



Women You Should Know

Get STRAIGHT About

Smoothing Treatments

By Kelly Bartlett

You've heard all about the hair smoothing miracle of Keratin Treatments and seriously want one. Although you might not know exactly what it is, the idea of having your frizzy, coarse, damaged hair being turned into a soft, shiny, sleek goddess of perfection sounds great. But, before plunging ahead you must do your homework. A Keratin Treatment is a method of temporarily straightening hair by applying a solution that coats the hair for 2-4 months leaving you with no frizz, less wave and more manageable healthy hair. Sounds great, but what are the hazards. Many of the various brands of Keratin treatments have an array of harmful chemicals that can be dangerous to you, the person applying it, and even others in the vicinity. The most toxic chemical used is Formaldehyde, used as a preservative in medical laboratories and mortuaries. It is considered a carcinogen by a number of health and safety agencies. Another is Aldehyde, an organic compound with a carbon bound

to formaldehyde. This may cause difficulty breathing, lethargy, and cancer of the nose and mucous membranes. Now you may be asking yourself, "Should I really risk my life for vanity?" You no longer have to.

Recently The Hair Specialists introduced Cashmere Luminance, a revolutionary new temporary smoothing solution. You can achieve shiny, soft, no frizz manageable hair, just as you would with a keratin treatment, if not better. It is best for those with naturally wavy or frizzy color treated damaged hair. It can also be used to treat curly hair, keeping it tame and manageable in the humidity. Cashmere is Formaldehyde and Aldehyde free. In fact the company is so proud of the ingredients they publish it on their website. It consists of Sodium Sulfite, a very gentle reducing agent used to preserve wine, dried fruits, and meats; lanolin which is wool wax to lock moisture inside the hair; Cellulose Gum, extracted from pulp, which is the coating agent and Silk PPT which is extracted from silk protein to achieve the smoothness and shine. This process takes 1 to 3 hours and lasts from 2 to 4 months with a cost to you of \$100 to \$300 dollars.

At The Hair Specialists, we're experts not only in Cashmere but in Japanese Thermal Straightening, a modern permanent smoothing solution for your hair. This process transforms even the most curly and frizzy manes into a waterfall of straight, smooth, and silky healthy looking hair. This treatment uses a special chemical solution similar to perm solution and heat to restructure the bonds of your hair. Treated hair will remain straight and will not become curly or wavy again. New growth that appears in the months following the straightening will need to be straightened again. The new growth usually needs to be straightened every 6 to 12 months. This process takes 3 to 5 hours, and costs \$500 to \$800 dollars for the initial straightening process. Touch up prices start at \$350 dollars. Consultations and questions for our specialists are welcomed and always free at The Hair Specialists. You can also schedule online 24/7 by going to www.thehairspecialist.net



Before

After



www.thehairspecialist.net

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