thick & Afro

Solution de lissage permanent, pour des cheveux lisses et doux Cheveux épais et afro

- COLOR SAFE -

Straightens, smooths and produces healthier hair until the roots grow with the hair's natural texture

Lisse et adoucit les cheveux jusqu'aux racines, jusqu'à ce que les cheveux repoussent avec leur texture naturelle

150 g e 5.3 oz

OUR FLAGSHIP.

Qiqi Vega SALON USE

Not only a straightening treatment

Qiqi's flagship product is our in-house engineered PERMANENT hair straightening treatment - VEGA. The individually packed and sealed bag comes in three versatile options that cover ALL types of hair.

Vega is a new proprietary treatment that has the ability to produce a wide range of results from permanently straight to refined curls that are bouncy and shiny.



ADVANTAGES OF QIQI'S VEGA HAIR STRAIGHTENING TREATMENT.

Safe to use, no harmful ingredients.

Pleasant fragrance.

No downtime for hair coloring, swimming in pool or sea.

For bleaching or highlighting your hair you only need to wait 10 days.

Does not cause damage to the hair but rejuvenates & revitalizes hair.

Incomparable innovative single use solutions.

For all hair types including Wavy & Curly, Thin & Damaged and Tough & Afro.

Solution is rinsed out before ironing, no smoke or chemical fumes release.

All your daily routine activities will pose no challenge to Vega as our hair straightening solution is resistant to sweat, moisture and harsh climatic conditions.

No need to use blow dryer on a daily basis to straighten your hair.

Resistant to harsh climatic conditions such as humidity, extreme cold or heat.

- SALON USE -Permanent Straightening & Softening Solution Thin & Damaged Solution de lissage permanent, pour des cheveux lisses et doux Fins et abîmés - COLOR SAFE -Straightens, smooths and produces healthier hair until the roots grow with the hair's natural texture Lisse et adoucit les cheveux jusqu'aux racines, jusqu'à ce que les cheveux repoussent avec leur texture naturelle 150 g e 5.3 oz

TYPES OF HAIR.

Vega is enriched with organic compounds that are infused into the cortex of hair, providing the ability to reshape and restructure the fibers resulting in completely straight, manageable, healthy and strong hair.



Wavy & Curly

Suitable for all virgin/colored hair that is not damaged but is wavy to curly.

Clients with Caucasian hair types.



Thin & Damaged

Clients with damaged hair due to multiple bleaching/color treatments.

Hair with split ends due to daily use of flat-iron/blow dryer.

Sun damaged hair.



Thick & Afro

Designed for clients with thick dry hair and includes extremely curly, Caribbean or Afro hair.

CURLS JUST WANNA HAVE FUN!

Curly girls love their curls and want to rock the best version of their curls. Qiqi gives wavy, curly or coils their best life.

HOW

It's time to analyze. Assess overall health of hair and scalp.

Clean things up. Qiqi's *love is in the Hair* ultra-cleansing shampoo prepares the hair for optimal results.

Towel Dry and Apply. Towel dry hair thoroughly until no water is dripping.

Take a seat and heat. Cover hair with disposable plastic cap or plastic wrap. (Do not use foil). Place Straightening Perfecter cap over plastic cap. (Dryers or heat processors are acceptable).

Rinse. Rinsing 100% of treatment from the hair. Apply generous amount of *Not Just Smooth, Insanely Smooth!* Masque and form curls. Allow to absorb for 10 minutes then rinse.





TEXTURE CODE + USER GUIDE





BENEFITS

Shiny, elastic hair, with an regular waves from roots to ends

Enriched with protective and conditioning ingredients

Heat sources only required for particularly difficult cases

Suitable for all hair types

Safe and simple to use



Balance Lotion 1 (strong/normal)



Balance Lotion 2 (coloured & sensitive)

MAIN ACTIVE INGREDIENTS

Wheat proteins: restoring & fortifying action on the hair texture Vegetal phospholipids & glycosphingolipids: more compact and strong cuticle

	RESISTANT HAIR		INDICATIONS	
Balance Curling System #1	natural	thick	use a heat source or cover with plastic wrap	
	natural	thick porous	use DEDE conditioner as a porosity equalizer	
* Plastic for difficult	natural	medium	use a heat source or cover with plastic wrap	
** Heat source only for extreme	colored	thick	use DEDE conditioner as a porosity equalizer decrease the processing time	
Balance Curling System #2	COLORED & SENSITIVE HAIR		INDICATIONS	
	natural	medium porous	use DEDE conditioner as a porosity equalizer decrease the processing time	
	natural	fine	same as above	
	colored	medium	same as above	
	streaks	with a prevalence of natural hair	same as above	
	EXTRA DELICATE NEUTRALIZER		DIRECTIONS	
B Land College State Land College State College State College State College State College State College State College State Neutralizer	SUITABLE FOR: Restoring dsulphide bonds, giving the hair texture a new shape. On damaged hair the perm effect is even throughout the hair length. The styling is soft and natural.		Rinse curling solution for 7-10 minutes. Towel blot with paper towels. Apply neutralizer. Process 10 minutes. Re-apply and process 10 additional minutes. Rinse thoroughly and remove rods.	

