

eva | PROFESSIONAL

Perm Manual
Evondil Quaternium

Technical Department
2.005
V.1

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1) DIAGNOSIS AND SELECTION OF THE STYLING LIQUID

DIAGNOSIS

For a correct perm application, a previous analysis is essential, observing the customer's technical characteristics such as hair porosity, presence of other products remnants and hair type.

- **Intense grey hair**

Grey hair is crystallized hair whose transparent appearance is due to lack of pigmentation.

The melanin inside the hair becomes dry fusing all layers of the capillary fiber into a single, very solid one.

This poses a problem when it comes to perming hair that has become impermeable, since cuticle sealing into a single layer prevents the liquid from entering the hair, thus hindering the perming reaction.

For perming this type of hair the recommended liquid will be:

Evondil Quaternium No. 0

- **Very thick healthy hair**

A healthy and thick hair is a hair with a solid cuticle and whose structure has not suffered any type of chemical or physical alteration.

A healthy thick hair has a hard structure and very low porosity, similar to that of grey hair.

Its thickness will be 0,07 mm or more.

The perming liquid to be used for this type of hair will be the same as that of grey hair, i.e., the most active one:

Evondil Quaternium No. 0

- **Normal hair**

The keratin chains that make up normal hair make it easier to modify.

Since curling products will penetrate better and faster, a milder liquid than the above-named can be applied, thus preventing the drying effect of the curling agent while providing an active but not aggressive result.

The perming liquid recommended in this case will be:

Evondil Quaternium No. 1

- **Very dry or tinted hair**

In order to select the type of curling liquid, the most important aspects to keep in mind are the characteristics and degree of porosity of the tinted hair.

In this case, we will determine the chemical concentration depending on the degree of porosity and the touch of the hair. This will allow us not only to select the type of lotion, but also to estimate the need for, and the application method of, any protector that may be required.

The keratin chains that make up this type of hair generally produce a fine capillary structure. Its thickness is usually in the range of 0.03 to 0.04 mm.

The recommended perming liquid will be:

Evondil Quaternium No. 2

- **Highly sensitive or bleached hair**

The capillary structure in this type of hair is fragile and sensitive; therefore it is essential to choose the type of liquid and appropriate protection before starting to perm.

In this case we will assess the amount of protection and curling liquid concentration as a function of the hair porosity and condition.

Because keratin chains are almost absent in this type of hair, it is essential to exercise a continuous control of the technique.

The mildest liquid will be used.

The recommended perming liquid will be:

Evondil Quaternium No. 3

2) PERMING

This section is intended as a reminder of the steps to be followed for the perming and neutralizing process.

1. Brush the hair

This will allow us to check its quality and porosity, and it will help us to determine the type of liquid and styling system at the same time.

2. Select the type of curl

Here we will take into account the natural movement of the hair before perming, thanks to this previous analysis of the technique, we will be able to decide which type of curler and styling system to use.

3. Wash the hair

Before applying the perming technique it is very important to wash the hair, this way we prevent possible particles of dirt or remains of finishing products from interfering with the action of the curling liquid.

When carrying out the previous wash, keep in mind that acid products should never be used to prevent interfering with the physical reaction of the perm.

4. Towel dry to eliminate any surplus water

This will prevent any excess water from reducing the chemical action of the product.

In those cases in which the hair texture is extremely sensitive, it is not advisable to eliminate the surplus water.

5. Evaluate the hair quality for protector application

This assessment evaluates the need to apply protectors only to the most sensitive areas, generally applied to higher head zones from middle to ends.

If they are not necessary, apply the styling technique using the appropriate liquid number.

6. The curling technique will depend on the professional objective

Normally depending on the hair length, the professional will decide which application system, whether a direct or indirect technique, to use.

7. Once the direct or indirect technique has been applied

The professional will consider whether or not to perform supersaturation, which is not advisable in porous and sensitive hair.

We recommend that supersaturation be performed only in the last zones curled, using a curling liquid one number higher and applying protector to the most sensitive zones.

8. Small details are important for the final result

Placing the perming paper in the correct manner will prevent malnutrition of the capillary fiber at the tip of the hair.

Lifting up the curlers' rubber bands will avoid the appearance of marks and sensitiveness at the roots.

9. Cover the head with a plastic cap or apply dry heat

This will speed up the rising process of the curling technique and will also facilitate product penetration.

10. Check the action of the liquid every 10 minutes

It is highly recommended that the styling reaction be continuously controlled, especially in the case of highly sensitive hair, such as tinted and bleached hair. This will allow us to precisely adjust the curling as required by the professional.

11. Once the curling time is over, neutralize

3) NEUTRALIZING

The neutralizing process determines the duration and setting of the new hair shape defined by the perm. For that reason, it has to be done in a strict, meticulous manner, both in terms of its method of application and technique followed during the process.

1. Remove the cap, if used, and rinse out with plenty of warm water

Before the neutralizing process, it is of the utmost importance to remove the perming liquid.

If the hair is not rinsed well, there will be many problems in the final result.

To understand the need for neutralizing the hair after the perm, we should remember that neutralization restores the normal pH of hair, and that this chemical process requires the previous and complete removal of the styling liquid, as it may interfere with the neutralizing chemical reaction.

2. Mix the Evondil Quaternium neutralizer with warm water and apply

In addition to giving the customer a more comfortable sensation during application, mixing the neutralizer with warm water will improve the peroxide oxidation, allowing for a faster and safer penetration of the neutralizing liquid.

For this first neutralizer application, leave the curlers on and try to saturate the product until it acquires a foamy texture, beginning at the lower areas and ending the application at the upper part of the head.

This method ensures a uniform application of the neutralizing product.

3. Leave the neutralizer on for 10 minutes during this first phase

This waiting time can be used to continue saturating the product or just leave it on.

4. Second application of neutralizer

Once the application time is over, unroll the curlers without stretching the hair and following the same order as that of the neutralization, i.e., from the bottom up.

Once all the curlers are removed, apply the second neutralization in order to ensure penetration of the neutralizing liquid in the middle zones and ends.

This second time leave the neutralizer on for 5 to 10 minutes.

5. After the second neutralization, rinse out well with warm water

4) BASIC CONCEPTS OF EVONDIL QUATERNIUM

Volume and treatment: These are the two concepts that best define what the professional expects from this type of product.

The balanced composition of the **EVONDIL QUATERNIUM** formula gives an extraordinary body and volume to the hair in a natural way, while exercising a two-fold treating action: the high affinity of its composition to that of the capillary fiber structure causes minimal damage to the hair, while protective and restorative agents such as wheat germ proteins repair the unavoidable fibrillary alterations that occur during the perming process.

Maximum affinity and minimum aggressiveness: α - KERATIN, QUATERNIUM polymer, and WHEAT GERM PROTEINS are the three main components of **EVONDIL QUATERNIUM**. The combination of these three elements ensures the maximum affinity with the original structure of the capillary fiber, and consequently the maximum respect for the hair, achieving at the same time a perfect balance between strength and softness. The perm action is stronger on those hair types that require it, and softer on middle zones and ends, or on more damaged hair that require higher dose treatments.

5) COMPOSITION AND MAIN COMPONENTS OF EVONDIL QUATERNIUM

- **α -KERATIN and capillary fiber amino acid composition**

The **QUATERNIUM** polymer acts as a form and curl enhancer, thanks to the formation of a soft protective layer that helps maintain the curl strength and stamina for a longer time, while exercising a softening and conditioning action on the hair.

WHEAT GERM PROTEINS, aside from restoring the capillary fiber, giving it flexibility, elasticity and shine, exercise a three-fold action on the hair: NUTRITION, PROTECTION AND HYDRATION.

- **Styling lotion composition**

With α -KERATIN, QUATERNIUM, and Wheat Germ Proteins

What is it?

It is a new intelligent perm system that acts specifically on each hair type, giving it volume and treatment without interfering with its natural properties.

What does it do?

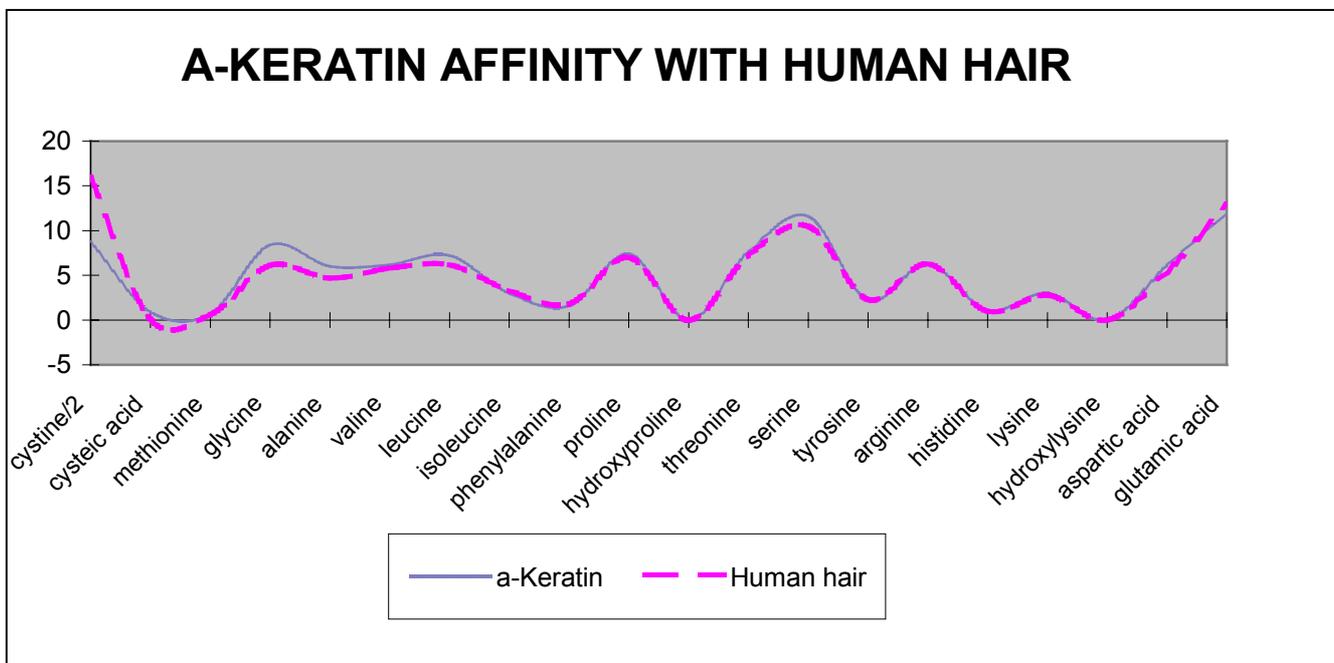
The α -Keratin polymer, particularly rich in cystine groups, exhibits the highest similarity with the capillary fiber structure. As shown in the graph, this polymer amino acid composition is practically the same as that of the capillary fiber.

As a result, it enters the capillary fiber acting in a selective manner, leaving higher amounts of cystine in those places that are more damaged by the perming process, which contributes to the later recovery of the original structure of the capillary fiber.

- **The action of keratin**

During the neutralization process, the cystine bridges, which are re-established with weaker bonds, become stronger with the help of cystine and α -keratin.

The chemical composition figure shows the similarity between the composition of natural keratin and that of the α keratin included in the exclusive formula of Evondil Quaternium.



6) PRODUCTS OF THE EVONDIL QUATERNIUM LINE

The EVONDIL QUATERNIUM line of products includes: A concentrated neutralizer considered as 1+1, which is used mixed preferably with warm water.

A styling lotion with 4 specific types for each type of hair in an individual size, and 3 in a multidose format, and a protector gel containing proteins.

- **EVONDIL QUATERNIUM styling liquid**

In the 125 ml size pack, there are 4 different formulas designed to act specifically on each hair type:

- 0 : Strong hair
- 1 : Natural hair
- 2 : Tinted or bleached hair
- 3 : Very sensitive or streaked hair

In the multidose size pack, i.e., with 600 ml volume, there are 3 formulas:

- 0 : Strong hair
- 1 : Natural hair
- 2 : Tinted or bleached hair

How is it used?

Wash hair with a suitable Shampoo and dry completely. Soak hair and curlers with the specific perming liquid for the hair type we are going to perm and following the selected application method. Rinse with warm water and neutralize.

- **Conditioning neutralizer (1+1) 1000 ml With Quaternium action: Conditioning polymer**

What is it?

It is a new neutralizing concept, created to be the perfect complement for the **EVONDIL QUATERNIUM** perm.

What does it do?

Thanks to the QUATERNIUM polymer, in addition to holding the hair in place and making the curl last longer, it exercises a softening and restorative action on the hair.

The citric acids it contains restore the pH and balance the peroxide solutions.

Its perfumed oxidizing composition neutralizes the odour given off when the perm is applied to the hair.

How is it used?

To ensure a correct behaviour of the neutralizer, it is essential to make the mix using the same proportion of warm water as neutralizer liquid. After diluting, neutralize following the instructions of use.

Results and benefits

Vigorous and strong curls for a longer time.
A structurally sealed, soft, and easy-to-comb hair after the process.

- **Protector gel with proteins 15 ml.**

The gel function is that of preparing and conditioning the hair for proper protection during the perm.

What is it?

This is a protector **gel**, specially formulated for dry, porous hair.

What does it do?

Thanks to including proteins that are particularly similar to capillary keratin, it hydrates and protects the cuticle, reducing alkaline disorders during the waving process.

In hair highly sensitised by bleaching, streaks or remains of former styling, it conditions and prepares the hair, balancing the different capillary structures before applying the styling liquid.

How is it used?

Wash hair and apply when damp before starting the perm. Apply the necessary amount of product on the palm of your hand depending on the sensitiveness and length of the hair, and spread with a comb to ensure a uniform distribution. Do not rinse out; proceed to style.

Results and benefits

Maximum hydration and protection of severely damage hair during the perm process.

Its gelatinlike texture allows a better and easier application: uniform distribution, better controlled application to damaged areas of the hair,...

7) TIPS FOR PERM CARE

This section presents a number of simple tips to improve the perm technique.

It includes tricks to get the most out your job, as well as advice on products to improve and balance the hair condition.

- **After rinsing out the neutralizer, do not apply shampoo**

The strongest chemical bonds in the hair are re-established during the neutralizing process, but weaker ones such as hydrogen bonds will take a few hours.

During these hours the hair is at risk of losing an important percentage of the curl, and this is the reason why it is not advisable to dry it with a hand dryer or applying shampoo.

If absolutely necessary for commercial reasons, wash with neutral or acid shampoo.

- **Use Hosmond Acid conditioner after finishing the second neutralizer application and before rinsing it.**

Keep in mind never to untangle recently perm hair with a comb, distribute the product giving a gentle massage.

- **Never brush the hair while it is dry**

Even naturally curled hair becomes static, an effect that is clearly normal, since brushing stretches the hair and what we are really doing is changing the curl definition and breaking its shape.

- **Curly hair requires plenty of water**

This explains the static charge characteristic of curly hair.

It is due to the need for hydration and the hair's ability to absorb moisture from the air to hydrate itself.

Analysing the phenomenon of static charge from this point of view, we can understand why this uncomfortable bristling effect increases in summer, when relative humidity is lower.

For that reason, it is advisable to wet the hair every day or, alternatively, to apply moisturizing products specifically designed for this hair feature.