

# NOVVA BRASIL PROFESIONAL STRAIGHTENING

## *Method of use*

### **STEP 0 – Hair Diagnosis**

- Keratin straightening treatment in 2 steps
- Ideal for natural, thick, dyed, bleached, blond or damaged hair
- Recommended for **straightening and eliminating frizz**
- Result: **intensely straight, soft and shiny hair for 4-6 months**
- It is possible to make highlights and color on the same day. In this case, the service would be done, and we would go directly to the STEP 2 (there's no wash with the pre-treatment shampoo) and we would prepare the iron at a maximum temperature of 180°.

### **STEP 1 – Pre-treatment Shampoo**

- Wash hair with shampoo and rinse with plenty of water
- Repeat this process 3 times
- In virgin hair, in the last wash leave on for 15 min (exactly)
- Tips for a perfect wash:
  - Do not rub the root too much
  - Massage the entire length of hair
  - Pay special attention to the back of the neck
- Dry hair completely with a hairdryer

### **STEP 2 – Brazilian Straightening Mega Straight**

- **Vigorously shake the treatment bottle (important)**
- Use gloves, bowl and a palette
- Put **50-75g** of the STEP 2 in the bowl, depending on the length/thickness of the hair
- Make 4 partitions on hair
- Apply the treatment with the pallet, grabbing fine locks of hair

- Start with the back of the neck at 1 cm of the root
- Use enough product to cover all the lock
- Run a fine comb to remove the excess
- Leave on for 20 min maximum
- DO NOT RINSE and do not exceed the recommended time
- Untangle hair with a comb
- Dry down by brushing until hair is **completely dry**  
When you think it is fully dried, dried it even more: it has to be fully dried  
Very voluminous hair: pre-dry only with a hairdryer before brushing
- Prepare the straightener at a temperature between 180-230° according to hair:
  - Thin, bleached and damaged hair: **180°C**
  - Normal hair: **200°C**
  - Thick and resistant hair: **230°C**
- Make partitions and divide hair in fine locks in order to straighten it (the hair has to touch the straightener on the upper and the lower part)
- Start from the back of the neck and straighten **7-10 times** each lock according to hair type
- In very damaged ends, run less times
- Wait until hair is cold
- **Rinse hair only with water, removing all the product**
- Dry with a hairdryer lining down
- The hair will be straight without needing a brush

It is optional to straighten or cut the ends in order to finish cleanly

### **TIPS – Last Recommendations**

- It is mandatory to use salt-free products (Sodium Chloride) to maintain hair smooth results