



Creative Transitions

Wave and Texture Manual

tressa[®]

tressa®



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Introduction

Tressa's Commitment

Tressa, Inc., founded in 1969, is truly committed to beautiful, healthy hair. We promise to deliver the highest quality, professional-only products available anywhere. We back up this pledge with the best service and education in the industry. Tressa's Systems approach to permanent waving, coloring, and hair care products has given us recognition as a leader in the industry. Our products help designers gain confidence and increase profits.

Tressa was the first to develop a Perm System with just the right number of perms to cover the spectrum of your client needs. Our Perm System's logical approach allows you to customize. You can promise all your clients they will love their perm from day one.

Tressa products are easy to use. They follow a simple system that gives consistent, predictable results... so you can get on with your creativity!



The Quest for Curl

The quest for curl goes back at least to the Egyptians, who tried winding wet locks around sticks and then baking them in the hot sun. Several thousand years of experimenting later, a more permanent form of waving arrived.

Just after the turn of this century, a London hairdresser introduced a curling method that could resist water, washing and atmospheric conditions. The hair was soaked in an alkaline solution, rolled on heavy iron rods suspended over the head, and heated to some 150 degrees Fahrenheit. This "permanent" took all day, frequently caused burns and sometimes when the curlers came off, the hair did too.

Throughout the 20th century, our industry has perfected and refined this process. In the 1920's scientists began to experiment with combining reactive chemicals to create exothermic heat for permanent waving. This eliminated the need for electrically heating the wound curls. As better formulas helped assure safer and more easily controlled chemical reactions, heatless products were pursued as ideal. The technology on which modern perming rests was developed around 1940. Cold waving, involving a group of chemicals known as "thios," works by breaking key chemical bonds in the hair that allow it to be easily reshaped.

With cold waving came the start of large-scale permanent wave research. Tressa has contributed innovative technology for two decades, dedicated to producing beautiful curl in optimal condition. We were the first to develop a Perm System by scientifically formulating and continually testing perms for different kinds of hair.

Today, Tressa is recognized for customizing permanent waving. Choosing the right Tressa perm means you can guarantee your clients curl they'll love from day one.



Texture 1•2•3

Quality, Profitability, & Systems Approach

Quality

A high-quality perm system that takes the guesswork out of perming, ensuring predictable results and leaving hair in an incredible, healthy condition.

Profitability

Profitability is achieved through a systems approach that requires less money invested in inventory and is implemented by education in time-effective techniques and add-on services, resulting in high client satisfaction.

Systems Approach

Tressa uses a Systems Approach with its hair color, perm and support products. Tressa's perms are a group of interacting products that allow the stylists to match perm chemistry with client requirements.



Perm System

Colourage® Acid Perm pH 7

- For healthy tinted and highlighted hair (up to 80%), Fragile Normal and Fragile Colored
- Processes at room temperature with Stop Action to prevent over processing
- Minimizes color lifting and leaves hair in incredible condition

Pliance® Acid Perm pH 6.7

- For Fragile Normal, Fragile Tinted and Highlighted hair (over 50%)
- The gentlest of all Tressa perms
- Gives fragile hair a natural-looking curl and healthy feel

Clientage™ Buffered Acid Perm pH 8.2

- For Normal and Healthy Tinted hair
- The gentle conditioning of a buffered acid perm, plus long-lasting results
- Gentle on the hair and more comfortable for your client because no dryer heat is required

Zone Control™ Buffered Acid Perm pH 7.7

- For Multiple Porosity, Previously Permed and Highlighted hair (under 50%)
- Stop-action formula takes control of varying porosities to prevent overprocessing
- Self-heating so it's more comfortable for your client and better for the hair

Versatage® Alkaline Perm pH 9.5

- For Resistant (normal and fine) and Normal hair
- A special stop-action formula that actually reads the hair to prevent over processing
- Ideal for giving clients with fine, resistant hair strong, healthy bounce

Full Cycle® Buffered Alkaline Perm pH 8.5

- For Extremely Resistant and Resistant (normal and fine) hair
- The lasting, healthy body and curl of an alkaline perm
- The conditioning and flexibility of an acid perm



How to Use the Perm Chart

I. Start with the “Hair Profile” column and find the client’s hair type. Tressa is unique in the industry for making the perm process so easy.

A. Determine the hair’s physical properties:

- 1. Texture** – Hair texture is the diameter or thickness of an individual hair strand. Coarse hair has a larger diameter than fine hair. The hair’s texture may affect the strength of the permanent wave you choose. Is the hair fine, medium or coarse?
- 2. Density** – Density refers to the number of hairs on the individual’s head. The average head has between 100,000 and 150,000 hairs, and normally loses 50-100 hairs each day. Density affects the size of your perm section; the denser the hair the smaller the section to ensure proper curl formation. How much hair does the client have?
- 3. Elasticity** – Elasticity is a prime indicator of the hair’s condition. Elasticity is defined as the ability of the hair to return to its original length after being stretched. Elasticity is evident in wet hair. If the hair is stretched too far, it will never recover completely and is damaged permanently. When hair is dry, it cannot be stretched without breaking. When wet, does the hair return to its original shape after stretching?
- 4. Tensile Strength** – Tensile strength is determined by the condition of the cortex (see Appendix A: Chemistry of the Human Hair). It is the amount of stress the shaft can withstand without breaking. The healthier the hair, the more stress it can withstand and the greater the tensile strength. Chemicals and excessive heat also affect tensile strength. Did the hair break?
- 5. Porosity** – Porosity refers to the hair’s ability to absorb water and is determined by the condition of the cuticle. The more cuticle damage, the more porous the hair. What were the results of the Sink or Swim Test (Appendix B) and/or the Preliminary Test Curl (Appendix C)?

B. Determine existing chemical services on the hair:

- 1. Previous Perm** – How much of the hair is permed? Will it be trimmed off after the perm?
- 2. Highlights** – Determine the percentage of highlights in the hair, as well as the degree of lift of the highlights.
- 3. Tint** – What volume of developer was used? How much regrowth is there? What is the condition of the hair?
 - a. Semi-Permanent Tint – How often is service performed?
 - b. Demi-Permanent Tint – How often is service performed?
 - c. High-Lift Tint – 30 or 40 volume developer, is it permable?
- 4. Double-Process** – Tressa does not recommend perming double-processed bleached hair.

II. Perm Choice Column

Once proper analysis has been made, choose the appropriate perm. If two perms fit the hair profile, read the perm profiles and features carefully and choose the perm appropriate for the situation.







III. Perm Processing Guidelines

When the proper perm has been chosen, process and begin to take test curls according to the directions. Continue to process, taking test curls every three to five minutes until the desired wave/curl formation has been achieved.

NOTE: On extremely fragile hair, test curl immediately and then every three to five minutes. Porous hair may need to be paper-towel blotted to remove excess weight for reading an accurate test curl.

Wave and Curl System

Selector Guide

HAIR PROFILE	PERM CHOICE	FEATURES AND BENEFITS	EXPECTATIONS
Normal Normal Resistant Fine Resistant	Versatage® Alkaline pH 9.5	 <ul style="list-style-type: none">Processes at room temperatureStop Action to prevent over processingPromises ultimate bounce, fullness and strength, while leaving hair in superb condition	<ul style="list-style-type: none">Strong, lasting curl patternMaximum volumeHair is left in superb condition
Normal Extremely Resistant Normal Resistant Fine Resistant	Full Cycle® Buffered Alkaline pH 8.5	 <ul style="list-style-type: none">Processes with dryer heatPerfect for long hairIdeal for techniques requiring jumbo rodsPerfect for spiral wrapsGives the support of an alkaline wave combined with the natural feel of an acid wave	<ul style="list-style-type: none">Very firm, long lasting wave patternWithstands daily use of thermal appliances or weekly finishing
Normal Healthy Colored	Clientage™ Buffered Acid pH 8.2	 <ul style="list-style-type: none">Processes at room temperatureTrue to rod size curlAcid perm resultsAdds great conditionRecommended for Rod to Roller technique	<ul style="list-style-type: none">A longer lasting wave pattern than most low pH wavesFirm and supportive curl/wave patternHair is left in exceptionally good condition
Normal-Multiple Porosity Highlighted-(under 50%) Previously Permed	Zone Control™ Buffered Acid pH 7.7	 <ul style="list-style-type: none">Self-Heating - No dryer heat requiredRecommended for Rod to Roller techniqueStop Action to prevent over processingEnsures even wave pattern throughout multi-porosity hair	<ul style="list-style-type: none">Even wave pattern in virgin hair and porous textures of hairSoft but supportive curl/wave formation
Healthy High Lift Highlighted-(up to 80%) Fragile Normal Fragile Colored	Colourage® Acid pH 7	 <ul style="list-style-type: none">Processes at room temperatureStop Action to prevent over processingMinimizes color lifting	<ul style="list-style-type: none">Uniform, even curl on color treated hair regardless of condition of hairLeaves hair in incredible condition
Healthy High Lift Highlighted-(up to 80%) Fragile Normal Fragile Colored	Pliance® Acid pH 6.7	 <ul style="list-style-type: none">Processes with dryer heatPerfect for fine hairVery little cuticle lifting or swellingRecommended for Rod to Roller technique	<ul style="list-style-type: none">Finished wave pattern mimics naturally curly hairSoft definitionHair is maintained in excellent conditionEven wave pattern throughout



Remove-All Plus™

Deep cleanse hair down to the shine! Remove-All Plus Shampoo purifies hair of product buildup, hard water deposits and other harsh contaminants that dull hair and interfere with chemical services.

Moistureze®

Moistureze is the “wetter than water” wrapping lotion that helps perm tools grip the hair, allowing faster wrapping time and more even curl patterns.

Protage™

Protage Skin Protector is a rich emulsion that actually traps and neutralizes harmful agents and skin irritants before they reach the skin.

In-Depth Descriptions

A. Full Cycle® – Buffered Alkaline

A buffered alkaline perm with the strength that those resistant clients need; yet, the soft finish of an acid wave. At a pH of 8.5, Full Cycle minimizes the possibility of alkaline damage and reduces cuticle lifting and swelling, resulting in a more natural hair finish. Expect a very firm, long-lasting wave pattern that will withstand daily use of thermal appliances or weekly finishing.

1. For use on extremely resistant and resistant (normal and fine) hair.
2. Not recommended for tinted, fragile, highlighted or double-processed bleached hair.
3. Ideal for Conventional, Spiral, Roller and Reverse perming techniques and those requiring jumbo rods.
4. Process under preheated hot dryer. This perm uses dryer heat to process rather than a higher percentage of ammonia. Less ammonia results in a more conditioned perm.
5. Processing guidelines:

<i>Begin Test Curls</i>	<i>Average Processing Time</i>	
Resistant	10 minutes	20 minutes
Extremely Resistant	10 minutes	25 minutes
6. Tips:
 - a. Since Full Cycle is an alkaline perm that processes with a dryer, it is the strongest perm in the Tressa Perm System.
 - b. When perming longer hair with special wrapping techniques, be sure the client will fit under the dryer prior to choosing Full Cycle.
 - c. Full Cycle is an excellent choice for coarse, gray, very straight, long virgin hair or hair with a glassy, tight cuticle.

B. Versatage® – Alkaline

The stop action perm that puts you in control! Insures protection of the cuticle and eliminates the fear of overprocessing. Versatage with dithio and a pH of 9.5 leaves hair fuller and in great condition. Versatage does not require a dryer. Expect a strong, lasting curl pattern that has maximum volume, while the hair is left in superb condition.

1. For hair types that are resistant (normal and fine) and normal.
2. Not recommended for hair types that are tinted, fragile, highlighted or double-processed bleached.
3. Techniques that work well with this perm include Conventional, Spiral, Roller, Root, Railroad, and Special Effects.
4. Process at room temperature.
5. Processing guidelines:

<i>Begin Test Curls</i>	<i>Average Processing Time</i>	
Normal	15 minutes	20 minutes
Resistant	15 minutes	25 minutes

 - a. Fine, resistant hair needs the strength of an alkaline perm with the protection of dithio to keep it from overprocessing or drying out the hair.
 - b. Dithio is a unique feature in an alkaline wave. It gives the freedom to do special wrapping techniques while protecting the hair.

C. Clientage™ – Buffered Acid

A buffered acid perm that delivers the benefits of an acid perm; yet gives the support needed to produce uniform curl that lasts. Clientage has a pH of 8.2 and is processed at room temperature. Expect a longer lasting wave pattern and hair that is left in exceptionally good condition.

1. For hair types that are normal or healthy tinted.
2. Not recommended for hair types that are fragile tinted, high lift tinted, highlighted or double-processed bleached.
3. Techniques that work well with this perm include Conventional, Roller, Railroad, and Spiral.
4. Process at room temperature.
5. Processing guidelines:

	<i>Begin Test Curls</i>	<i>Average Processing Time</i>
Normal	10 minutes	15 minutes
Resistant	15 minutes	20 minutes
6. Tips:
 - a. Clientage is a buffered acid perm that gives support for special techniques on healthy tinted hair.
 - b. Room temperature processing eliminates the hassles of a dryer.

D. Zone Control™ – Buffered Acid

Zone Control is an exothermic permanent solution that takes control of the varying porosities and adjusts the strength each hair strand needs. Dithio provides the stop action when curl is just right, leaving hair in optimum condition. With the Zone Control pH of 7.7, combined with its exothermic heat process, expect an even wave pattern throughout with soft but supportive curl formation.

1. For hair types that have multiple porosities, normal, previously permed or highlighted under 50%.
2. Not recommended for hair types that are tinted or double-processed bleached.
3. Techniques that work well with this perm are Conventional, Rod-to-Roller Transfer, and Spiral.
4. Process at room temperature.
5. Processing guidelines:

	<i>Begin Test Curls</i>	<i>Average Processing Time</i>
Highlighted under 50%	20 minutes	20 minutes
Previously Permed	20 minutes	20 minutes
Normal	20 minutes	25 minutes
6. Tips:
 - a. Since Zone Control is an exothermic perm, bottle "B" and tube "A" need to be at room temperature prior to mixing. If they are cooler than room temperature, place them in a cup of warm water until room temperature is achieved.
 - b. If the room is cool or drafty, place a towel over the head to hold in the heat for uniform processing.
 - c. Do not mix the solution until ready to apply.



E. Colourage® – Acid

The perfect perm for color treated hair. Colourage has a pH of 7.0. Expect uniform, even curl on color-treated hair, regardless of condition of hair, reduced odor during processing, and long-term conditioning benefits.

1. For hair types that are healthy tinted or highlighted up to 80%.
2. Great for Fragile Normal and Fragile Color Treated hair
3. Techniques that work well with this perm are Conventional, Rod-to-Roller, or Roller.
4. Process at room temperature. **NO DRYER REQUIRED**
5. Processing guidelines:

	<i>Begin Test Curls</i>	<i>Average Processing Time</i>
Highlighted under 50%	5 minutes	15 minutes
Healthy Tinted	5 minutes	20 minutes
6. Tips:
 - a. On porous hair, blot excess solution off the rod with paper towels prior to test curling.
 - b. Apply Quenching Conditioner to porous areas for added protection during the perming process.
 - c. Colourage is an acid perm that gives support for Roller perming on healthy tinted hair.

F. Pliance® – Acid

This acid perm is the perfect choice when you need extra gentle perming. The Pliance pH of 6.7 means very little cuticle lifting and swelling to keep the hair in superb condition. Expect an even wave pattern throughout and hair to maintain excellent condition.

1. For hair types that are fragile tinted, highlighted over 50%, fragile normal, and healthy high lift tinted.
2. Not recommended for hair types that are resistant or double-processed bleached.
3. Techniques that work well with Pliance are Conventional, Rod-to-Roller Transfer, and Recycle.
4. Process under preheated dryer for fragile normal hair. Process at room temperature for fragile tinted, healthy high lift tint and highlighted over 50%. If there is no curl formation after 10 minutes, apply dryer heat and test curl at 5 minutes.
5. Processing guidelines:

	<i>Begin Test Curls</i>	<i>Average Processing Time</i>
Fragile Tinted	5 minutes	15 minutes
Highlighted over 50%	5 minutes	15 minutes
Healthy High Lift Tint	5 minutes	10 minutes
Fragile Normal	10 minutes	25 minutes
6. Tips:
 - a. Pliance is perfect for the Rod-To-Roller technique.
 - b. Apply Quenching Conditioner to porous areas for added protection during the perming process.
 - c. On porous hair, blot excess solution off rod with a paper towel prior to test curling.



Client Consultation

Both the stylist and the client have their own ideas of what the finished look should be. This is the time to bring those ideas together in a singular vision. In this step, the technique to produce the desired outcome is determined.

While you are analyzing the clients' hair, you should ask the following questions to determine their expectations:

1. How much curl do they desire?
2. How much time do clients plan to spend on their hair daily?
3. Do they plan to let their hair air dry, or will they blow dry daily?
4. Do they want a natural-looking curl?

The answers to these questions will help you choose the proper rod size, or tool, and wrapping technique.

A decision based on the answers to all the questions will make for a satisfied client.

Product	Features	Benefits	Uses
Remove All™-Plus Shampoo Deep cleansing and purifying shampoo. pH 8.2	Chelating agents to remove minerals and hard water deposits such as copper. Rids swimmers' hair of chlorine. Removes buildup of fixatives and oils.	Dramatically improves perm results. Proper pH to cleanse and aid in penetration and activity of perm solution.	Prior to all chemical services. To remove mineral buildup. For extreme deposits – leave second lather in, cover with a bag and apply dryer heat 5 to 10 minutes.
Quenching™ Conditioner Conditioner for dry hair.	Binds moisture in dry hair.	Returns moisture to the hair and eliminates dryness.	Deep conditioner with or without heat for added moisture. Apply to porous areas for added protection during the perming process.
Moistureze® Perm prewrap lotion.	Glycerin equalizes various porosities. Wetter than water.	Eliminates "spotty" processing. Ensures even wave pattern.	Makes wrapping faster and easier. Can also be used as a cutting lotion.
Protage™ Professional skin protector.	Natural affinity to skin. Forms barriers preventing chemical penetration.	Protects skin during ALL chemical services.	Around the hairline during perm processing. On hands during all chemical services.

The Mechanics of Perming

1. Rod Selection

Rod selection should be based on the curl pattern desired, as well as the length and texture of the hair.

a. Rod Size

1. The size of the rod primarily determines the size of the curl pattern. To achieve curl pattern, the hair must be wound around the rod at least $2\frac{1}{2}$ times.
2. Perform the I-T Test to determine the minimum size of rod required for proper internal tension to break the bonds (See Appendix D). The I-T Test is an essential key to doing all Tressa perm techniques. This determines the size of the perm rods required for proper internal tension to break the bonds during the perm process. If the bonds have not been sufficiently broken down and reformed during processing, the results will be a weak curl formation or early relaxation of the perm.

b. Rod Shape

There are two standard types of rods available: Concave and Straight.

1. Concave Rods will result in a close-ended or tighter-looking curl. The curl formation will be tighter in the center, due to the shape of the rod.
2. Straight Rods will produce an open-ended or more natural-looking curl. The curl will be uniform because the rod is straight.

c. Hair Length

Longer hair will usually weigh the curl down. When perming hair over seven inches in length, it may be necessary to use two rods or a different technique to achieve uniform curl results from scalp to end.

d. Hair Texture

Hair texture is also important when choosing the rod size. Do not try to strengthen curl by excessive processing. A smaller rod is a better solution.

e. Sectioning

The size of the section should be the same length and width as the rod used. The more rods used the more even the curl results. Using sections larger than the rod will result in uneven or sporadic curls. Larger sections should only be used to produce special effects.

2. Prewraps

Use Moistureze® Wrapping Lotion with all permanent waves to help keep hair evenly moist. This ensures faster, easier wrapping, while equalizing perming lotion penetration. Some hair types may require more protection. Apply a small amount of Quenching Conditioner to the damaged areas only. Moistureze is not necessary when Quenching Conditioner has been used, but can be used to rewet if necessary.

3. Wrapping/Tension

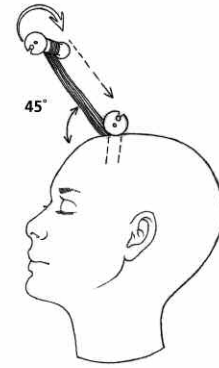
Both chemical action and physical tension are required to break the bonds. One will not work without the other. The amount of tension used when wrapping a perm will affect the amount of stress put on the hair during processing. Too much tension will result in breakage. Not enough tension will give uneven results. Tressa recommends moderate, even tension when wrapping, and using Moistureze to ensure perfect results.

4. Base Placement

All of Tressa's perm techniques rely on varying types of Base Placement to achieve the desired effect on the finished perm. It is important to have complete understanding of Base Placement and how to implement it in the perm wrap. Base Placement is where the rod sits in relationship to the parting of the section.

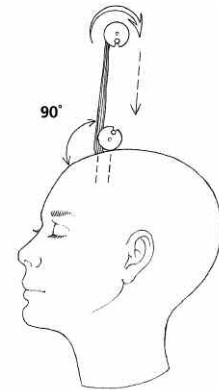
a. On-Base

On-Base Placement produces maximum volume at the scalp with the most amount of stress on the hair. To achieve On-Base Placement, the hair must be over-directed at a 45-degree angle from the section when wrapping. The rod will sit directly between the parting of the section.



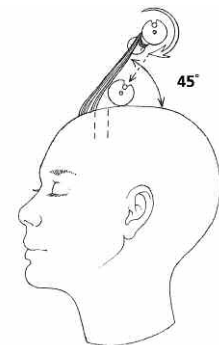
b. Half-Base

Half-Base Placement produces the most amount of volume at the scalp with the least amount of stress. This is the most recommended base placement. To achieve Half-Base Placement, direct the hair at a 90-degree angle or straight up from the parting when wrapping. The rod will sit half on the parting for the section and half off.



c. Off-Base

This placement produces the least amount of volume with the least amount of stress on the hair. This base placement is recommended when you do not want volume at the scalp. To achieve Off-Base Placement, under-direct the hair at a 45-degree angle from the parting. The rod will sit completely off the parting for the section.



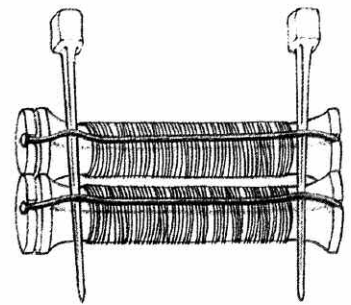
5. Paper Placement

Paper placement is very important to the final outcome of your wave pattern.

- a. Bookend (1 paper) – The hair is combed smooth, one end paper is folded in half and placed over the ends. This is not the most recommended placement, as it results in a closed-end curl and a condensed curl formation at the ends. This can be used for the spiral wrapping technique where a closed-end curl formation is desired in the finished look. Make sure ends are smooth and even.
- b. Sandwich (2 papers) – The hair is combed smooth, using two end papers, one on each side of the section, thereby “sandwiching” the hair between the end papers. This is the most recommended placement. It is recommended for the Rod-to-Roller technique and others where an open-end curl formation is desired in the finished look.

6. Stabilizers

Stabilizers or picks are used to eliminate stress from the perm rod bands. For best results, use two stabilizers. The stabilizers should be positioned at the outer edge on each side of the rod, never on the hair. No more than three rods should be stabilized together. This will eliminate any stress on the hair from bands that may create marks or result in breakage. For special perm techniques, position stabilizers underneath, on either side of the rod.



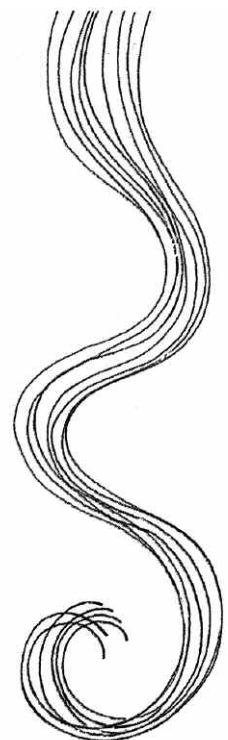
7. Applying the Perm Solution

Applying perm solution seems simple, until you miss a rod. Snip the very tip or insert a T-pin through the nozzle of the perm solution bottle to create a small opening. This gives you maximum control in application and saturation, as it also prevents too much solution from pouring out at once. Lightly apply perm solution to all rods the first time and then apply the solution more freely to each rod again. This ensures that every rod is saturated.

8. The Test Curl

The test curl signals that processing is complete. Every professional hair designer should be proficient and consistent in taking test curls. Tressa does not support automatic timing or self-timing because no two heads are exactly alike. Stop-action formulas minimize overprocessing, but underprocessing is still possible. To take a proper test curl, blot the rod with a paper towel, and unwrap a rod 2 to 2¹/₂ turns. Once you see your wave pattern, take the rod completely out and look for a ringlet end. Fragile hair may need to be blotted with a paper towel prior to testing. The signs of a good test curl are the following patterns:

- a. Wide, deep wave
- b. Apparent “S” pattern
- c. Strong “ridge” lines
- d. Definite “roping” or “ribboning” of the hair
- e. Ringlet curl at the ends



9. Rinsing

Rinsing the perm solution is an important step that, in some cases, does not get the attention it deserves. Rinsing properly will:

- a. Remove all of the perm solution; this is necessary for the neutralizer to function properly.
- b. Eliminate residual perm odor. Smelling and feeling the hair assists in determining whether all of the solution has been removed. In acid waves that contain GMT, rinsing for a full five minutes or longer is recommended. GMT is a larger molecule than ATG and is more difficult to remove from the hair. In alkaline waves that contain ATG, rinsing for three to five minutes is recommended. ATG is a smaller molecule than GMT and is more easily removed from the hair. Use warm or tepid water and medium water pressure for rinsing.

10. Blotting and Air Neutralization

It is extremely important after rinsing to remove as much water as possible for effective neutralization. Begin blotting with a cloth towel. Then when moisture has been removed, blot with paper towels. Air neutralize for at least five minutes prior to applying the neutralizer. At the end of the air neutralization, blot with a paper towel again to remove excess moisture. If the end papers are translucent, there is still too much moisture in the hair. Air neutralizing is crucial in successful perming. Longer and porous hair may benefit from extended air neutralization time. The longer the air neutralization, the more stable the perm. You may air neutralize for up to 20 minutes.

11. Neutralization

Apply neutralizer thoroughly to all rods twice. Be sure to use the full application of neutralizer. Process for five minutes. Gently remove rods, work neutralizer through the hair, and rinse thoroughly. On longer hair, apply extra neutralizer and work it through the hair once the rods have been removed. This will ensure all areas are properly neutralized.



Did You Know? When combined with air neutralization, Tressa's neutralizer produces triple bonding effects that rejoin all three bonds simultaneously for a more stable perm. **This unique process allows you to shampoo and color immediately after perming.**



Add-On Services

Add-on services are revenue-builders that that can be performed quickly with little or no additional booking time. These services can be used to introduce clients to hair color and products for home use. Remember: with Tressa's Triple Bonding Neutralizer and the low ammonia content in its perm and color products, ***you can perm and color in the same day!*** When doing this, be sure to use only Tressa products and 20 Volume developer or lower in your Colourage Color formula. Detailed directions can be found in the Color Resource Guide.

1. **Color Wash** – Adds depth and richness to enhance natural color.
2. **Color Refresher** – Refreshes color that may have faded during the perm service.
3. **Glossing** – Adds shine and condition and can be offered to anyone who enters the salon.
4. **Irresistible Deposit-Only Color** – No-lift, ammonia-free, conditioning color, great for refreshing hair color after a perm.



Helpful Hints

1. Ask clients if they have ever experienced an allergic reaction to any previous perm or other cosmetic product. If so, do not give perm.
2. If scalp shows any evidence of sores, abrasions, or abnormal conditions, do not give perm.
3. Thoroughly analyze the hair to make sure that the hair is permable. Always perform a preliminary test curl.
4. Apply Protage™ to entire hairline prior to perming. Blot excess waving lotion off skin and scalp to prevent irritation.
5. Avoid eye and ear contact. If eye contact occurs, flush thoroughly with clean, cool water.
6. Always wear gloves when giving a perm.
7. Snip the tip or use a T-pin to open the perm bottle for better control during application of perm solution.
8. Use the entire contents of tube A additive when mixing Tressa perms requiring tube A and bottle B, and mix thoroughly. This will ensure proper pH and activity.
9. Since Zone Control™ is an “exothermic” perm, bottle B and tube A need to be at room temperature prior to mixing. If they are cooler than room temperature, place them in a cup of warm water until room temperature is achieved. DO NOT use a microwave.
10. Never process a perm under the dryer unless stated in the directions.
11. When taking a test curl on porous hair, always blot with a paper towel first to ensure a more accurate test curl reading.
12. Hair nets help secure rollers and rods in place when rinsing.
13. When using any GMT perm, rinse thoroughly to remove solution from hair. This will help eliminate “perm odor.”
14. When test curling, once you see your wave pattern, take the rod completely out and look for a ringlet end.
15. When processing with a dryer, always preheat.
16. For all your technical questions call 1-800-TRY-TRESSA (879-8737).



Classic Techniques

Rod-to-Roller Transfer System

The Rod-to-Roller Transfer was designed to create permanent styling, rather than curl. The results are a nice, soft look with body and stability, but without all the curl – a finished look that requires less styling.

This technique was initially designed for fine hair, but can be used on all hair types. Rod-to-Roller is recommended for short to medium hair, no longer than 8 inches.

The end result of most permanent waves is curl formation. With this technique the hair is broken down on smaller rods, giving the internal tension needed to stabilize the perm, then transferred to larger, smooth rollers, giving the end result of body or wave.

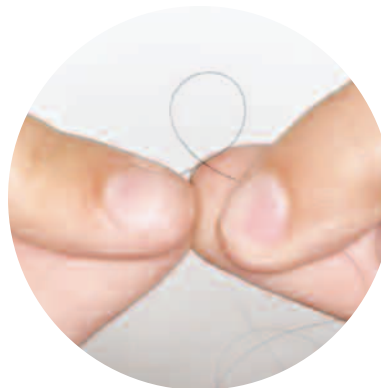
This type of result cannot be achieved by wrapping the perm in a traditional way.

Prior to perming, shampoo with Remove All Plus™ to remove any mineral deposits that may interfere with perming. Evenly apply Moisturize Wrapping Lotion to entire head.

Do an Internal Tension (I-T) test to determine what rod size will achieve maximum breakdown on a particular hair type. (This test must be used to achieve perfect results with the Rod-to-Roller Transfer.)

The “I-T” (Internal Tension) Test

1. Take a single strand of clean, towel dried hair from the crown area. Hold the strand between the thumb and forefinger of each hand about 1 1/2 inches apart.
2. Slowly move your hands toward each other to form an arc with the hair strand.
3. As you continue to move your hands closer together, the hair will suddenly twist into a complete loop.
4. The size of the loop at the twist indicates the rod size required for proper internal tension to break the bonds.



Note: If the "I-T" test indicates a white rod or larger, the Rod-to-Roller Transfer technique is not necessary. A larger rod will produce sufficient internal tension for desired results.

Rod Selection

The size of the loop will determine the size of the rod needed to achieve sufficient internal tension. Fine, weak hair will form a smaller loop; coarse, strong hair a larger loop.

Wrapping

The "Double Halo" or "Double Horseshoe" wrap is recommended for the Rod-to-Roller Transfer. This wrap closely follows the natural contour of the head.

Sections should be no wider than the rod. This will ensure a minimum amount of hair on each rod.

Using even, moderate tension, wrap hair from the center part, down. When wrap has been completed, apply Protage to the entire hairline.

Perm Selection

Pliance, Colourage and Zone Control are the only perms recommended for the Rod-to-Roller Transfer technique because of their minimal cuticle lifting effect. This allows combing and rewrapping without cuticle damage.

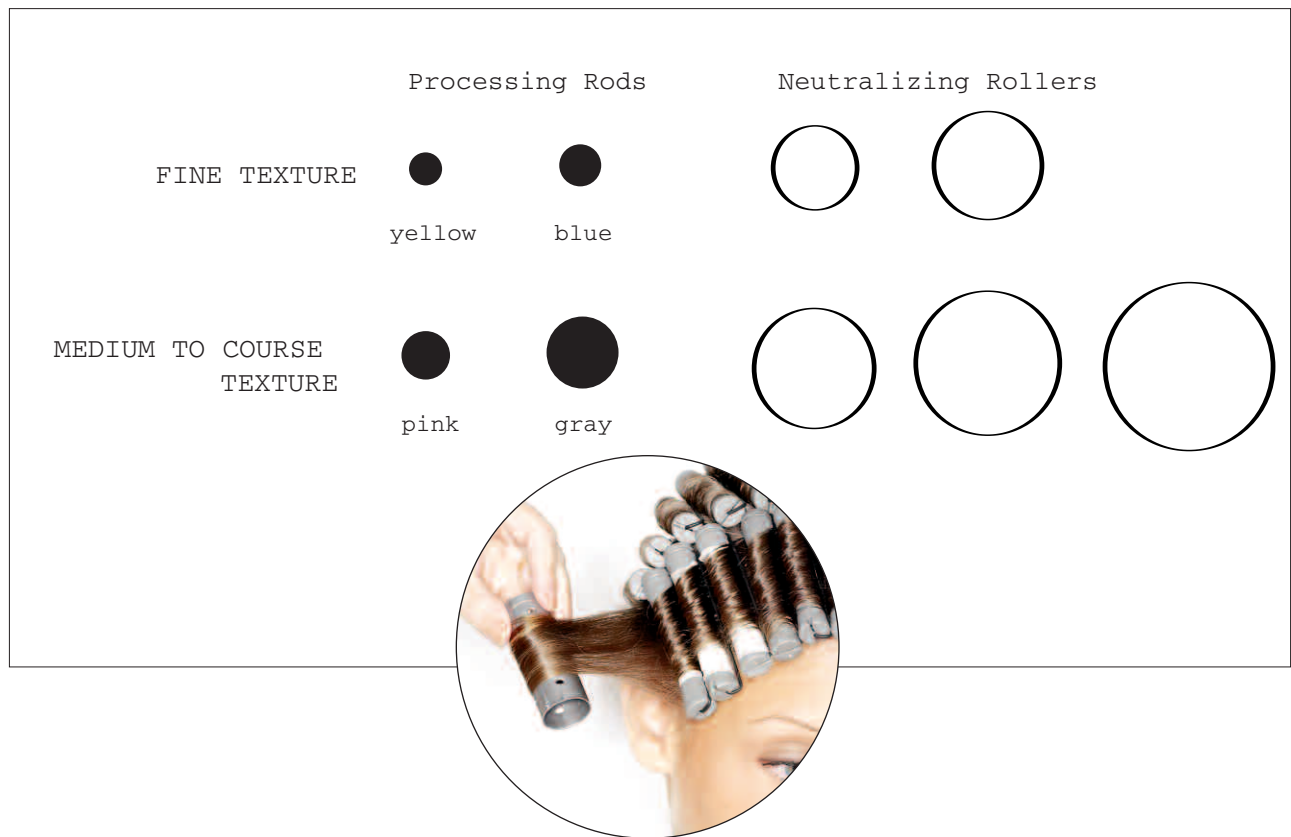
Process according to directions until test curl indicates processing is complete.

Rinsing/Blotting

After thorough rinsing of the perm solution, towel blot well and allow the hair to air neutralize for five minutes.

Note: Eliminate the five minutes on naturally wavy hair. Its curl formation will be stronger and more difficult to open up during the transfer and the CAT time. (See page 21.)





Transfer

The selection of the roller size is as important as the selection of the processing rod. Roller size depends on the final style desired and on the hair texture and strength. Use smooth magnetic rollers secured with plastic clips.

A general guideline is that roller size should parallel rod size. That is, where small rods are used, use the smaller roller sizes. Hair processed on larger rods may be transferred to the larger roller sizes.

To begin the transfer, remove a small section of the rods at one time. Apply Moistureze® and comb hair smoothly from the scalp. Generally, two rods can be transferred to one roller. While directing rollers into the desired style, your roller partings should be different from the rod partings. By changing the partings you will eliminate the rod marks. Pin curls may be used on designs that are shorter.

Test Curl

When the transfer is complete, go to the first roller and test curl. Slide the roller out. The hair should be smooth, and have the size and shape of the roller. If the hair resembles the rod size, Curl Adjustment Time (CAT) is required to allow the hair to open up to the roller size. If the hair is overly porous, CAT time may not be necessary. (See page 21.)

Note: Tinted hair will open up faster than virgin hair. Check curl pattern of hair after two minutes on rollers, (even if you are still in the process of transferring). Some tinted heads may have to be neutralized by sections.

Curl Adjustment Time (CAT)

The purpose of Curl Adjustment Time is to eliminate the curl pattern of the rod and to allow the designer to give the client the exact amount of curl or wave desired. This is done prior to neutralization.

1. Preheat dryer and mist plastic cap with water.

Replace the plastic cap tightly and place the client under a hot dryer.
Use the following timing guidelines for the desired results.

Desired Results	Timing
For a firm curl, the exact size of the roller	3 minutes*
For an open curl	5 minutes*
For a wave pattern	7 minutes*
For just a bend	10 minutes or more*

*These times are only approximate. You will learn to judge your own CAT times as you become familiar with the technique.

Note: Test curl for CAT time every two minutes, extensive CAT time may result in loss of curl.

2. When the test curl resembles the roller size, proceed with neutralizing.

The Rod-to-Roller Transfer produces a permanent style that requires very little maintenance.



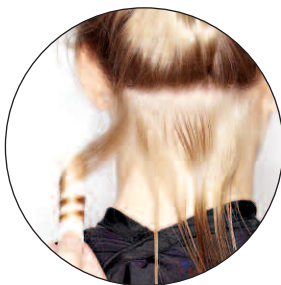
SPIRAL PERM

This technique is for long, one length hair. Perm rods combined with a special method of wrapping will produce a beautiful, uniform corkscrew curl pattern from root to end. A design that is easy to maintain!

1. Prior to perming, shampoo with Remove All-Plus to remove any mineral deposits that may interfere with perming. Evenly apply Moistureze Wrapping Lotion to entire head.
2. Select rod size according to the amount of curl desired. Section size is determined by the diameter of the rod.
3. Beginning in the nape area, take a horizontal parting the diameter of the rod and the length of the nape. Then, take a vertical parting using the same rod diameter, creating a square section.
4. Hold the rod vertically. Begin wrapping the hair uniformly, up the rod without overlapping. Secure band. Rod will hang vertically.
5. Continue wrapping the entire head in this manner going from the nape to front. When finished, the wrap will have a shingle effect with each layer of rods partially overlapping the layer beneath it. As you get toward the occipital area, horizontal partings will go to the front hairline.

Note: We do not recommend altering direction of the rods within the same row because this will produce uncontrollable volume. We recommend wrapping all the rods in the same direction or alternating direction by rows.

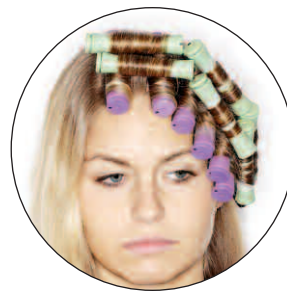
6. Apply Protage, cotton and the appropriate perm from Tressa's Perming System. Process according to directions.



RAILROAD WRAP

This technique is designed for medium to long hair. It creates a firmer curl at the scalp and a softer, more open curl at the ends.

1. Prior to perming, shampoo with Remove All-Plus to remove any mineral deposits that may interfere with perming. Evenly apply Moistureze Wrapping Lotion to entire head.
2. Select two different rod sizes: a smaller rod for the horizontal position and a larger size rod for the vertical position.
3. Establish a center or side part. Using the length of the rod, create sections from the center or side part down.
4. Starting with the smaller rod, take a horizontal parting, no longer than the width of the rod. Wrap to the scalp.
5. Take a second horizontal parting of the same size and clip it out of the way.
6. Continue wrapping in this fashion until the section has been completed.

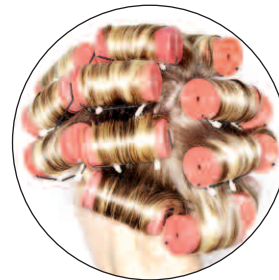


REVERSE PERMING

Reverse Perming was designed to create a looser curl formation on naturally curly hair; however, it is not recommended for extremely curly hair.

1. Prior to perming, shampoo with Remove All Plus to remove any mineral deposits that may interfere with perming. Evenly apply Moistureze Wrapping Lotion to entire head.
2. Select the roller size according to the amount of curl desired.
3. Wrap hair smoothly on magnetic rollers. Secure with plastic clips at the base. Direct rollers according to desired style. Continue wrapping until complete.
4. Apply Protage, cotton and Full Cycle (Full Cycle is the only perm recommended for Reverse Perming.)
5. Begin test curl in 10 minutes. Hair should be processed until the natural curl pattern relaxes to the size of the roller.
6. Place a hair net over rollers before rinsing to stabilize wrap. Rewrap any rollers that loosen during rinsing.
7. Follow recommendations for air neutralizing and neutralizing.

Note: Reverse Perming is not recommended on color treated hair.



Appendix-A

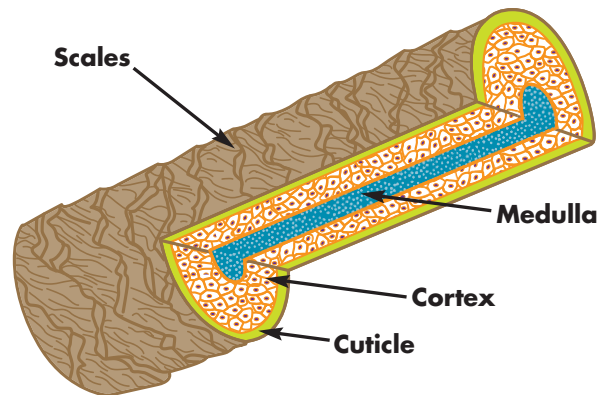
CHEMISTRY OF THE HUMAN HAIR

Hair for early humans was primarily protection from a harsh environment. Today, it is much more than that; our hair can express our varied lifestyles and reflect our fashion preferences. We can wear it long or short or in-between, and because of its unique physical and chemical properties, we can change its shape and color to suit our needs and desires.

It is important to have a basic understanding of hair's structure, physical properties, and chemical bonds to understand and become proficient with any permanent wave.

Hair Structure

If we sliced a hair in half and looked at the cross section of the shaft under high magnification, we would see the three distinct structures in the illustration: the cuticle, the cortex and medulla.



Cuticle

The cuticle is the scale or shingle-like protective covering of the shaft. It is hydrophobic (water-repelling) and protects the hair from chemical attack. The hydrophobic properties and/or porosity of the hair can be demonstrated by placing one strand of clean, dry hair in a glass of water. If the cuticle is intact, the hair floats on the surface; if not, it will rapidly sink below the surface. For a permanent wave solution to change the structure of the hair, it must penetrate the cuticle.

Cortex

Underneath the cuticle is the cortex, the primary structural segment of the hair shaft that contains the protein chains. These long, high molecular weight chains give hair its strength and elasticity. These chains contain three primary bonds that are affected by permanent waving: disulfide, hydrogen and salt bonds. The cortex is hydrophilic (water-loving) and readily absorbs water. Also, the pigment within the cortex determines the natural color of the hair. Permanent changes are made in the cortex during perm and color services.



Medulla

The medulla is like a small, hollow tunnel in the center of the hair shaft. It is not necessarily a continuous tunnel. It may occur in a random manner.

Physical Properties

Now that we have seen the actual structure of the hair shaft, we are ready to move to the physical properties of hair: texture, density, elasticity, tensile strength and porosity. Each of these properties plays a critical part in the permanent wave process and must be carefully analyzed to ensure that the perm we choose for the client is appropriate.

Texture

Hair texture is the diameter or thickness of an individual hair strand. Coarse hair has a larger diameter than fine hair. The hair's texture may affect the strength of the permanent wave you choose.

Density

Density refers to the number of hairs on the individual's head. The average head has between 100,000 and 150,000 hairs, and normally loses 50-100 hairs each day. Density affects the size of your perm section; the denser the hair, the smaller the section to ensure proper curl formation.

Elasticity

Elasticity is a prime indicator of the hair's condition. Elasticity is defined as the ability of the hair to return to its original length after being stretched. Elasticity is evident in wet hair. If the hair is stretched too far, it will never recover completely and is damaged permanently. When hair is dry, it cannot be stretched without breaking.

Tensile Strength

Tensile strength is determined by the condition of the cortex. It is the amount of stress the shaft can withstand without breaking. The healthier the hair, the more stress it can withstand and the greater the tensile strength. Tensile strength is also affected by chemicals and excessive heat.

Note: *Hair's elasticity and tensile strength determine how aggressive a perm service the hair can handle.*

Porosity

Porosity refers to the hair's ability to absorb water, and is determined by the condition of the cuticle. The more cuticle damage, the more porous the hair.

In perming, the cuticle must be lifted, allowing the solution to enter the cortex and rearrange the disulfide bonds to the new formation. If the cuticle has been damaged by too harsh or too frequent chemical services, the hair may be overly porous and will not hold curl.

Now let's look at the chemical bonds that give hair its strength and their vital role in the perming process.



Chemical Bonds In The Hair

In permanent waving, the permanent wave solutions react with the principle chemical bonds in the hair. The important reactions take place in the cortex, where the long protein chains are located. These chains exist in a helical configuration similar to a coil spring or spiral.

The three most important bonds that give strength to the protein chains are: disulfide bond, hydrogen bond and salt bond.

1. The Disulfide Bond

The disulfide bond is the primary bond affected in permanent waving. This strong, permanent chemical bond between two sulfur atoms occurs in the amino acid, Cystine.

Cystine is the major amino acid in the hair structure, consisting of approximately 17% of the amino acid content. The waving lotion is necessary to break the disulfide bonds and neutralizer is necessary to rejoin them in their new configuration.

2. The Hydrogen Bond

Although relatively weak, the hydrogen bond occurs in great numbers and provides about one-third of the hair's strength when dry. The hydrogen bond has not received much emphasis in permanent wave chemistry, but it plays a very important role that we shall discuss later. The hydrogen bond is broken by taking on water (hydration). These bonds are broken with water and rejoined temporarily by setting hair on rollers, then drying.

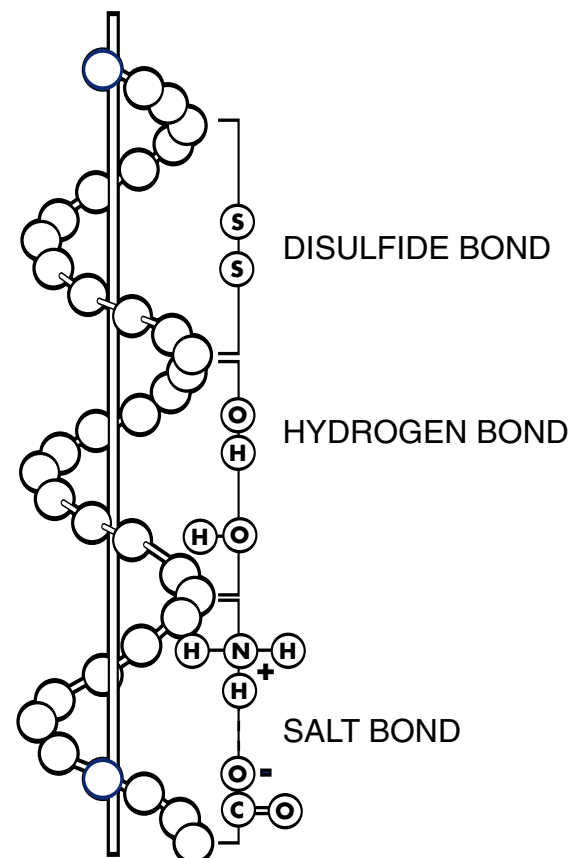
3. The Salt Bond

These relatively strong bonds also account for about one-third of the hair's strength. They are referred to as "ionic" bonds because the bond between protein chains is due to the attraction of unlike electric charges: positive (+) and negative (-).

When a molecule takes on an electric charge, it is said to be "ionized." Like charges repel and unlike charges attract. The salt bond, like the hydrogen bond, is broken by water. By breaking and rejoining these bonds, we give hair a temporary or water set.

Note: There are electrical charges that affect the hair and how different products react in the hair. They are "cationic" (+) and "anionic" (-) charges. Damaged sites in the hair have a negative (or anionic charge) that attracts the positive (or cationic charge). When cationic and anionic charges attach, they create an "ionic" bond or neutral effect. When everything is neutral, it creates an "isoelectric point." This is the point in which the hair is considered its healthiest.

Electrical charges play an important role in conditioning. For example, because the Tressa Neutralizer contains a cationic or positive-charged conditioning agent, it will attract to the negative charges of the hair, strengthening it.

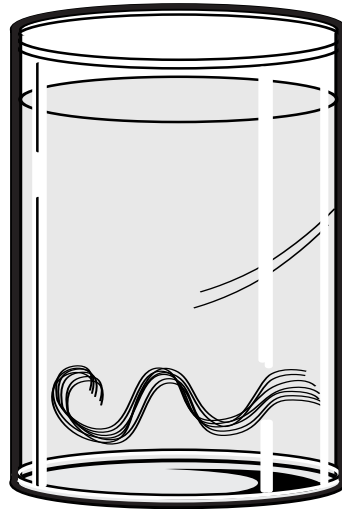
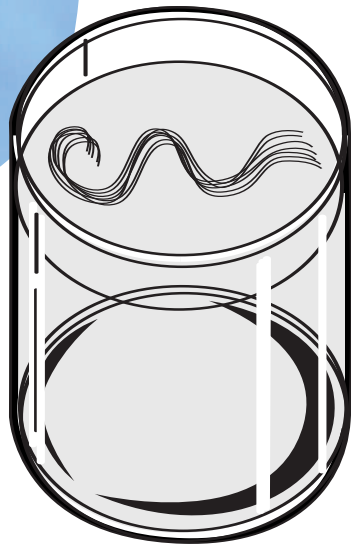


Appendix-B

THE SINK OR SWIM TEST

The Sink or Swim Test is used to determine whether or not the hair is capable of accepting chemical services. After performing this test, if you're still unsure whether to perm, perform a Preliminary Test Curl in the porous or chemically treated area of the head (See Appendix C).

1. Fill a glass with water and place a clean, dry strand of the client's hair that has been cut from the most damaged area.
2. After the strand has been placed in the water, observe whether or not it sinks.
3. If it stays afloat, proceed with chemical services. The cuticle is healthy.
4. If the hair sinks, do not proceed with any chemical services. The cuticle is damaged and porous.



Appendix-C

PRELIMINARY TEST CURL

By performing a preliminary test curl, it will ensure that your perm choice is the correct one, as well as determine if the hair is permable. The time it takes to perform this test curl is time well spent, for it will eliminate potential disasters and costly re-dos.

1. Shampoo hair with Remove-All Plus.
2. Take a small section in the porous or chemically treated area of the head.
3. Wrap one perm rod.
4. Clip hair surrounding the rod out of the way and apply a sufficient amount of Quenching Conditioner to the surrounding hair.
5. Apply appropriate perm and follow perm directions.
6. The preliminary test curl results will indicate if your perm choice is correct, and if the hair can withstand a perm at that time. If the hair breaks or discolors after the curl is dried and combed out, do not give the perm. Do not give the perm unless you are sure no further damage will occur.

Tressa's Perm System encompasses a variety of hair types ranging from resistant to fragile. The purpose behind Tressa's Perm System is to eliminate the guesswork in perm choice, to reduce inventory and produce beautiful curl formation while leaving the hair in optimum condition.



Appendix-D

The "I-T" Test (Internal Tension)

Perform the I-T Test to determine the minimum size rod required for proper internal tension to break the bonds. The I-T Test is essential in doing all Tressa perm techniques. If the bonds have not been sufficiently broken down and reformed during processing, the results will be a weak curl formation or early relaxation of the perm.

1. Take a single strand of clean, towel-dried hair from the crown area. Hold the strand between thumb and forefinger of each hand about 1 1/2 inches apart.
2. Slowly move your hands toward each other to form an arc with the hair strand.
3. As you continue to move your hands closer together, the hair will suddenly twist into a complete loop.
4. The size of the loop at the twist point indicates the rod size required for proper internal tension to break the bonds.

Note: If the "I-T" Test indicates a white rod or larger, the Rod-to-Roller Transfer Technique is not necessary. A larger rod will produce sufficient internal tension for desired result.



Appendix-E

The Chemistry of Permanent Waving

Now that we have discussed the hair's structure, physical properties and the major chemical bonds in the hair, we are ready to look at the chemistry of permanent waving. There are two important steps during permanent waving: breaking of the bonds and rejoining of the bonds. Both steps are equally important and will be discussed in this section.

Breaking The Bonds: The Waving Lotion

Breaking of the bonds begins with a waving lotion. Tressa's Perming System offers four different systems to break the bonds: acid, buffered acid, buffered alkaline and alkaline.

Tressa's Acid System uses GMT (glycerylmonothioglycolate) as the active waving agent and has a pH of 7 or below. This gentle waving agent requires the addition of heat to break the disulfide bonds.

Tressa's Buffered Acid System uses GMT as the main waving agent and is buffered to a pH greater than 7. This gives the waving lotion extra strength and eliminates the need for dryer heat.

Tressa's Buffered Alkaline System uses ATG (ammonium thioglycolate) as the main waving agent and includes ammonium salt, such as ammonium bicarbonate. The ammonium salt maintains the pH at the lower level. Dryer heat is necessary for processing.

Tressa's Alkaline System uses ATG as the active waving agent and has a pH of 9 or above. This waving agent does not require the heat of a dryer.

In order for a permanent waving lotion to penetrate, you must swell the cuticle.

In Tressa's Perming System, this is done in one of four ways:

1. The addition of heat.
2. The addition of an alkaline ingredient to an acid.
3. An alkaline ingredient with the addition of a dryer in the case of extremely resistant hair.
4. An alkaline ingredient by itself.

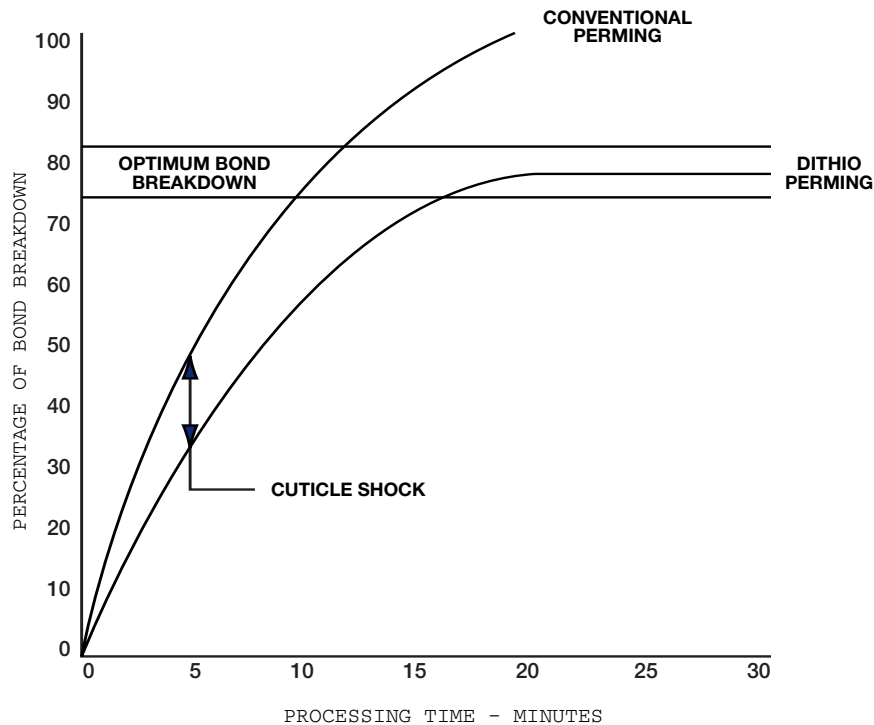
Once the waving lotion has entered the hair, it breaks the disulfide bonds so they can shift to the new configuration. Timing is of utmost importance during this process to prevent excess swelling, overprocessing, and underprocessing.

Stop-Action Perming

Tressa has added diammonium dithiodiglycolate or “dithio” to Zone Control, Colourage and Versatage. Dithio helps prevent excess swelling and overprocessing. Dithio is a large molecule that will slide into the hair when sufficient bonds have been broken, stopping the processing. Dithio creates Stop-Action processing – stopping the processing where the bonds have been broken, while continuing to process where needed.

Excessive swelling and overprocessing are eliminated with the combination of proper timing and the addition of dithio.

Stop-Action perming is different from self-timing. Stop-Action perming is a controlled processing that requires a test curl to prevent underprocessing. Self-timing perms do not require a test curl and are merely processed for an average processing time, leaving your results to chance.



Conventional

1. Rapid initial reaction rate.
2. Rapid swelling and cuticle lifting.
3. Designer has narrow time slot to determine proper test curl, and avoid overprocessing.

Dithio

1. Slower, controlled initial reaction rate.
2. Smoother, less swelling.
3. Reaction stops in optimum break-down range, eliminating overprocessing.

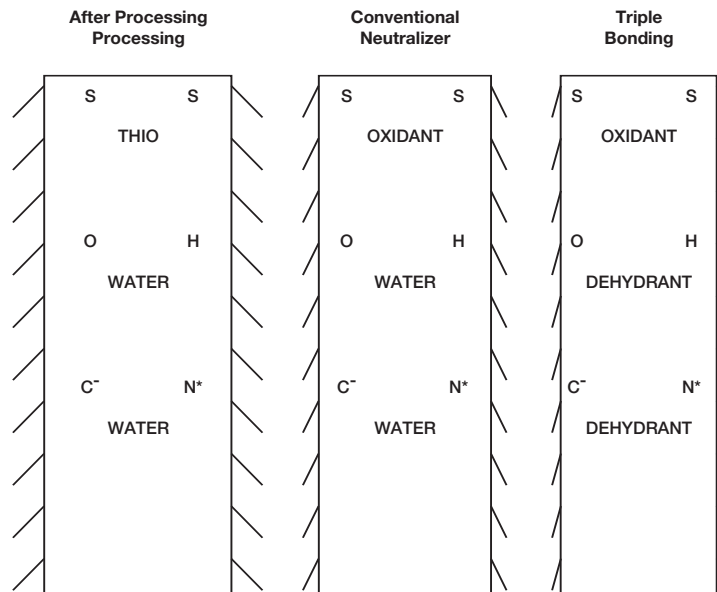
Rejoining The Bonds: The Neutralizer

The second chemical step in permanent waving is the rejoining of the broken disulfide bonds in their new configuration. This is commonly known as neutralization. All neutralizers require an oxidizing agent, such as hydrogen peroxide, to rejoin the disulfide bond.

However, during processing, many salt and hydrogen bonds are also broken. As salt and hydrogen bonds are broken, they take on water, which accounts for some of the swelling of the hair. Generally, the salt and hydrogen bonds do not rejoin until the hair is finally dried.

Conventional neutralizers rejoin only the disulfide bonds. The hydrogen and salt bonds are not rejoined during conventional neutralization, and as a result, excess moisture is left in the hair. Thus, the perm is not completely stabilized.

Tressa's neutralizers (which contain a silicone dehydrant), combined with air neutralization, help remove water from the salt and hydrogen bonds, in a sense, drying them. Removing the excess water allows all three bonds to rejoin simultaneously – which helps insure a uniform, controlled curl pattern, superb conditioning, and no relaxation.



Triple Bonding Effects

Tressa's neutralizers make it possible to rejoin salt and hydrogen bonds during neutralization, resulting in a stabilized perm. Tressa's "Triple Bonding Effects" generally allow for immediate shampooing, conditioning and hair-color services. "Triple Bonding Effects" are a unique feature of Tressa's Neutralizers.

Tressa's Perming System includes these unique features:

1. Stabilized pH while processing, even with the addition of heat.
2. Air neutralizing to aid in the rejoining of all three bonds.
3. A silicone dehydrant in the neutralizer, which produces "Triple Bonding Effects."
4. The choice of an appropriate perm for every client.

Tressa Product Systems

Tressa's technology and innovation have set the standard for more than **39 years**. This expertise is in each of our color, perm and support systems to help you create beautiful hair practically, predictably and profitably.

Tressa's color system is easy to use, with beautiful results that are easy to love. Tressa colors have special conditioning agents that work to make hair vibrant and touchable with wonderful, healthy shine.

Tressa's logical system of perms allows you to achieve the desired amount of curl, body or texture and shiny, healthy-looking hair ... every time. The natural extension to Tressa's perm and color systems is a complete line of support products for cleansing, conditioning, styling and finishing. Our support systems are designed to ensure your perm or color results are maintained as beautifully as you created them.

For more information on all of Tressa's Wave, Color, Color Support and Care & Styling Systems,

Call 1-800-879-8737 for the Tressa distributor nearest you.



Color System

Natural-looking, healthy color is more in demand than ever before. Meet this demand with Tressa's Colourage Color system. Colourage Permanent Gel Color shades contain oleic acid to help keep color healthy and conditioned. You'll create fabulous blondes, lasting reds, and work wonders with gray coverage.



Colourage Permanent Gel Color

- **Natural Series**

Brown-based tones that are perfect for covering gray or adding neutral tones to your color formula

- **Gold Series**

Beautiful gold-based colors that enhance gray coverage and won't go brassy or fade off tone

- **Ash Series**

Uniquely designed to result in natural-looking shades with soft, cool tones

- **Red Series**

Extraordinarily vivid, translucent red shades that retain their depth and tone

- **Beige Series**

Perfect for creating champagne blondes or adding champagne tones to a natural brown base

- **Custom Series**

Brilliant tones including rich eggplant, burgundy wine, true copper and strawberry blonde



Irresistible Deposit-Only Color

A new generation of hair color that meets the demand for better gray coverage and healthy-looking hair with rich, vibrant color.

- Delayed Oxidation Process oxidizes in the hair, not in the air

- Gentle, no-lift, ammonia-free formula

- Low-peroxide Processor for gentle processing

- Excellent conditioning benefits

- Added shine

- 30 beautiful shades plus Clear, which lets you create exciting custom colors



LITEWORX Lift & Tone System

- The LITEWORX LTC Complex allows you to lift up to 7 levels while it tones and conditions in a single application
- Has a specially designed formula of wheat protein, oleic acid, chamomile extract and other powerful lifting, toning and conditioning ingredients
- Create one-step highlight and lowlights with perfect tonal results and a shiny, silky finish in as little as 20 minutes!



LITeNUP Dual Moisturizing Powder

- A fast acting on and off the scalp lightener/bleach
- Protects while it lightens and gives predictable results every time
- This high performance, de-dusted powder contains Aloe so it is gentle to the hair and scalp and conditions while it lifts



Watercolors Color Maintenance Shampoos

- Sulfate-free shampoo that deposits a small amount of color while cleansing
- Keeps clients' hair color vibrant and true-to-tone between appointments

In the hands of Professional Colorists, Watercolors can also:

- Customize tones right after a color service
- Maintain tone of pre-lightened hair
- Add temporary highlights with foil application
- Correct color that has been damaged by the sun
- Fill porous hair before a color service
- Gently deposit color on damaged hair
- Boost retail sales when recommended to every color client



Hair Care System

Keeping hair free of build-up while protecting, nourishing and moisturizing help create beautiful, healthy, go-ahead-and-touch-me hair. Made from the finest ingredients and blended to perfection, Tressa offers a shampoo and conditioner for every hair need.

REPLENISHING SHAMPOO

The gentle, caressing, caring power to cleanse, protect and replenish colored and waved hair.

REPLENISHING CONDITIONER

A perfect blend of renewing, refreshing and replenishing nutrients, essential to protect and maintain colored and waved hair.

QUENCHING SHAMPOO

Dive in to quenching nutrients to rejuvenate and rehydrate dry hair and scalp, without weighing hair down.

QUENCHING CONDITIONER

The ultimate moisture replenishment for hair and scalp without the weight. Beyond refreshing...it's quenching!

CLARIFYING SHAMPOO

Clear the build up! Clarifying daily shampoo gently removes styling product residue from hair and scalp while adding body and radiant shine!

CLARIFYING RINSE

The styling product build-up has been removed...now seal, protect and condition the hair before you style it again.



Styling System

Tressa's styling products are formulated specifically to be intermixed. You control the texture, support and overall design when you mix, dab, and blend products. No more product limitations, the power is finally in the hands of the stylists!



TRANSFOAMING GEL

- Awakens even the finest hair with sensational body, volume and shine.
- Medium to firm hold.

PERK-IT CURL ENHANCER

- Rejuvenates permed and naturally curly hair.
- Tames frizz and lengthens life of every perm.

FORMING CREAM

- Invisible, light-hold with thermal conditioning and protection.
- Builds volume, texture, curl and style definition.
- Tames frizz while adding shine and condition.

SUPPLEX STYLING LOTION

- Creates curl and builds volume.
- Traditional setting lotion.
- Apply before thermal tools.

TEXTURIZING PASTE

- Remains flexible and re-workable.
- Add texture and dimension to short, contemporary styles.
- Perfect for soft spiking, shaping and finger piecing.

AGALZE FORMING LOTION

- Original Tressa formula and fragrance
- Enhances movement and shape
- Adds fabulous shine
- Air dries to a wet look

STYLING GEL

- Amazing firm hold gel.
- Builds maximum volume and fullness.
- Gives superior hold for styling and finishing.

BRACE

- Rock-hard styling gel
- Great for fine or thinning hair

WORKING & FINISHING SPRAY

- The best of both worlds

- Flexible hold that's soft to touch
- Remains pliable with long-lasting support
- Builds texture and volume

WORKING SPRAY

- Builds maximum support and texture, while leaving hair brushable.
- Strong, flexible hold and added shine.
- Firm foundation for any style.

FINISHING SPRAY

- Fast-drying spray with a firm hold.
- Invisible, pliable, long-lasting style setter.
- Adds healthy shine.

BALANCING MIST

- Light-weight, leave-in conditioner with thermal and UV protection.
- Controls static and flyaway hair.
- Use before or after any chemical service to balance and condition.
- Excellent cutting lotion!

REVITALIZING CREAM

- Penetrating, leave-in thermal conditioning and protection.
- Tames frizz, detangles and adds shine.
- Perfect for any hair type.

Professional System

Leave the bounce in clients' steps with these must-have perm support products.

MOISTUREZE

Moistureze is the "wetter than water" wrapping lotion that helps perm tools grip the hair, allowing faster wrapping time and more even curl patterns.

PROTAGE

Apply Protage around the hair line to protect skin and eyes from irritation during any chemical service.

REMOVE-ALL PLUS

Deep cleanse hair down to the shine! Remove All Plus Shampoo purifies hair of product buildup, hard water deposits and other harsh contaminants that dull hair and interfere with chemical services. Shampoo hair with Remove All Plus before every wave and relaxing service to ensure natural-looking, consistent results. Also removes hard water deposits that hinder color services. (Available only in professional sizes.)



Glossary

a

Acid: Anything below 7 on the pH scale.

Air Neutralization: The time after blotting that allows the bonds to start rejoining prior to the application of neutralizer.

Alkaline: Anything above 7 on the pH scale.

Ammonium Thioglycolate (ATG): Active waving agent in alkaline waves.

Anionic: Products or the hair itself that carry or have a negative charge.

b

Base Placement: How the rods sit on the head in relationship to the parting.

Buffered Acid System: A system of perming that primarily uses GMT as the waving agent and is buffered to a pH greater than 7.

Buffered Alkaline System: A system of perming that uses ATG as the main waving agent and includes an ammonium salt to maintain the pH when dryer heat is added.

c

Curl Adjustment Time (CAT): Time needed after the transfer during the Rod-to-Roller Transfer to allow the curl to open up to the new formation.

Cationic: Products or the hair itself that carry or have a positive charge.

Cortex: The primary structure of the hair shaft that contains the chemical bonds.

Cuticle: The shingle-like, protective outer layer of the hair shaft.

Cystine: A major amino acid in the hair structure.

d

Demi-Permanent Haircolor: Haircolor products that deposit only and do not lift natural pigment.

Density: The amount of hair per square inch.

Disulfide Bond: The primary bond that is altered during permanent waving.

Diammonium Dithiodiglycolate (Dithio): Ingredient added to some perm solutions to prevent excess swelling and overprocessing, resulting in stop action.

Double Processed: Refers to an entire head of bleached hair, whether bleached and toned or just bleached.

e

Elasticity: Ability of the hair to stretch and come back to its original shape.

Exothermic: Self-heating.

f

Fragile Normal: Hair that has typically fine texture, weak elasticity and tensile strength, and no previous chemical treatment.

Fragile Tinted: Any hair type that has been color treated and shows signs of excessive damage. This may include all hair textures

g

Glycerylmonothioglycolate (GMT): Active waving agent in acid and buffered acid perms.

h

Healthy Tinted: Any hair type that has been color treated and shows minimal signs of damage.

High Lift Tint: Hair that has been color treated with a formula mixed with 30 or 40 volume developer or blinding booster.

Highlighted: A technique where selected hair strands have been color treated with either bleach or color.

Hydrogen Bond: One of the hair's primary bonds. It makes up one third of the hair's strength and can be broken with water.

Hydrogen Peroxide: An oxidizing agent used as the active ingredient in neutralizer.

Hydrophilic: Water loving.

Hydrophobic: Water repelling.

i

Internal Tension: A combination of tension and compression that occurs when hair is wrapped on the proper rod size.

Ionic: A neutral effect that results when a cationic(+) and anionic(-) charge attach.

Isoelectric Point: A balance of positive and negative charges in the hair, the point at which hair is the healthiest.

m

Multiple Porosity: A mixture of healthy hair and hair that shows signs of damage from the sun, thermal styling, the environment or chemical services.

n

Neutralization: The second chemical step in permanent waving when the disulfide bonds are rejoined.

Normal: Hair that has no previous chemical treatment or damage from outside elements.

O

Overprocessed: Hair that has been excessively damaged by chemical services resulting in hair that looks curly when wet, then frizzy and straight when dry.

P

pH Scale: A scale ranging from 0-14; recognizing below 7 as acid, 7 as neutral and above 7 as alkaline.

Porosity: The ability of hair to absorb and retain moisture.

r

Resistant: Hair that is extremely healthy and hard to penetrate during a perm or color service.

S

Salt Bond: One of the three primary bonds responsible for one third of the hair's strength and can be broken with water.

Semi-Permanent Haircolor: Haircolor products that last in the hair through several weeks of shampooing. They penetrate the hair shaft slightly but do not coat like rinses. Semi-permanents come in many different forms and produce natural looking tones.

Silicone Dehydrant: A chemical ingredient added to Tressa neutralizer that helps in the removal of excess moisture. This aids in the rejoining of the hydrogen and salt bonds.

Stabilizers: A variety of tools used to support perm rod bands to alleviate stress on the hair during processing.

Stop-Action: Stops the processing where the bonds have been broken and continues to process where needed.

t

Tensile Strength: Relates to the condition of the cortex layer and the amount of stress the hair can withstand without breaking.

Tension: The amount of stress applied to the hair while wrapping a rod.

Test Curl: The procedure to determine when processing is complete.

Texture: The actual diameter or thickness of an individual hair strand.


Triple Bonding Effects: A reaction during neutralization that allows the hydrogen, salt and disulfide bonds to rejoin.

u

Underprocessed: Hair that was not processed long enough, resulting in poor or no curl.







For more
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