

TIPS

CLARIFYING

Prior to any chemical service, clarify hair by removing buildup from water impurities, styling products, waxes and medications.

PROCEDURE:

1. Shampoo with Scruples HAIR CLEARIFIER Deep Cleansing Shampoo. Rinse and towel blot.
2. Clarify with Scruples HAIR CLEARIFIER Treatment to remove oils, waxes, oil-soluble medications and baked-on styling products. Rinse and towel blot.
3. Proceed with chemical service.
4. Use Scruples NO H₂O₂ No Peroxide to neutralize peroxide residue in the hair after a chemical service and simultaneously condition hair. See Post Perm Treatment section.

PRE-PERM CONDITIONING

- Spongy when wet or breaks easily when dry: DO NOT PERM
- Dry, porous or lacks elasticity: Precondition with Scruples MOISTUREX Replenishing Conditioner or COMPLETE RECOVERY Treatment Masque
- Weak, thin or lacks tensile strength: Precondition with Scruples ER Emergency Repair Conditioner or COMPLETE RECOVERY Treatment Masque

PRE-WRAP OPTIONS

All hair types (except resistant, thick and coarse hair): Recommended pre-wrap with Scruples QUICK RECOVERY Leave-In Conditioner or WHITE TEA Leave-In Miracle Foam Conditioner to equalize porosity and ensure even penetration of the waving solution.

POST PERM TREATMENT

1. Perm and neutralize hair according to directions.
2. Rinse and towel blot hair.
3. Spray NO H₂O₂ No Peroxide into hair and comb blend.
4. After 3 – 5 minutes, rinse hair thoroughly, towel blot and style as desired.



MODEL: Alyssa NATURAL LEVEL: 8
BASE COLOR 1: TRUE INTEGRITY Opalescent Creme Colour
Level 7 Cherry Chocolate
BASE COLOR 2: TRUE INTEGRITY Opalescent Creme Colour
Level 8 Cherry Chocolate
STYLIST: Charlie Price
HAIRCOLOR: Jacque Alexander-Hansen
MAKEUP: Heather Mora
PHOTOGRAPHY: Melanie Watson



PERM SYSTEMS

sophisticated
accessory
silky
radiant
sexy
sheen
coil
definition
wave
effortless
curl
texture
bounce
shiny
movement
bend
volume
natural
control
healthy



Scruples Inc., Dist. • Lakeville, MN 55044-9009 USA • 1.800.457.0016
(Europe) Northampton NN6 7PD UK • scrupleshaircare.com • 72313-3 614

Scruples




PERM CHART




CENTURA
One system. Three perm bases.
Create distinctive results for every hair type.

RENEWAL
Lock in curl with a protective
silicone shield.

EFFECTS
Create long-lasting results
with the benefit of sunflower.

TEXTURE FUSION
Define a new take on
texture.

| | CENTURA 1 Acid-Balanced Perm | CENTURA 2 Non-Thio Perm | CENTURA 3 Buffered Alkaline Perm |
|------------------------------------|--|---|--|
| PERM |  |  |  |
| DESCRIPTION | <ul style="list-style-type: none"> Ideal for previously permed hair Produces soft, conditioned curls Retains integrity of the hair while leaving it shiny and healthy | <ul style="list-style-type: none"> Excellent on color treated and highlighted hair Damage-free results with defined long-lasting curl Ammonia-free formula | <ul style="list-style-type: none"> Perfect for fine, limp hair Fortified with proteins to thicken fine, limp hair Produces resilient curls from scalp to ends |
| HAIR TYPE & TEXTURE | <p>ONE FORMULA</p> <ul style="list-style-type: none"> Normal hair Previously permed | <p>ONE FORMULA</p> <ul style="list-style-type: none"> Normal hair Color treated (20 volume or less) Highlighted (50% or less) | <p>ONE FORMULA</p> <ul style="list-style-type: none"> Normal hair Fine, limp hair |
| WRAPPING TECHNIQUE | <p>WRAP WITH...</p> <ul style="list-style-type: none"> Water on normal hair Scruples pre-wrap on previously permed and multiple porosity hair Light to moderate tension | <p>WRAP WITH...</p> <ul style="list-style-type: none"> Water on normal hair Scruples pre-wrap on color treated and highlighted hair Firm, even tension | <p>WRAP WITH...</p> <ul style="list-style-type: none"> Water on normal hair Scruples pre-wrap if ends of hair are porous Moderate tension |
| TEST CURL OR SELF-TIMING | <p>SELF-TIMING</p> <ul style="list-style-type: none"> No test curl is required for normal hair Test curl is recommended for previously permed and multiple porosity hair | <p>TEST CURL</p> <ul style="list-style-type: none"> Recommended on normal, color treated and highlighted hair | <p>SELF-TIMING</p> <ul style="list-style-type: none"> No test curl is required. Test curl is recommended on normal and fine, limp hair |
| APPROXIMATE PROCESSING TIME | <ul style="list-style-type: none"> Place plastic cap over rods Process at room temperature Normal hair: 20 minutes Previously permed: 10 – 15 minutes | <ul style="list-style-type: none"> Place plastic cap over rods Process at room temperature Normal hair: 15 – 20 minutes Color treated: 10 – 15 minutes Highlighted: 5 – 15 minutes | <ul style="list-style-type: none"> Place plastic cap over rods Process at room temperature Normal hair: 20 minutes Fine, limp hair: 15 – 20 minutes |
| NEUTRALIZING METHOD | <ul style="list-style-type: none"> Neutralize hair for 5 minutes Remove rods and work neutralizer through ends of hair for 1 minute Rinse thoroughly See Post Perm Treatment section | <ul style="list-style-type: none"> Neutralize hair for 5 minutes. Remove rods and work neutralizer through ends of hair for 1 minute Rinse thoroughly See Post Perm Treatment section | <ul style="list-style-type: none"> Neutralize hair for 5 minutes Remove rods and work neutralizer through ends of hair for 1 minute Rinse thoroughly See Post Perm Treatment section |

| | RENEWAL Conditioning Perm | EFFECTS Buffered Perm System | TEXTURE FUSION Permanent Texture |
|------------------------------------|--|--|--|
| PERM |  |  |  |
| DESCRIPTION | <ul style="list-style-type: none"> Silky, manageable curls Protects the cuticle Infuses incredible shine Fuses a silicone shield onto hair | <ul style="list-style-type: none"> Silky, bouncy, manageable, long-lasting curls Excellent for special effects wrapping technique | <ul style="list-style-type: none"> Soft texture and loose waves Non-thio and ammonia-free formula Formulated with two types of amino acids Combines the latest in chemical technology |
| HAIR TYPE & TEXTURE | <p>TWO FORMULAS</p> <ul style="list-style-type: none"> Normal – normal, resistant, fine, limp hair Tinted – color treated (20 volume or less) and highlighted (50% or less) | <p>TWO FORMULAS</p> <ul style="list-style-type: none"> Normal – normal, resistant, fine, limp hair Tinted – color treated (20 volume or less) and highlighted (50% or less) | <p>ONE FORMULA</p> <ul style="list-style-type: none"> Normal hair Color treated (20 volume or less) Highlighted (50% or less) |
| WRAPPING TECHNIQUE | <p>WRAP WITH...</p> <ul style="list-style-type: none"> Water on normal hair Scruples pre-wrap on tinted hair Firm, even tension | <p>WRAP WITH...</p> <ul style="list-style-type: none"> Water on normal hair Scruples pre-wrap on tinted hair Light to moderate tension | <p>WRAP WITH...</p> <ul style="list-style-type: none"> TEXTURE FUSION 12 Section Zig-Zag Specialty Wrap TEXTURE FUSION Sponges See instruction insert |
| TEST CURL OR SELF-TIMING | <p>SELF-TIMING</p> <ul style="list-style-type: none"> No test curl is required Test curl is recommended on normal and tinted hair | <p>SELF-TIMING</p> <ul style="list-style-type: none"> No test curl is required. Test curl is recommended on normal and tinted hair | <p>TEST CURL</p> <ul style="list-style-type: none"> Recommended on all hair types |
| APPROXIMATE PROCESSING TIME | <ul style="list-style-type: none"> Place plastic cap over rods Process at room temperature Normal hair: 20 minutes Tinted: 15 minutes | <ul style="list-style-type: none"> Place plastic cap over rods Process at room temperature Normal hair: 20 minutes Tinted: 15 minutes | <ul style="list-style-type: none"> Place plastic cap over rods Process at room temperature Normal hair: 15 minutes Color treated hair: 10 minutes Highlighted hair: 5 minutes |
| NEUTRALIZING METHOD | <ul style="list-style-type: none"> Neutralize hair for 5 minutes Remove rods and work neutralizer through ends of hair for 1 minute Rinse thoroughly See Post Perm Treatment section | <ul style="list-style-type: none"> Neutralize hair for 5 minutes Remove rods and work neutralizer through ends of hair for 1 minute Rinse thoroughly See Post Perm Treatment section | <ul style="list-style-type: none"> Rebonding hair: 5 minutes Remove sponges Rinse thoroughly See Post Perm Treatment section |