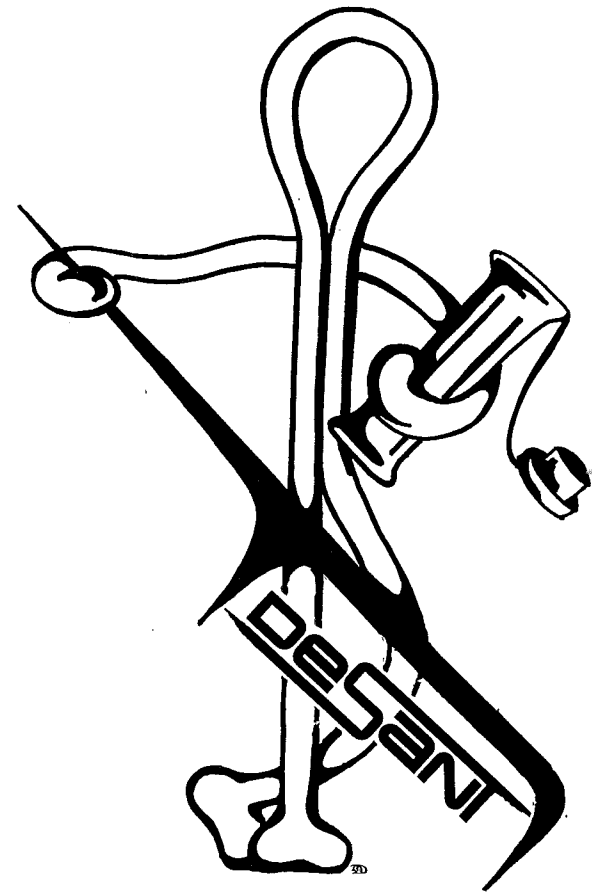


PROFESSIONAL PERMANENT WAVING - OUR WAY



DESANT DESIGN TEAM

AN 'INTELLI-HAIR'® PUBLICATION

Why another book on permanent waving? What makes this one so great? Well, there is a dismal lack of education for a moderate price within our industry. This manual will, when coupled with your desire for increased knowledge in permanent waving, act as yeast in bread, raising your perming creativity to new heights. This is a comprehensive manual that includes most methods and rod descriptions available at the time of this printing.

Over the last five years, permanent waving has risen to the number one service in three out of five salons. Recent surveys show that 51% of our clientele are now getting perms; however, the home perm market is growing too! We, as professionals must keep one step ahead of home perms by constantly increasing our knowledge of Professional Permanent Waving (P.P.W.). P.P.W. is our ammunition against home perms. We have to educate our clients that it takes more than a box of "gRave" and fifteen rods to give a successful perm!!!

The objective of this manual is to enable a stylist to correctly determine what type of wrap and rod will be needed to achieve the desired result. Unfortunate as it may be, a lot of our fellow stylists are still using one basic wrap on all their perms! Using the right wrap and rods the first time cuts down on your chances of a reperm. Eliminating one reperm more than pays for this book and puts more MONEY in YOUR pocket!

Remember, you can read this book once, ten or a hundred times but unless you apply and use the principles contained within, it will be worthless; so happy reading and successful Professional Permanent Waving!

DeSANT

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— HISTORY OF THE PERMANENT WAVE —

Charles Nestle, the inventor of the permanent waving machine, is credited with being the most important influence in modern hairdressing. He was a shepherd in the Bavarian Alps, who was often puzzled when the animals' hair became tightly curled during a rainstorm, but at the same time the hair of the village girls turned straight and stringy.

The curiosity on the change in appearance of sheeps wool prompted him to study human hair. It also led him to become a hairdresser and to develop a new method for producing a longer lasting curl on human hair--the permanent wave machine.

For a time his invention was ignored, the usual reason being "Permanent waving will mean the end of the hairdressing business." In 1906, he invited the hairdressers of London to watch a live demonstration. Instead of being the end of our business, many found that it was the permanent wave machine that made a business out of hairdressing. Also, it was largely responsible for the growth and expansion of the beauty salon industry.

Charles Nestle died in 1951. He lived to see his dream come true--the acceptance of his permanent waving machine by many beauty salons throughout the world.

The first attempt at permanent waving without heat took place in 1934. The original test chemical used was Palmolive Shaving Soap. In the 1934 test, a stand of hair was cut from the scalp, saturated with the shaving soap, and then wound around a nail. The hair was placed in aluminum foil to keep it from drying out. After three days, the hair was unrolled and showed a definite curl. This curl was retained even after the hair was rinsed in water.

HISTORY OF THE — PERMANENT WAVE — (continued)

The next try was to use the waving lotion for heat waving, but without heating the lotion. It was found that the chemicals in the waving lotion softened the hair and made it curl in six to eight hours instead of three days.

The first commercial permanent wave came on the market in about 1940. Because the wave was achieved by means of chemicals and without the use of heating devices, it was called a cold wave. The cold wave, although not as highly publicized or talked about these days, still holds one-third of the permanent wave market.*!

The seventies revolutionized permanent waving again! The development of acid waves and exothermic waves cleared a new canvas for our creativity. At last, permanent waves that could be blown dried or naturally dried, that left hair usually in better condition than before it was given.

In these first two pages, you have seen how human curiosity coupled with ambition, desire, and knowledge have brought about great discoveries in our business. The next time an idea relating to our business flashes to you, will you wonder...dream...wish or will you drive yourself on to high achievement?!

*At the time of this printing, more companies are coming out with cold waves that, due to the advances in chemistry, make it possible to obtain improved conditioning in the end result with them.

HAIR CHEMISTRY SIMPLIFIED

- I. BASIC HAIR STRUCTURE
 - A. Components and function
 1. Scalp — external surface of skin
 2. Follicle — hair pocket through which hair grows
 3. Papilla — root (manufactures keratin)
 - B. Role of Keratin Protein
 1. Composed of chains of polypeptides which are made up of amino acids
 - a. Cosmetic scientists identify 19 amino acids in hair
 3. As new cells are added, old ones are pushed up (hair growth)
 4. Soft keratin emerges through scalp — sheds water — becomes hard keratin. Process called keratinization
 5. Newly formed keratin specialized into one of three structures — cuticle, cortex or medulla
 - C. Functions of Cuticle, Cortex and Medulla
 1. Cuticle contains sulfur, which, in the form of bonds, gives cuticle strength to protect inner structures
 - a. Cuticle also reflects light (luster)
 2. Cortex: second layer of hair shaft: contains most of the pigment; gives hair strength
 - a. Cortex is composed of polypeptide chains arranged to form protein fibers (hydrogen and disulfide bands lock chains together)
 3. Medulla: inner-most layer; its function is not completely understood
 - D. Importance of protein
 1. Amino acids, building blocks of hair, are composed of protein
 2. Size of molecule critical in determining which chemicals will penetrate cuticle to cortex; proteins are small enough to pass
 3. To change hair's basic appearance or structure, chemical must penetrate to cortex
- II. EFFECT OF pH ON HAIR
 - A. Range if from 1 - 14; 1 - 7 considered acidic, 7 - 14 alkaline
 - B. Hair has no pH per se, but reflects pH of environment
 1. Thrives in slightly acidic pH (4.5 to 5.5)
 - C. pH affects cuticle (causing swelling, raising, etc.)
- III. ORGANIC HAIR CARE
 - A. Definitions
 1. Organic — derived from one-living organisms (molecular structure contains carbon atoms)
 2. Inorganic — absence of carbon atoms
 3. Synthetic — laboratory duplication of either of above.

PERMING CHEMISTRY SIMPLIFIED

PERMING CHEMISTRY SIMPLIFIED

1. Lotion penetrates cuticle to cortex (alkaline pH causes swelling of cuticle to permit penetration)
2. Primary component of lotion is ammonium thioglycolate which breaks down (reduces) the sulfur bonds in the cortex that link up the polypeptide chains
3. Hair saturated with lotion is able to have these protein linkages broken prior to forming new curl pattern. (In doing so, most hydrogen bonds are reduced to zero and most disulfide bonds are almost eliminated.)
4. With hair wound on rod to create curl pattern, neutralizer stops action of thio, reforming sulfur and hydrogen bonds in the new pattern.
5. More cases of underneutralization than over-processing
 - a. Important to use all of neutralizer since hydrogen bonds reform easily but disulfide bonds are more difficult to create
 - b. Excess thio left on hair will destroy bonds and relax curl
6. Hair allowed to process too long will lose too many important linkages to retain new pattern — curl falls out after first shampoo.
7. Size of rod alone determines tightness or looseness of curl, not processing time or lotion strength.

THE CLIENT CONSULTATION SHEET

A record of your client's permanent wave is an absolute must in P.P.W. The consultation sheet should be filled out by you and your client prior to the permanent wave; this immediately projects a professional image to your client.

Once filled out, the consultation sheet gives you an organized approach to plan the perm and improves communication between you and your client.

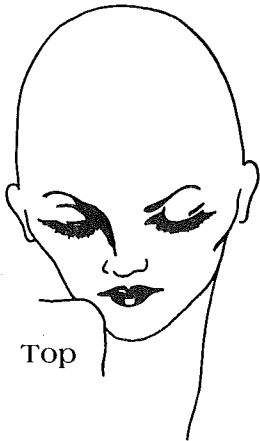
We find our consultation sheet works out very well. It covers everything including price and curl requested. It is a good idea when doing a P.P.W. to let your client know any increase in your base price. Too many stylists have a tendency to forget to mention an added charge in the beginning which upsets their client in the end! Writing down the curl requested in the beginning is also a good idea should there be a problem later.

Use the head forms on the sheet to sketch out wrapping patterns and (for someone that likes to draw) you can sketch out a finished look!

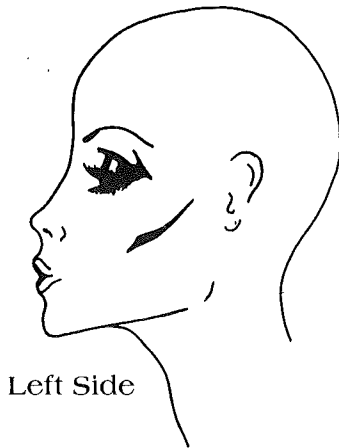
The consultation sheet is only for our first step in improving client communication in P.P.W. Step two: PERSONAL PICTURE BOOK.

(See General Client file on preceding pages).

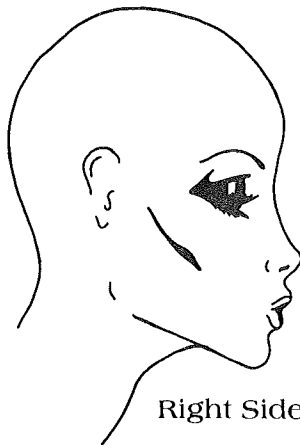
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Top

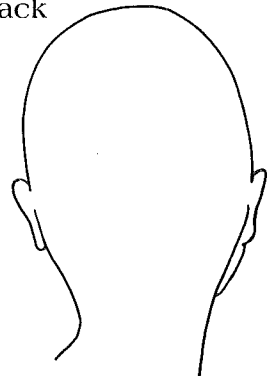


Left Side



Right Side

Back



NOTES:

FACES

hair design



"WE TURN HEADS"

GENERAL CLIENT FILE

NAME _____ DATE _____

ADDRESS _____

STATE _____ ZIP _____

HOME PHONE _____ WORK PHONE _____

OCCUPATION _____

1. How long have you been a client of FACES? _____

2. How did you learn of us? (circle)

NEWSPAPER YELLOW PAGES RADIO
LECTURE MAIL FRIEND

3. If through a friend, please name _____

4. How often have you visited a salon in the past? (circle)

Weekly Every 4 weeks Every 3 months

Other _____

5. What did you dislike most about the previous salon you patronized? _____

6. Have you ever had a permanent wave? _____

Date of last perm _____

7. Have you ever had hair color? _____

Date of last color _____

8. Have you ever had your hair analyzed by laboratory equipment? _____

9. Was treatment recommended? _____

If so, Please describe. _____

10. Were you pleased with the results of the treatment? _____

11. What salon services do you usually require? (circle)

Haircut Blow dry Shampoo & set Conditioning
Rinse Color Bleach Perm Facial Other _____

12. Please list brand name of hair products you are using at home:

Shampoo _____ Conditioner or Rinse _____

Hair Spray _____ Setting Lotion _____

13. How often do you shampoo your hair? Every _____ days.

14. Which of these products are you using at home? (circle)

Brush Hot Comb Blow Dryer Curling Iron
Hot Rollers Comb Towel Dry Other _____

15. Are you taking any medication? _____

If so, please describe _____

16. Do you have any allergies? _____

If so, please describe _____

This client information is strictly confidential, used solely for evaluation purposes. This client file is the property of Faces and may not be removed from the salon premises, nor may any information contained be copied or reproduced.

CLIENT FOLLOW-UP

**FACES
HAIR DESIGN**

FAMILY HAIRSTYLING CENTER

Dear

You should now be enjoying the best permanent you ever had in your life. If you aren't, please stop in or call me at your first opportunity for a consultation. Again thank you for the pleasure of serving you.

Sincerely,

1502 Haines Rd., Levittown, PA 19055 945-1223

CLIENT FOLLOW-UP

Continued

Letting your clients know that you still care about the P.P.W. after they leave the salon is an important factor in building a loyal clientele for yourself. Sometimes it is hard for clients to tell you right away whether or not they like or dislike their hair. Encourage your clients should the P.P.W. be disliked to give it a fair adjustment period as any change should be given.

Show your appreciation for your clients in another way. Ten days after giving a P.P.W., send out a postcard with a format similar to the one pictured as it is one of the best investments in building a steady and loyal clientele.

The three steps are yours and when used with pride they take the light off of home permanent waving and guarantee your success in P.P.W.!

(CLIENT HANDOUTS)

FACES HAIR DESIGN

"we turn heads...consistently!"

WHAT MAKES A FACES PERMANENT WAVE DIFFERENT?

To begin with, we at FACES encourage you to bring in pictures and take as long as you like with your pre-perm consultation. Communication is the first step towards a successful permanent wave. After all, what is a perfect permanent wave? One that satisfies YOU, our client.

Secondly, at our shampoo bowls your hair is bathed in top of the line products--we don't skimp when it comes to QUALITY shampoos and conditioners!

After rinsing out the shampoo-an Aloe-Rid treatment is given-this helps to rid the hair of any excess hairspray, chlorine, metallic salts, medication or mineral deposits that might be present. These residues, when combined with the permanent wave lotion, hinder the successful processing of the wave.

Should your hairs' porosity level be above normal, a pre-wrap is applied at no extra charge!

Next is the wrap. An average hairdresser knows approximately three ways to wrap a perm, our stylists have been trained to wrap 22 different ways in order to satisfy any and all requests! However, with some of the more intricate wraps their may be an additional charge-please refer to our perm menu.

Our permanent wave solutions are the finest lotions available. We have no good, better, best categories, only one-the BEST!!!

Should your hair need it before the neutralizer is applied, a "restrengthening lusterizer" is applied-again at no extra charge. What this does is strengthen the hair and adds sheen from the inside out.

After the perm is finished our special formula is applied to help rid the hair of any odor.

You leave our shop with our guarantees in your hands (superior to any other guarantees in the area); resting assured that a consultation sheet is on file with what we have done and as an added feature-you will receive a postcard in the mail to check on your progress with your new perm.

WHERE ELSE CAN YOU GET ALL THIS FOR ONLY \$40.00?
Nowhere but FACES!!!

(CLIENT HANDOUTS)

THE CARE AND FEEDING OF YOUR NEW PERM

1. Do not wash your hair for 48 hours as your PERM has had its share of water in the salon. It sometimes gets bored with another bath and relaxes. When it does it's hard to wake it up!
2. Sometimes PERMS get hungry for more than just shampoo, especially if your hair has the tendency to be a little dry anyway. It's good to feed it a good moisturizing conditioner once a week (not an instant conditioner either) to keep its coat healthy and shiny.
- 3 Remember to give your new PERM a chance to get used to you. Sometimes they don't like to do what you want them to because some of them get impatient to go where they want to. If the PERM persists in being disobedient, call us and we will show you how to train it.
4. Should your PERM die at an early age, call us. Sometimes PERMS play dead and all it takes is a little trim for them to perk right up. Of course if the PERM has really died and your hair has gotten over the crisis without breaking down too bad we will gladly replace it with a new PERM.
5. It's a good idea to have your PERM trimmed every 6 weeks to keep it healthy and playful.
6. A PERM stays with you until it is cut off, even though it loses its staying up power when it gets old. The tighter the PERM the longer its productive life and vice-versa. You should be able to get 2 good healthy months out of your PERM. Three months and you should get a letter from the President.

THANK YOU FOR GETTING YOUR NEW PERM AT FACES

PRESENT THIS LETTER IMMEDIATELY AFTER YOU RECEIVE
YOUR PERM FOR ONE DOLLAR OFF ANY CONDITIONER!!!

FACES HAIR DESIGN
LEVITTOWN 945-1223 945-3907

(OUR MODEL CONSULTATION SHEET)

FACES HAIR DESIGN

FACES HAIR DESIGN conducts cutting sessions in order that we may keep abreast of the ever changing world of hair fashion. Learning new and advanced techniques of haircutting help us to create these new free, soft and beautiful hair looks. By participating as a model, you help us to improve these techniques and in return we give you a beautiful hair design at no cost.

Being a model consists of about two or three hours of your time, usually weeknights after nine o'clock and Sunday afternoons. We will, of course, consider your desires, but it is absolutely necessary that you have an open mind about having your hair cut, and do not place severe limitations on our staff. As professionals, our goal is always to compliment your individual features.

If you are interested, please fill out the short questionnaire below. We will contact you in a few days for evaluation.

NAME _____

PHONE _____

AGE _____ WEIGHT _____ HEIGHT _____

OCCUPATION _____

HOBBIES/SPORTS _____

LENGTH OF HAIR (We consider long hair to be shoulder length or longer)
(We consider medium hair to be from earlobe to shoulder)
(We consider short hair to be earlobe and above)

LONG _____ MEDIUM _____ SHORT _____

TEXTURE _____

(Example: Thick and Curly, or Thin and Straight, etc.)

Has your hair been chemically processed? yes _ no _

If yes, in what manner? perm _ bleach _ color _ frosting _
other _____ how long ago? _____

At times we have more models available than we can use, so please be patient if you are not contacted immediately. We will make every effort to give you the opportunity to model for us.

Thanking you in advance,

FACES HAIR DESIGN

P.P.W. WAVE LOSS...

p.s. It's not always your fault!!!

Professional Permanent Waving as with any other service in the salon presents some factors that can cause failure of the wave that are out of the stylists' control. They are as follows: 1) Sunlight 2) Dandrificides 3) Poor Diet 4) Medication 5) Hormone Disturbances 6) Skin Secretions 7) Poor Technique.

This manual will only touch briefly on the reasons these factors cause wave loss; for a more in depth explanation please refer to *Miladys Hair Structures and Chemistry Simplified*. I believe it is the finest book in our industry today on the chemistry of hair and related services.

The first cause of wave loss listed is SUNLIGHT; sunlight contains about 8% ultra-violet rays. In a nutshell the ultra-violet rays have the capabilities of breaking the previously altered S-bonds allowing the unaltered S-bonds to gradually relax the P.P.W. to its original form.

DANDRICIDES include sulphur based shampoos and hair preparations that when mixed with water produce hydrogen sulfide which has the capabilities of breaking the altered S-bonds thereby allowing the hair to return to its original state.

Diets low in A-grade proteins come under our next factor POOR DIET. A-grade proteins such as meat, fish, eggs, etc. are essential to keep the hairs' sulphur content strong enough to support a durable, lasting P.P.W. (To all my fellow stylists out there-OUR TWINKIES AND COFFEE FOR LUNCH IN 2 MINUTES IS INCLUDED!!!)

MEDICATION such as antibiotics along with societys' pleasure drugs can affect a P.P.W. (pleasure drugs include black beauties not Vanessa Williams, pink footballs, qualudes, etc.) Our hair is the waste center of our bodys' bloodstream. Anything taken into the bloodstream that is not used, usually affects the hair. Antibiotics, fun drugs, etc. all have the capability of affecting the S-bond characteristics of the hair. Cortisone and high blood pressure medication for years have been known to severely deplete the sulphur linkages in the hair; clients who take either--wave with care.

P.P.W. WAVE LOSS...

Continued

HORMONE DISTURBANCES such as severe stress, pregnancy, old age, etc. can produce differences in the S-bonds thereby affecting a P.P.W.. Once again the blood which nourishes the hair is affected in conjunction with a hormone disturbance. Going beyond the S-bonds, some hormone changes cause the sebaceous glands to over-react depositing a somewhat waxy coating on the hair so that the waving solution has a hard time penetrating.

SKIN SECRETIONS, for example: people who wear good gold jewelry yet their skin still turns green or black are normally people whose skin secretes hydrogen sulfide gas. If their skin is secreting it, then their scalp is secreting it also, causing the S-bonds to gradually reform themselves.

Before we get into cause 7, let me just say that these causes aren't meant to be used as excuses for all your P.P.W. failures. I brought them to your attention so that you would have a clearer idea right from the consultation of how to plan your P.P.W. to avoid any obstacles.

The second half of this book is devoted to eliminating our final wave loss cause-**POOR TECHNIQUE!** Too often we get locked into doing just one basic permanent wave wrap, when by just taking a few extra minutes to do a custom P.P.W. Specialty wrap three things happen: 1) less trouble with the styling because the perm does the work 2) its difficult for the client to duplicate at home 3) improves your service volume-anytime you do anything other than a basic wrap your fee should be increased accordingly.

TIPS FOR PROPER ROD SELECTION

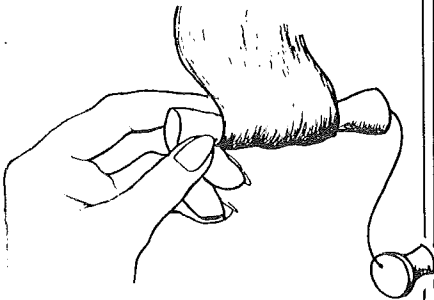
- 1) Determine the hairs texture and porosity
- 2) Take into account its length. Remember every revolution of the rod in croquinole winding increases the diameter of the curl. At this point determine whether a P.P.w. Specialty Wrap will be called for.
- 3) To take a true to rod size curl, the hair should be 4'' to 6'' in length with normal elasticity and porosity. Is it?
- 4) If the hair is porous it is generally better to go to a smaller rod size for two reasons: A) as porosity increases, elasticity (needed for a good curl) decreases; and, B) the structures needed for a durable curl are weakened in porous hair.
- 5) Smaller rods have shorter processing times than larger rods.
- 6) The key thing to keep in mind for a durable curl is: **THE SMALLER THE ROD, THE MORE BONDS ARE RESTRUCTURED, THE MORE BONDS RESTRUCTURED, THE STRONGER THE CURL!**

TEST CURLS

This next section is on test curling. There are four types of test curls which have proven to be most effective. They are 1) S-curl 2) LOOP Method 3) Unfasten Band Method and, 4) Drop Rod Method. Don't be afraid to try all of them even if it goes against some techniques you were previously taught; for example, the Drop Rod Method of test curling causes you to comb through the processed blocking-a grave mistake according to some stylists-as long as you are careful when combing the blocking through you will have no problem.

A. FIGURE S

Unroll the rod $1\frac{1}{2}$ times without tension. Push it towards the scalp to allow the hair to fall into a wave pattern. When the width of the S conforms to the size of the rod, the perm is ready to be neutralized.



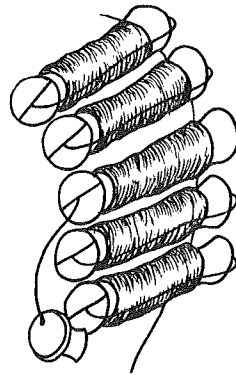
B. LOOP METHOD

Unroll the rod at least two full turns. Hold the rod close enough to the scalp to allow a "loop" to form in the unwound hair. At the lowest point in this loop, the law of gravity will "take over" and with its downward force, cause the polypeptide chains and hair fibres to unwind. At this instant, the hairshaft will turn over completely and quickly.



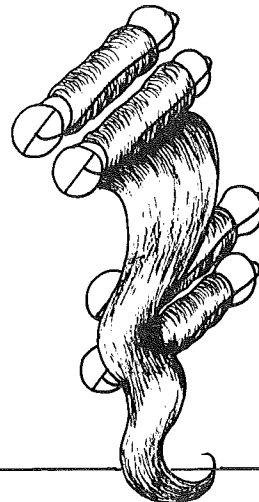
C. UNFASTEN STRAP

Unfasten the strap on a large curl in the crown or on either side section. If the rod does not unroll and stays in place without support of any kind, sufficient curl will be holding the rod in its original position.



D. DROP ROD

Unfasten the rod and unroll it CAREFULLY all the way. CAREFULLY remove the end paper. If the ends of the hair are pointing up in a strong formation, the curl is completed.



MISCELLANEOUS AIDS AND TIPS

1. When wrapping with water, use no less than 50 rods.
2. When wrapping a perm where you want the curly hair to blend into straight hair or the outer perimeter to be a little less curly, drop all outer perimeter rods immediately after neutralization.
3. To get rid of perm odor, take one ounce of twenty volume peroxide to eight ounces of water and rinse it through the hair.
4. Triangular sections are used for pivoting the perm rods. The base of the triangle should be no wider than the rod width.
5. If you push the cotton in at the hairline with too much pressure, you can cause breakage at various points.
6. HAIR - CHLORINE - TROUBLE - SUN - MORE TROUBLE. Chlorine is an oxidizing agent which attacks the protein structure of the hair, thereby weakening it and causing loss of elasticity! Before opening, use some type of remover i.e., Aloe Rid, Phinale, Metalex.
7. Temperature alters permanent wave processing 10% for every degree up or down from 70°.
8. Clients using anti-dandruff shampoos which are sulfur based will notice their perms relax faster. The sulfur in the shampoo helps the sulfide bonds to re-form themselves.
9. Use larger rods with white hair as it has a tendency to perm overcurly and frizzy.
10. To avoid breakage, use less tension when wrapping a cowlick.
11. Young children's hair has a tendency to relax faster because their sulfur molecules are not matured. (They get stronger day-by-day.)
12. Bunching the hair at the ends causes uneven curl development.
13. A low surface tension liquid i.e., Hairseptic used on the scalp prior to permanent waving will help to prevent irritation.

Just as in haircutting you use different techniques to achieve a finished look, professional permanent waving requires the same considerations. The next section of this manual deals with twenty-two different methods of wrapping a perm, they can be used singularly or in conjunction with one another. The only limits you are restricted to utilizing these methods is your imagination!!!

TESTING NEW WAVING SOLUTIONS

Today new perm solutions are being released on the market constantly. If you have any doubts about the new waving solution or as sometimes in our case, if you have multi-operator salons where the opinions are split - a testing of the solution based on logic and not emotion becomes necessary for a true evaluation. The following page is our Permanent Wave Testing Sheet for times like that and also for general testing of random lotions so as to keep up with the market.

FACES HAIR DESIGN PERMANENT WAVE TEST SHEET

NAME: _____

PHONE NUMBER: _____

SOLUTION TESTED: _____

DATE: _____

A. HAIR QUALITIES (Underline BEFORE, Circle AFTER)

- | | |
|-------------------------------|-------------------------------|
| 1. TEXTURE: 1. Fine | 2. Medium |
| 3. Coarse | 4. Oriental |
| 2. DENSITY: 1. Thin | 2. Normal 3. Thick |
| 3. POROSITY: 1. Over-Porous | 2. Normal 3. Resistant |
| 4. BODY: 1. Limp | 2. Normal 3. Curly or Springy |
| 5. COMBABILITY: 1. Very Rough | 2. Rough 3. Normal |
| 6. MANAGEABILITY: 1. Easy | 2. Average 3. Tough |
| 7. SHEEN & LUSTRE: 1. Dull | 2. Normal 3. High |
| 8. LENGTH: 1. 0-6" | 2. 6"-12" 3. Over 12" |
| 9. ELASTICITY: 1. Brittle | 2. Normal 3. Over-Elastic |

B. IS HAIR CHEMICALLY TREATED? (Circle One)

1. Tint 2. Bleach 3. Henna 4. Dimensional Coloring or
5. Frosting 6. Permed 7. Other (Explain) _____

C. IS CLIENT: On Medication 1. Yes 2. No

Pregnant 1. Yes 2. No

Other (Explain) _____

D. WAVE REQUESTED (Circle One) 1. Body 2. Loose Curl 3. Tight Curl

4. Other (Explain) _____

1. SIZE OF ROD USED _____ WRAP USED (Basic, Stack, Etc.) _____

2. PROCESSING TIME _____ MINUTES

3. IS PERMEASY TO USE? (Circle) 1. Yes 2. No. (Explain) _____

4. ANY IRRITATION TO: YOURSELF 1. Yes 2. No

CLIENT 1. Yes 2. No

If Yes, Explain _____

PERMANENT WAVE TEST SHEET

E. END RESULT:

2. Stylist's Comments

2. Client's Comments

F. FOLLOW-UP CHART

WEEK	1	2	3	4	5	6	7	8
POROSITY								
COMBABILITY								
MANAGEABILITY								
SHEEN & LUSTRE								
ELASTICITY								
LASTING ABILITY								

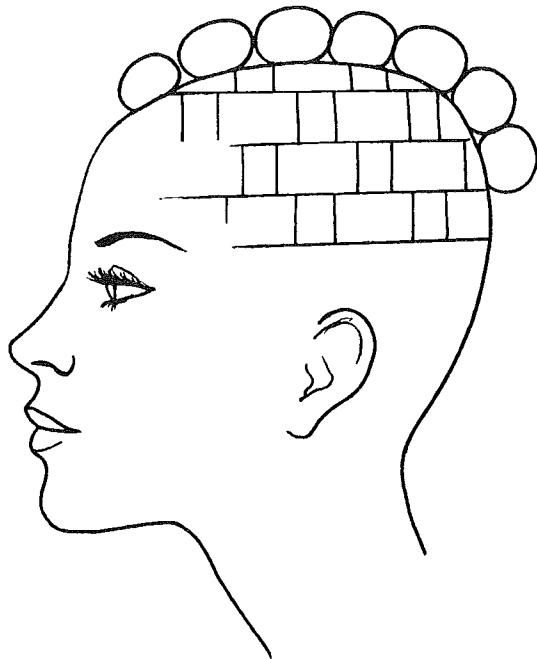
Just as in haircutting you use different techniques to achieve a finished look, professional permanent waving requires the same considerations. The next section of this manual deals with twenty different methods of wrapping a perm, they can be used singularly or in conjunction with one another. The only limits you are restricted to utilizing these methods is your imagination!!!

SPECIALTY WRAP #1 Automatic Staggered Wrap

The Automatic Staggered Wrap is our Professional Permanent Waving equivalent to a basic nine section perm wrap. The advantages with our A.S.W. are that it produces a more natural curl pattern, no lines of demarcation, and it is custom wrapped to the bone structure of the individual.

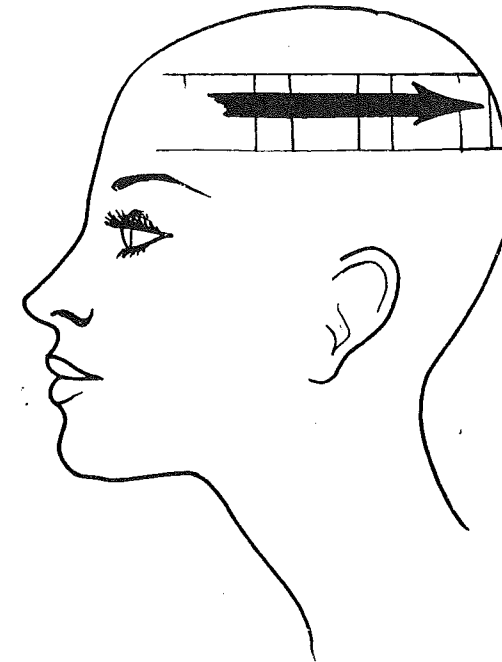
Automatic Staggered Wrapping is started in the top front section of the head. The first few rods are wrapped forward using zig-zag partings to the apex (high point) of the frontal bone. At the apex, a weaved parting is used to change direction and avoid demarcation in the finished style. Continue wrapping back to the crown using zig-zag partings; at the crown you can extend the life of the perm by weaving your dominant rod size down on a rod that is two sizes smaller. The top section is ended at the first portion of the crown.

The sides are wrapped using a combination of half-size and full-size perm rods working from right to left then left to right all around the head—these rods are all wrapped down. It is imperative to use stabilizing bars (coffee stirrers, roller pics, etc.) for optimum results in eliminating demarcation.



SPECIALTY WRAP #2 Directional Wrapping

Directional wrapping is a blocking pattern that follows the general lines of the intended finished style. It provides you and your client with greater styling ease and is a way of reinforcing the finished style lines. We all know that perm curls can be maneuvered in any direction you like; however, a truly P.P.W. Directional Wrap makes your permanent wave flow with the style.

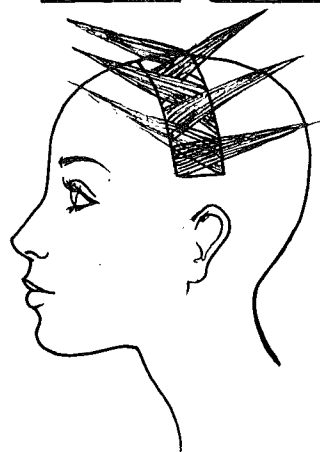
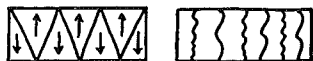
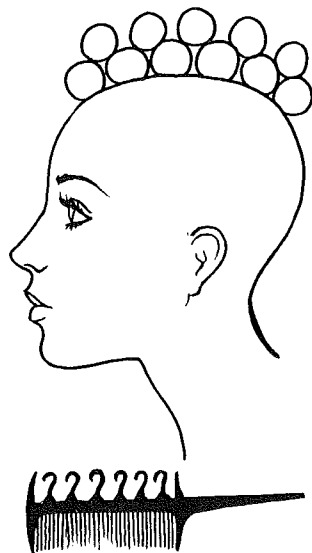


P.P.W. Directional Wrapping Hints

1. To create a wave pattern, wrap rows of rods in opposite direction. The opposing forces will cause the hair to fall into a wave pattern naturally.
2. When candlestick wrapping hair back on the sides, be sure to keep moderate tension on the hair and keep your section perpendicular to the floor to avoid bunching.
3. When wrapping hair away from the face you can direct your front rods back without breakage provided you use stabilizing bars.
4. To curve permanent wave rods to conform to a bang, take pie shaped partings from a pivot point the size of the end of a rod. This allows the rods to be placed without crowding.

SPECIALTY WRAP #3 Weave Wrap

The Weave Wrap is probably the most neglected permanent wave wrap we have today, but when used alone or in conjunction with other wraps, it is one of the most useful. The P.P.W. Weave Wrap is used to blend a separation, give extra fullness to flat parts of the head, produce a voluminous head of curls, and give support to fine hair body waves that otherwise would not last. Weave Wrapping produces multi-textures of curl within the same blocking.

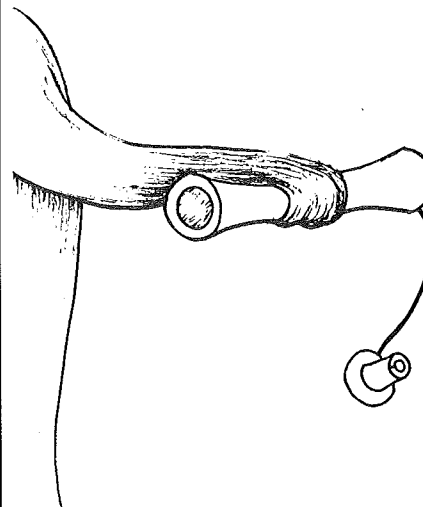


It is achieved by taking the normal size blocking for the rod size you are using and weaving it with the tail of your comb as evenly as possible. This section in the back is your base section and it is always the first section wrapped to avoid overcrowding of the rods. The front section is wrapped down directly on top of your base section. Special combs are made to make the weaving less time consuming—ask your supplier.

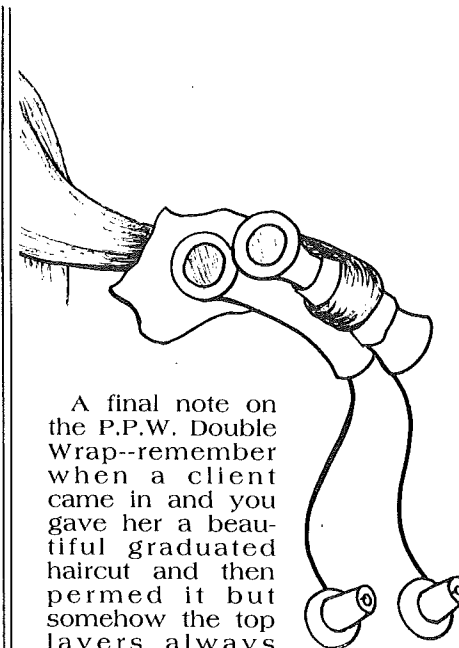
SPECIALTY WRAP #4 Double Wrap

The P.P.W. Double Wrap is not to be confused with a piggyback wrap. With the Double Wrap, the wave at the scalp is always looser than at the ends.

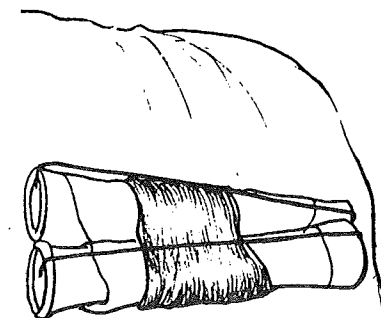
The Double Wrap is used ideally on hair that is 12" to 18" long for a nice flowing wave that is tighter on the ends. Wrapping scalp to ends can achieve this effect also; however, not as nicely due to the bunching of the hair on the ends of the rods. The oval formation of the rods together produces a more natural looking wave over a circular one due to the difference in wave forces.



The Double Wrap is done by taking a blocking of hair the same width that you would normally use and begin wrapping the blocking as far up as you would like the tighter curl. A paper is inserted under the first rod at this point and you continue to roll the two rods together to the scalp. Secure both rods at the scalp.

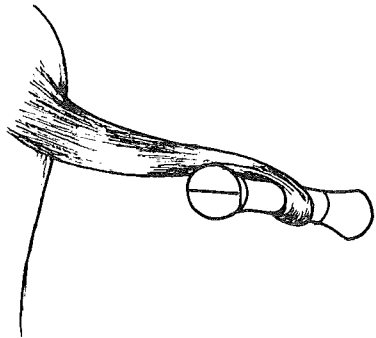


A final note on the P.P.W. Double Wrap—remember when a client came in and you gave her a beautiful graduated haircut and then permed it but somehow the top layers always overhung the bottom? Did she look like a Pizza Hut? By wrapping the top layers of a one-length graduated haircut with a Double Wrap, you will blend all of the graduated layers together. Your end rod size for the top layers is determined by the size of the uppermost rod you rolled to the scalp.



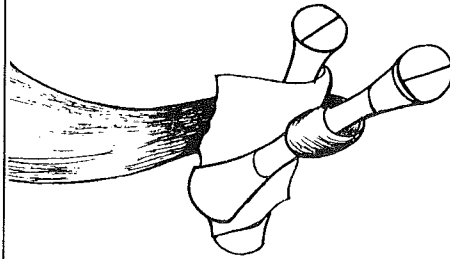
SPECIALTY WRAP #5 Piggyback Wrap

The P.P.W. method of Piggyback Wrapping is used primarily to get an even curl throughout a blocking of hair no matter what the length. The P.P.W. method differs slightly from the conventional method in that it is not begun in the center of the blocking, but from the end. This not only cuts wrapping time almost in half, but it facilitates the hand manipulations involved in placing the rollers.



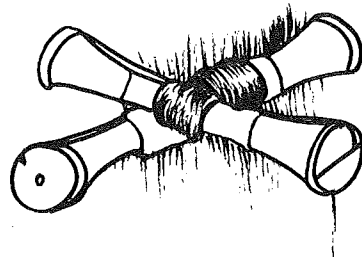
To begin the P.P.W. Piggyback Wrap, take a normal blocking of hair as you would for a block wrap. Comb the blocking out--keeping it as clean as possible from root to end. Place an end paper over the end and wrap your first rod up midway to the blocking.

Place another end paper under the first roller. Tilt the first rod 180 degrees to clear a wrapping path for the first rod as you wrap to the scalp. When you get to the scalp, tilt the second rod 45 degrees and secure.



The most important thing is to secure the first rod. Remember, with a wrap of this type, thorough saturation and neutralization is a must. Letting about ten minutes elapse from the processing step to the neutralizing step is an extra help in allowing the excess moisture to evaporate.

The potential of a wrap of this type when coupled with a creative imagination is almost endless. You not only can vary the curl and wave at the ends, but at the scalp as well.



SPECIALTY WRAP #6 Wrapping An Angle

The following is to explain to you how to wrap an angle with a horizontal blocking. Usually when wrapping an angle, you are told to take partings running parallel to the angle of the cut. This, in turn, places the rod at an angle on the scalp. This method works fine--the only drawback being easy rod placement at the back of the head after having placed all the frontal rods at an angle.

Using horizontal blockings, rod placement is facilitated. The procedure is as follows:

1. Take a normal size blocking and comb it out straight 90 degrees from the scalp.
2. Place two end papers in the middle of the blocking (one on top, one underneath), and as you pull the end papers towards the end, bend the end of the blocking 90 degrees and hold it in the bent position with your thumb (this gives the longer hairs at the back of the angle more of a distance to travel, thus evening out the ends of the blocking.)
3. NOW as you roll the rod towards the bend in the blocking, release your thumb and allow the hair to spread evenly across the rod and continue to wind towards the scalp. Fasten the rod as usual.

The advantage of this method over the conventional method is that it allows the rod to sit horizontally on the scalp rather than diagonally for easier rod placement.

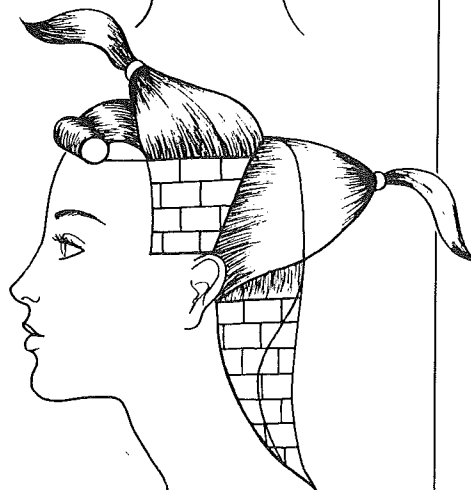
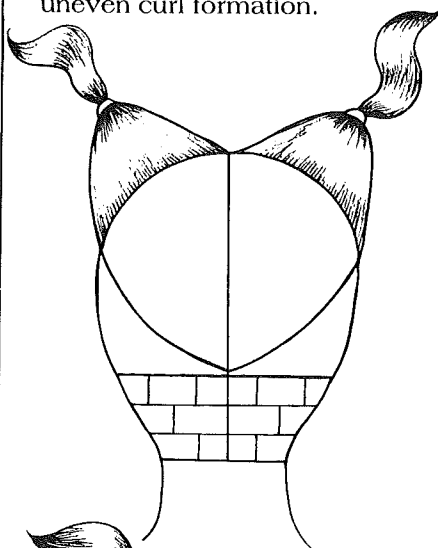
SPECIALTY WRAP #7 Ponytail Wrap



The Ponytail Wrap is an ideal wrap for longer hair when curl and body are only requested at the ends. The head is divided in either of two ways as illustrated, depending on the end result desired. Figure 2 shows how to achieve more volume underneath with the Ponytail Wrap.



Once the head is subdivided, begin wrapping 1/4" sections of the hair out of the ponytail clusters (take care not to use more than 8-10 rods per ponytail). You should use a spiral wrap when winding the rods to avoid a heavy bunching of the hair. Do not use a croquinole wrap as it will cause an uneven curl formation.

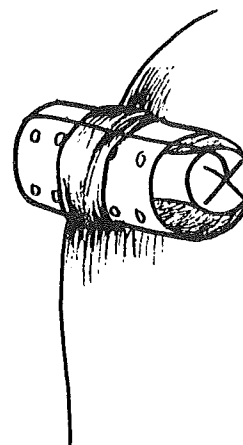


SPECIALTY WRAP #8 Transfer Rod Method

The Transfer Rod perm has been called a variety of names since its conception in the early days of permanent waving. It was used originally on frosted hair because bleached lotions were too weak to curl the natural hair and regular lotions were too strong for the bleached hair. By knowing that the smaller the rods the more bonds were broken in the hair shaft, stylists of yesteryear could fairly successfully perm frosted hair. The advent of perms for frosted hair has made this technique obsolete in that capacity today.

Transfer Rod perms today are used for a whole different purpose. You can take fine, silky, lifeless hair that does not hold true to a large rod size--break it down on small rods, then neutralize it on large rods or rollers for a lasting, durable, soft curl. The procedure is as follows:

1. Determine breakdown rod size by taking a strand of your client's hair between thumb and



index fingers of both hands (hold your fingers about 1 1/2" apart) then push them together horizontally. The point at which the hair forms a loop is the diameter of the breakdown rods to be used.*

2. After the hair is processed, rinse thoroughly and towel blot.
3. Remove the breakdown rods two at a time and replace them with the neutralizing rods or rollers. (Do not take down the whole head at once to prevent air neutralization.)
4. WAIT 10 MINUTES. This allows the new wave pattern to set in and more moisture to evaporate.
5. Continue with the neutralizing step in the normal manner.

*See alternate step to step on the following page.

A good rule of thumb to follow is never to use a neutralizing rod or roller larger in diameter than three times the breakdown rod size and visa-versa. The alternate procedure for step 1 would be to determine the rod size you would like to finish on, then use a breakdown rod three sizes smaller.

A little tip for then you are neutralizing on magnetic rollers--instead of using a plastic clip which would cause the roller to sit uneven put a perm rod through the center of the roller and secure--sits even and no line of demarcation.

SPECIALTY WRAP #9 Lamp Perm

A lamp perm is a technique that is limited to use on short hair (no longer than four inches). Slight movement and body are the end result of the lamp perm. The procedure is as follows:

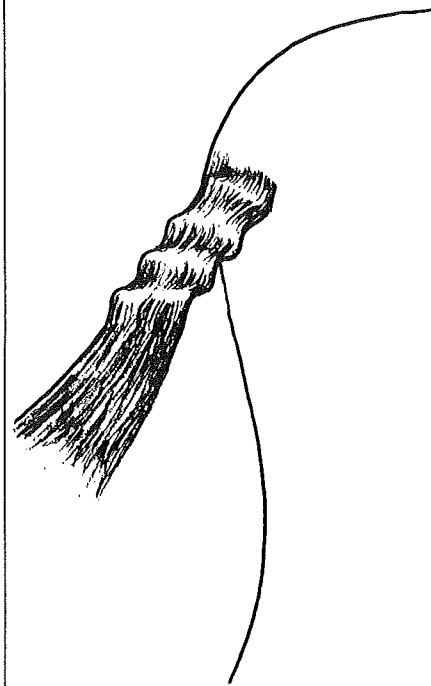
1. After client had been shampooed, sit him or her under a heat lamp so that all sides of the head are receiving equal heat.
2. Comb through acid perm.
3. With gloves on, run your hands through and up the client's head for fifteen minutes. You are creating volume and movement.
4. After fifteen minutes, rinse and towel dry.
5. Apply neutralizer with a spray bottle (saturate thoroughly), and once again run your fingers through the hair for the proper neutralizing time.

This technique has been found to work the best on men to introduce them to slight wave and volume.

SPECIALTY WRAP #10 Root Perm

Root Perming has become the hottest perm technique in the 1980's. It is used for getting lift from the scalp out and for touching up the new regrowth on longer heads of hair.

The first method of Root Perming is for lengths of hair six inches and shorter. Begin by combing the hair blocking out cleanly and evenly; coat the hair that you do not want permed with conditioner and wrap in Saran Wrap in the same manner that you would use an end paper. Leaving two inches at the roots exposed, roll the rod



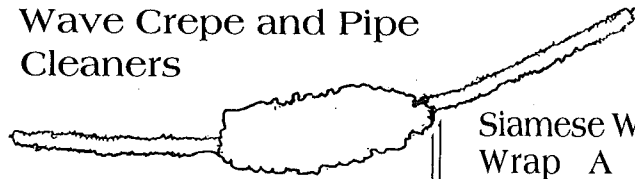
end to the scalp. When the lotion is applied, the exposed portions of the root areas will be the only areas to process.

The second method is similar to the Piggyback method of permanent waving and is most effective on hair lengths six inches and longer. Begin at any point away from the root that you desire. Let's assume you have someone whose hair is past her shoulders and already has a perm. She also has five inches of regrowth. To avoid excessive damage to the already permed hair, you would root perm the regrowth only. The procedure is as follows:

1. Place a paper under the point where the chemically treated hair meets the virgin hair.
2. Place a rod midway under the same point and taking the chemically treated end out of the wrap, roll the rod to the scalp.
3. Coat the chemically treated hair with an intense conditioner and wrap in cellophane or aluminum foil.
4. Process as usual.

SPECIALTY WRAP #11 & 12

Wave Crepe and Pipe Cleaners



A fun wrap for a totally unstructured look is the *Wave Crepe and Pipe Cleaner Wrap*. Before you even begin to wrap the hair you must first make your own rods -- from what? Good guess - Wave Crepe and Pipe Cleaners!!!

Begin by taking a piece of wave crepe (the bigger the piece the larger the rod diameter) and pull it apart with your fingers until the fibers are separated (at this point you should have a ball of fluff in your hand!). Now take a pipe cleaner and spin it beginning at the end of the wave crepe ball and roll it so that the wave crepe is rolled in the center of the pipe cleaner which gives the rod its diameter. Get all your rods made before you do the perm!



Take a blocking of hair, comb it out cleanly, place an end of paper over the ends and begin to roll the rod to the scalp. When you get to the scalp bend one end of the rod forward and the other end back to secure it. Proceed with the perm as usual, the wave crepe has enough consistency so that it won't be too difficult to rinse and towel blot thoroughly. However, **RINSE WELL AND DO NOT USE STRONG WATER PRESSURE WHEN RINSING.***

The wave crepe and pipe cleaner look is also excellent for a different wet set.

*Strong water pressure distorts the hair on normal rods let alone a soft substance such as wave crepe!

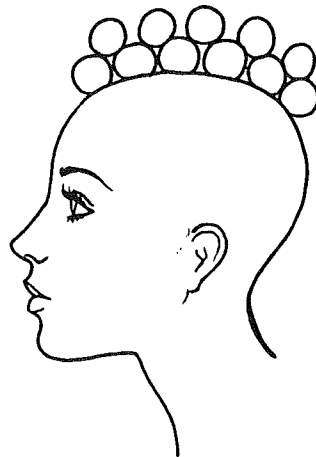
Siamese Wrap Or How To Wrap A Peanut Head With Enough Thick Hair For A Herd of Buffalo!

Did you ever do a client that you ran out of scalp before you ran out of hair? Not only that, even though your blocking was the same size as the rods you were using they wouldn't stay on the head? Here's a sure cure...

Wrap your first rod to the scalp with a blocking one-half the size of the rod. Take another blocking one-half the rod size but only roll it down to where it will sit on top of the first rod. Take a third blocking one-half the size of the rod and wrap to the scalp so that the rods sit as shown in the picture. Repeat this cycle throughout the head.

What you are doing is using twice as many rods on the head allowing better solution penetration and better control of the hair on the rods.

The drag between the upper rods and the scalp will have minimal effect on the final results of the P.P.W.



SPECIALTY WRAPS #13 & 14

Up Stacks And Down Stacks

Stack wrapping is a perm wrap that has recycled in and out of the industry quite a few times. Its strongest recent cycle was the mid-seventies. Stack wrapping was used when curl was only required on the ends of the hair, achieving maximum curl with maximum mobility of the style. The biggest reason for its popularity was that styles achieved with stack wraps always retained their shape due to the way the curl weighted the ends of the hair.

Figure 1 shows an up stack. Up stacks are used primarily on one length or graduated styles i.e. bobs, modified wedges, etc. They are begun by wrapping two or three rods in the scalp area, inserting your sticks (knitting needles, etc.)

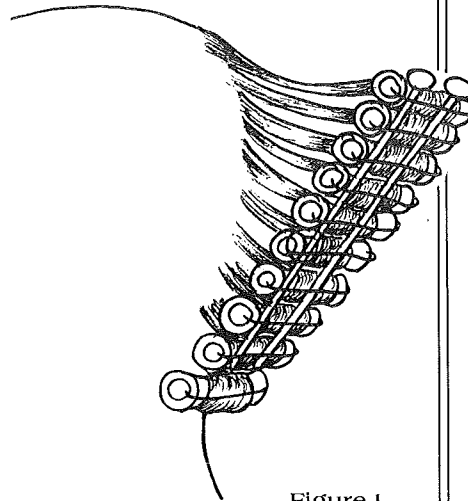


Figure 1

then proceed to wrap the remaining rods keeping them out at your desired distance to the scalp. A good rule of thumb to follow is take each rod one rods width away from the previously wrapped rod.

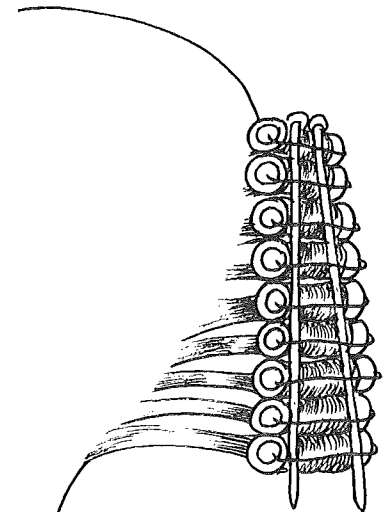


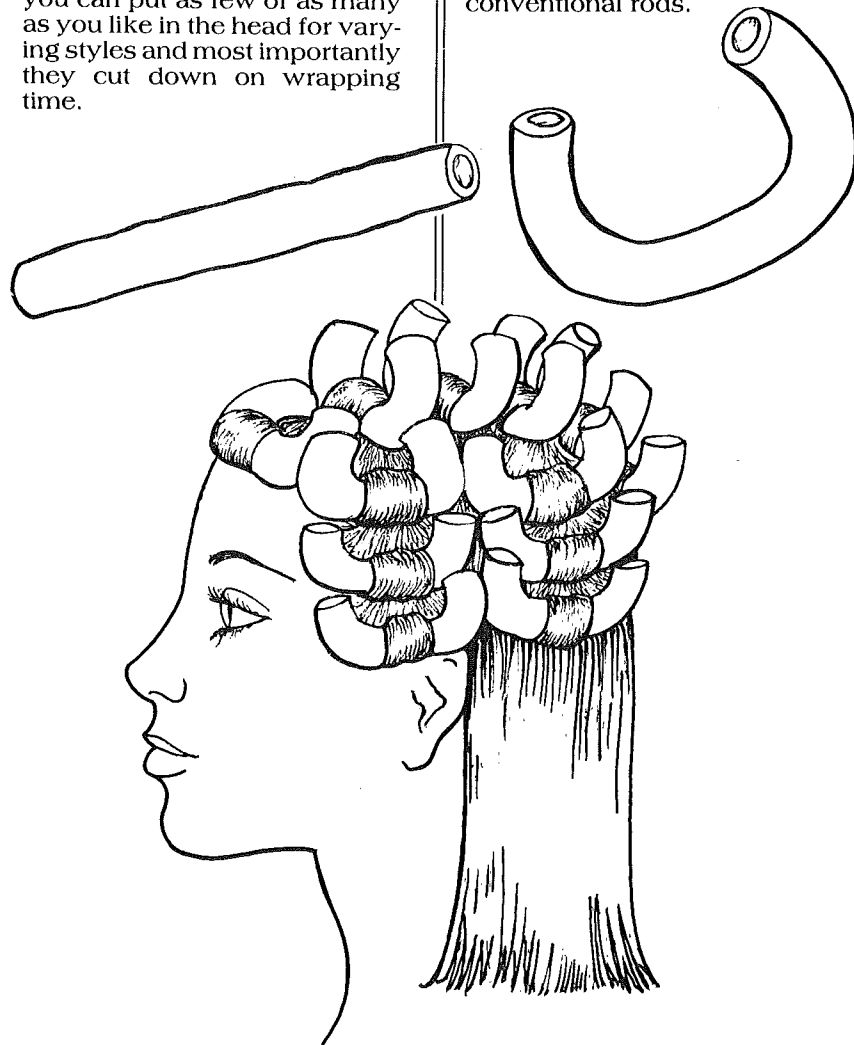
Figure 2

Figure 2 illustrates the down wrap technique. It is primarily used when trying to achieve an even curl with no weight on longer hair. A down stack can be begun either at the crown or occipital area. Wrapping two or three support rods at the apexes (high points) of either the rear crown or occipital area, insert your support sticks then proceed to wrap each rod down at the desired distance away from the scalp.

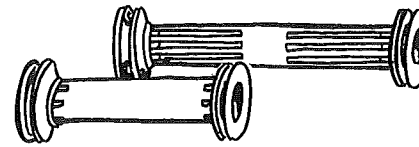
SPECIALTY WRAPS #15 Flexible Perm Rod Wrap

When Flexible Perm Rods came out, I thought "Another Gimmick", but, I was wrong. Flexible Perm Rods make our job easier, there is no band to cause a line of demarcation, you can put as few or as many as you like in the head for varying styles and most importantly they cut down on wrapping time.

You simply take your desired blocking of hair, use an end paper, wrap to the scalp then bend in a U-shape to secure the rod to the head. They will prove to be more versatile and a boost to your creativity over conventional rods.



SPECIALTY RODS and DEVICES



Freestyle Perm Rods, which are pictured in Figure 1, are rods that have no bands to cause lines or demarcation, they are held on the head by interlocking grooves at the ends. They are an excellent rod for stack wrapping because they can interlock at any given point around their ends. They also can be set from 1/2 size rods to full size rods and any size in between to facilitate wrapping uneven sections of the head.

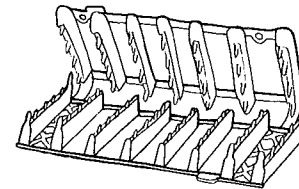
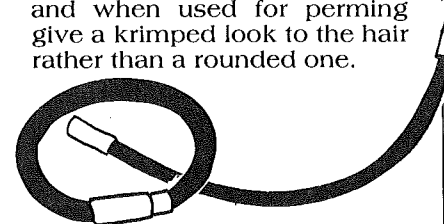
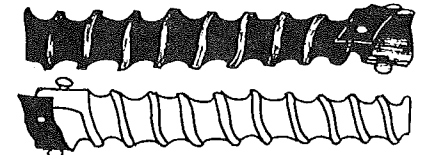


Figure 2 illustrates Wet Set Krimpers. They are used to either set or perm the hair to give a krimped look. The advantage they have over krimping irons is that they are not drying to the hair when wet set, and when used for perming give a krimped look to the hair rather than a rounded one.

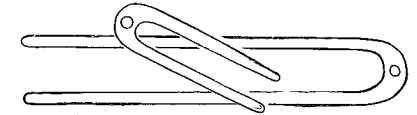


Boomerang Perm Rods (figure 3) are used to do a spiral perm on longer hair. They consist of a rubber body with a female and male connector in each end. Each rod can hold up to 20" of hair. They are used in the following manner:

1. Take a section of 1" X the width of the rod.
2. Using an end paper, wrap your first curl croquinolely, then proceed to wrap the remaining hair spirally.
3. Put the male end into the female receptacle.
4. Have a cigarette HA! HA! They achieve a very long spiral curl!



Spiral Perm Rods (figure 4) come in many various styles. Pictured are the original ones from Italy. Each rod can hold 20 inches of hair. White rods produce curls with a clockwise motion, while the black rods produce curls with a counter-clockwise motion. You use 1" triangular sections of hair when working with them (an additional tip is to twist the hair blocking tightly in the direction of the rod you are using for a firmer curl. They produce a long, open spiral curl).



Weaving Pins or Disco Pins as they were at one time called (figure 5) are used to achieve a square cornered type of movement to longer styles. One inch triangular sections are woven in and out of the center of the weaving pin in a figure eight formation, when you get to the ends leave out enough to roll on a perm rod, not only does it secure the end to the pin but it makes test curling much easier.

SUGGESTED FURTHER READING

HAIR STRUCTURE AND CHEMISTRY SIMPLIFIED:

A.H. Powitt, B.SC., A.S.T.C. (applied bio.); Milady
Publishing 1978

PHYSICS OF HAIR:

A.F. Willat, B.S.E.E.; Willat Company 1972

THE PERFECT PERMANENT WAVE:

Derek Roe; Derek Roe 1982

PIVOT POINT PERM COURSE VOLUME 2:

Pivot Point International 1983

ADVANCED PERMANENT WAVE:

Rufus V. Hays

ANATOMY OF A PERMANENT WAVE:

Jheri Redding, M.S.; Jhirmack Enterprises 1973

The author invites questions and constructive
criticisms/comments. Address all correspondence to:

Joseph F. Santy III
c/o FACES
1502 Haines Road
Levittown, PA 19055