



WELLA THE HEART OF HAIRDRESSING

wella.com/education



CREATINE⁺
PERMANENT CURLS AND
STRAIGHTENING SERVICES

TECHNICAL FOLDER

INTRODUCING NEW CREATIVE⁺

OUR NEW AND IMPROVED PRODUCTS FOR PERMANENT CURLS AND STRAIGHTENING SERVICES

- NEW COMBINATION OF HIGH-CONDITIONING AGENTS
- NEW REDBERRY ROSE PERFUME - Milder odor for more pleasant client experience
- NEW PACKAGING AND SIMPLIFIED NAVIGATION
- NEW PERMANENT CURLS AND STRAIGHTENING SERVICES WITH WELLAPLEX
- NEW "READY-TO-USE" NEUTRALIZER FOR CURLS AND WAVES

NEW PACKAGING WITH EASY NAVIGATION

CHOOSE YOUR VARIANT DEPENDING ON CURL TYPE AND CLIENT'S HAIR TYPE.

CREATIVE⁺ lines have variants for normal to resistant hair and for colored or sensitized hair.
Straight range now also has products for highlighted or very sensitized hair.



CREATIVE⁺ CURL - FOR BOUNCY CURLS

Two variations: (75ml / 250ml)

CURL (N) - For normal to resistant hair

CURL (C) - For colored or sensitized hair



CREATIVE⁺ WAVE - FOR NATURAL WAVES

Two variations: (75ml / 250ml)

WAVE (N) - For normal to resistant hair

WAVE (C) - For colored or sensitized hair

CREATIVE⁺ NEUTRALIZER

ONE NEUTRALIZER FOR BOTH CURLS AND WAVES

Ready-to-use - no need to mix with water (1000ml / 100ml)



CREATIVE⁺ STRAIGHT - FOR PERMANENT STRAIGHTENING

Three variations: (200ml)

STRAIGHT (N) - For normal to resistant hair

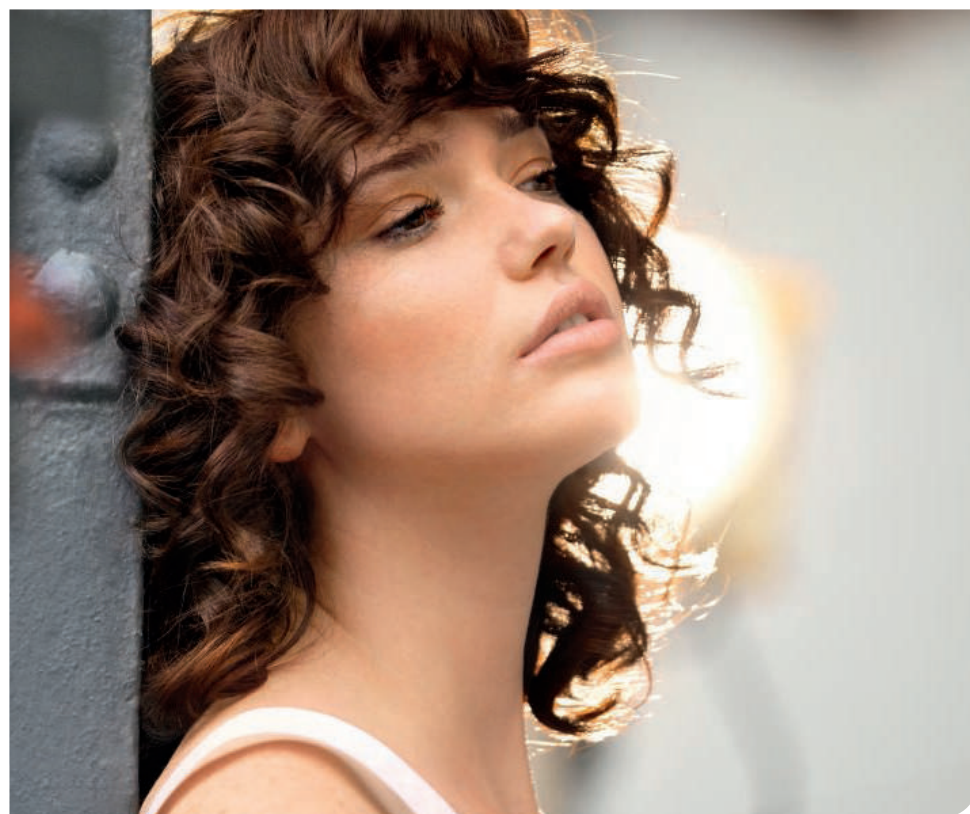
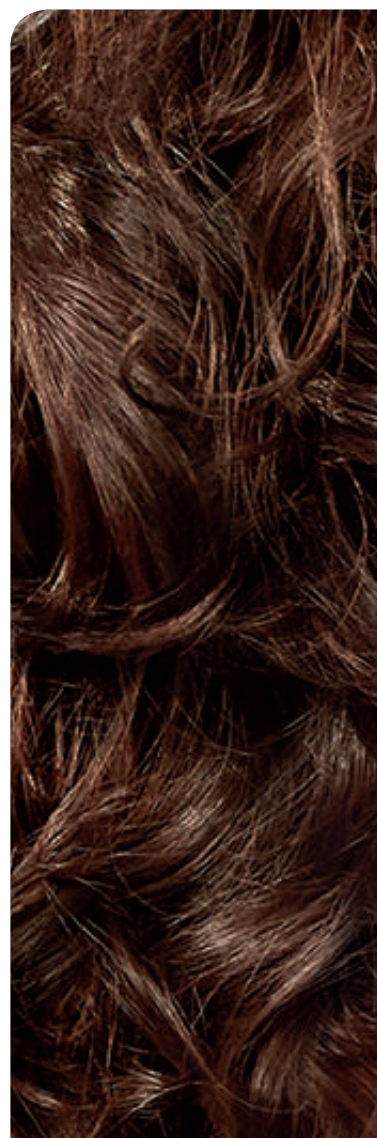
STRAIGHT (C) - For colored or sensitized hair

STRAIGHT (H) - For highlighted or very sensitized hair

STRAIGHT NEUTRALIZER

(1000ml)





WITH NEW
REDBERRY ROSE
FRAGRANCE



NEW



**CREATINE⁺
COMPLEX**

OUR NEW COMBINATION OF HIGH-CONDITIONING AGENTS



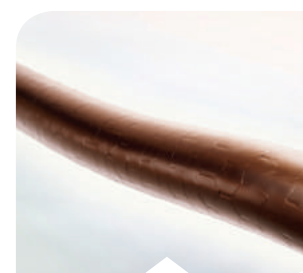
CREATINE



HYDRO-CONDITIONER MOLECULES

HELP TO CONDITION THE HAIR DURING
THE TEXTURE TRANSFORMATION
PROCESS FOR INCREASED ELASTICITY,
BOUNCINESS AND SHINE.

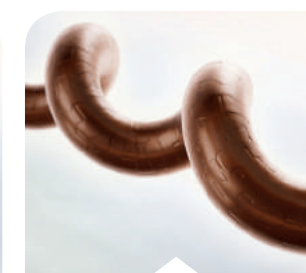
DURING PERM PROCESS



Hair before
perm service.



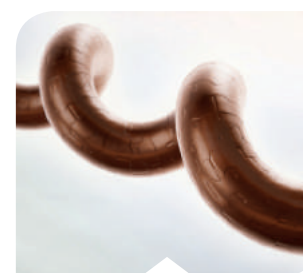
New CREATINE⁺
complex will help to
condition the hair
during perming.



Result:
Shinier curls
with more bounce.



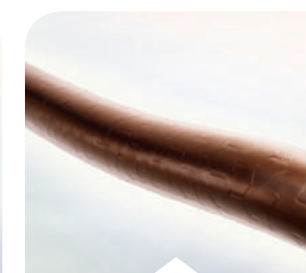
DURING STRAIGHTENING PROCESS



Hair before
straightening service.



New CREATINE⁺
complex will help to
condition the hair
during straightening.



Result:
Smoother, shinier hair
with less frizz.



NEW

PERMANENT CURLS AND STRAIGHTENING SERVICES

WITH WELLA**PLEX**

RECONSTRUCT HAIR BONDS FOR STRONGER HAIR*

Our new texture line has been designed to work hand in hand with WELLAPLEX for new and improved texture services.



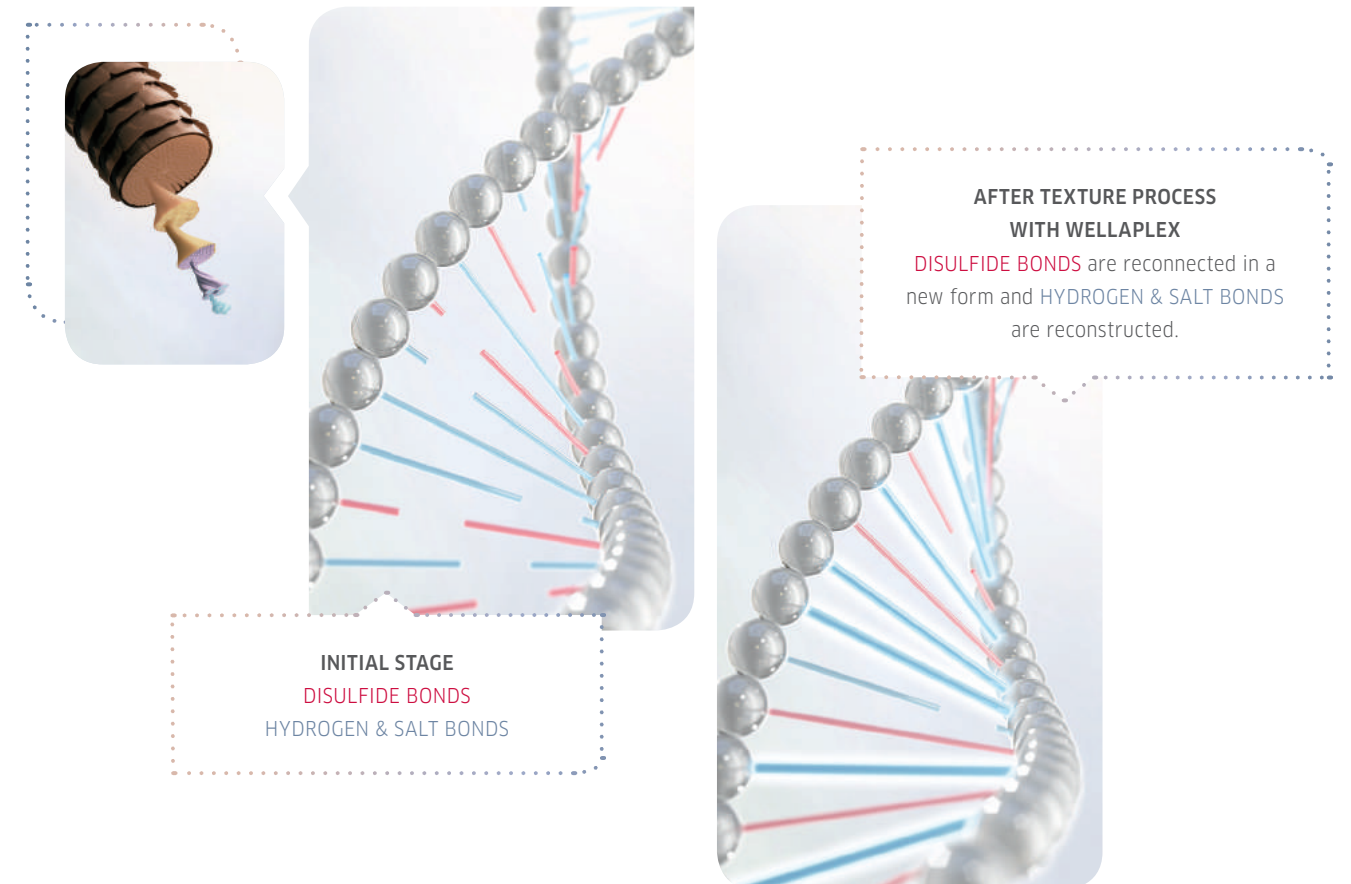
BONDS

Hair is formed mainly by proteins. Its main protein being keratin. Keratin is made of amino acids which form different bonds, the most important ones are DISULFIDE BONDS, HYDROGEN BONDS and SALT BONDS. These different types of amino acid bonds are working together to make hair such a strong, yet flexible material. Amino acid bonds are important in determining the condition and strength of the hair.

HOW IT WORKS: ACTION WITH CREATIVE+ TEXTURE TRANSFORMATION PRODUCTS AND WELLAPLEX

Texture transformation products work with DISULFIDE BONDS. They are opened by perm lotion / straightening cream and fixed into new position with neutralizer. HYDROGEN and SALT BONDS can be broken if the hair is damaged (due to chemical process for example) – WELLAPLEX can reconstruct the HYDROGEN and SALT BONDS. Result: Reconnect more bonds during Permanent Curls and Straightening Services with WELLAPLEX for stronger hair.

WELLAPLEX CREATES MORE BONDS INSIDE THE HAIR, FOR STRONGER HEALTHIER HAIR.





BEFORE

CREATINE⁺ PERMANENT CURLS/WAVES

WITH WELLA PLEX

PREPARATION

1.

PREPARE the hair with INVIGO Aqua Pure Shampoo. Towel-dry.



3.

APPLY CREATINE⁺ Curl Lotion, then leave to develop. Determine the final development time by taking test curls at different areas of the head. Open a rod gently to see if the hair is curled.



APPLICATION

2.

WIND HAIR onto rods.



4.

WHEN the curls seem sufficient rinse well with rods on (rinse for 3 minutes).

CREATINE ⁺ CURL / WAVE VARIANT	WITH HEAT	WITHOUT HEAT
(C) FOR COLORED OR SENSITIZED HAIR	8 - 12 min	10 - 20 min
(N) FOR NORMAL TO RESISTANT HAIR	10 - 15 min	15 - 20 min



NEUTRALIZING



7.

TOWEL DRY and style with EIMI Ocean Spritz for defined look enhance curls with curler. For more casual look scrunch the curls let air dry.



RECOMMENDED HOME CARE AND STYLING REGIMEN

- INVIGO NUTRI-ENRICH Shampoo, Conditioner and Mask
- FUSION Shampoo and Conditioner
- EIMI Sugar Lift

5.

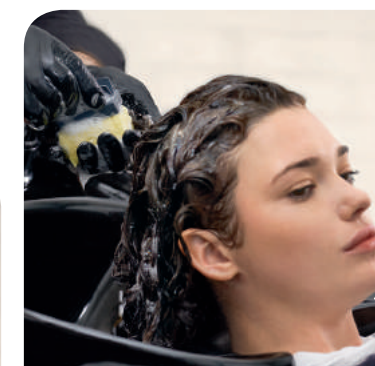
NEUTRALIZING: After rinsing gently, remove the excess water by tapping with a towel. Measure 100 ml of neutralizer (ready-to-use) in a bowl. Apply 2/3 of the neutralizer on rods with a sponge and leave in for 5 minutes. (You may also use an application bottle).

BEFORE NEUTRALIZING
In case service with WELLAPLEX, apply N°1 Bond Maker after rinsing off the curl lotion. Mix WELLAPLEX N°1 Bond Maker with water (1:6). Apply on rods and develop for 5 minutes. Rinse.



6.

REMOVE the rods. Apply the remaining 1/3 neutralizer mixture onto the hair and leave to develop for 5 more minutes.



ALTERNATIVE STEP 6

In case of service with WELLAPLEX, use N°2 Bond Stabilizer instead of post perm treatment. Apply on damp hair, develop for 10 minutes and rinse well.

CREATINE⁺ CURL & WAVE NEUTRALIZER:
Ready-to-use neutralizer - no need to mix with water.





BEFORE

CREATINE⁺ PERMANENT STRAIGHTENING

WITH WELLA PLEX

OPTIONAL: SHAMPOO the hair with INVIGO Aqua Pure Shampoo. Towel-dry.
This is an optional step and recommended only if needed.

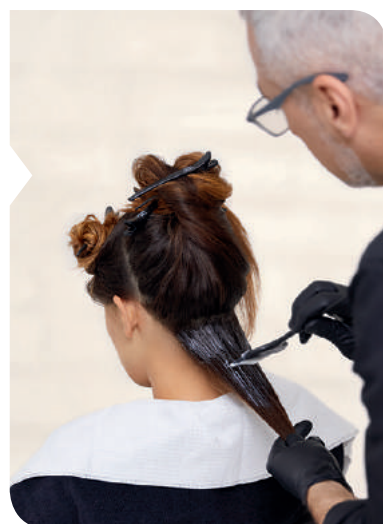
1.

APPLY the CREATINE⁺ Straight Cream evenly on hair section by section. Leave to develop following the developing time guidance. Check the softening process by a strand test.

STRAND TEST

Check the softening process with a strand test: twist a strand into a loop and see if it holds place for 2 seconds. If it holds, the hair has softened.

APPLICATION



3.

BLOW-DRY the hair straight in small sections using a round brush.



2.

RINSE the product out well.



AFTER STEP 2

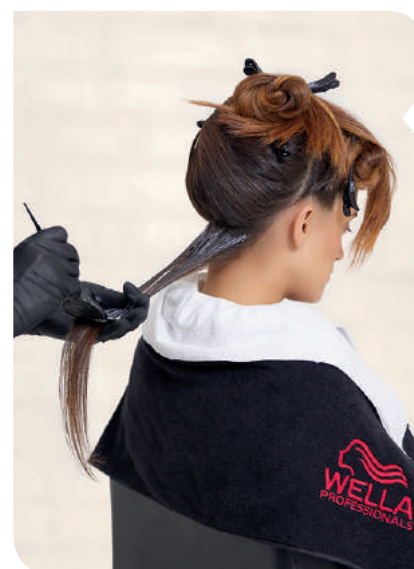
In case of service with WELLAPLEX:
Mix N°1 Bond Maker with water (1:6).
Apply on damp hair and develop for 5 minutes. Rinse.



4.

WHEN the hair is dry, straighten the hair with straightening iron, section by section. Work with sections of 1-1,5 cm.

NEUTRALIZING



5.

NEUTRALIZING: Apply Straight Neutralizer onto the hair strand by strand with a brush. Then leave to develop for 10 minutes.



6.

RINSE THOROUGHLY: Apply post perm service treatment and rinse well.



ALTERNATIVE STEP 6

In case of service with WELLAPLEX, use N°2 Bond Stabilizer instead of post perm treatment. Apply on damp hair, develop for 10 minutes and rinse well.

7.

TOWEL-DRY and style. Use few drops of Oil Reflections oil or EIMI Perfect Me in damp hair. Finish the look with EIMI Glam Mist.



HAIR TYPE / CREATINE ⁺ Straight variant (without heat)	THICK / COARSE HAIR	NORMAL HAIR	FINE HAIR
(H) FOR HIGHLIGHTED AND VERY SENSITIZED HAIR	15 min	10 min	5 min
(C) FOR COLORED OR SENSITIZED HAIR	15 min	10 min	5 min
(N) FOR NORMAL TO RESISTANT HAIR	25 min	20 min	15 min



RECOMMENDED HOME CARE AND STYLING REGIMEN

- INVIGO NUTRI-ENRICH Shampoo, Conditioner
- Oil Reflections Shampoo, Mask and Oil
- EIMI Perfect Me, Glam Mist