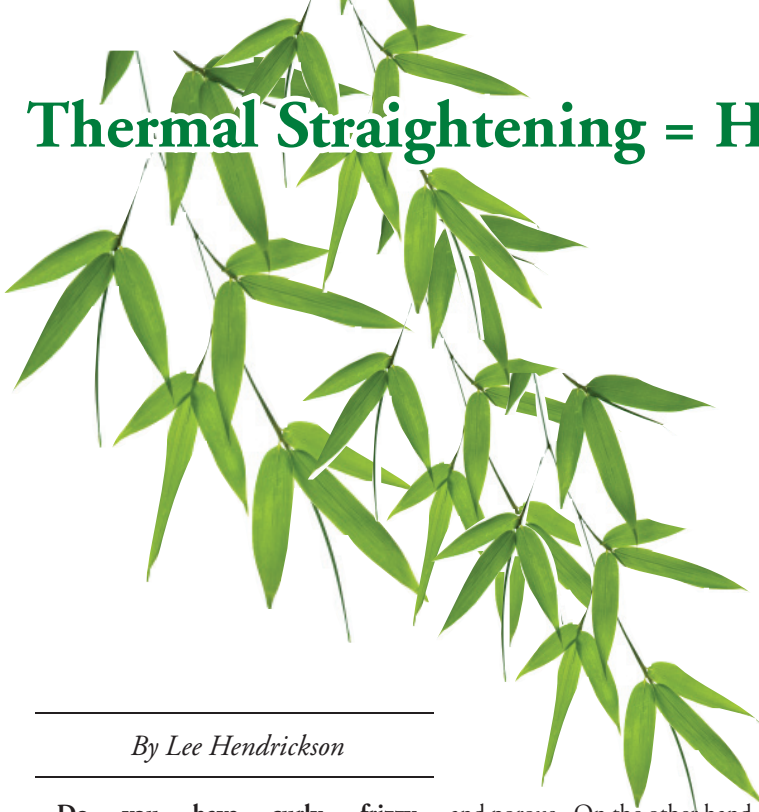


Thermal Straightening = Healthy, Shiny, Silky Straight Hair



By Lee Hendrickson

Do you have curly, frizzy, unmanageable hair?

Do you spend hours in front of the mirror trying to get your hair to be smooth, only to have it ruined once you step outside?

Have traditional chemical relaxers damaged your hair to the breaking point?

Throw your relaxers away because Japanese Thermal Straightening will give your time back along with silky smooth healthy hair.

The Modern Permanent Smoothing Solution

Japanese Thermal Straightening also known as Thermal Reconditioning is a modern permanent smoothing solution for your hair. This treatment transforms even the most curly and frizzy manes into a waterfall of straight, smooth, and silky healthy looking hair. Thermal Straightening uses a special chemical solution similar to perm solution (except healthier for your hair) to restructure the bonds of the hair, making it totally straight. Treated hair will remain straight and will not become curly or wavy again.

Frizzy Hair

Wavy and curly hair is almost always frizzy because the cuticle is usually rough

and porous. On the other hand, straight hair is smooth with a tightly closed cuticle, allowing light to reflect off its smooth surface. By straightening and smoothing the hair cuticle of the curly hair it becomes shinier, healthier and safer from the outside elements. This hair straightening process leaves hair glossy and frizz free. In fact, it even improves the hair's texture. It will straighten any type of hair and with any degree of curl, whether you have Caucasian, Asian, African American, Latin, Middle Eastern, Norwegian hair.

How It's Done

The Thermal Straightening process begins with an in depth assessment of the clients hair to determine the type and strength of the straightener and thermal conditioner to be used. The Hair Specialists are certified by Milbon-Liscio to perform every type of straightening service. We can create a formula for every person from tight frizzy to uncooperative wavy hair, and we can make that hair silky straight or softly smooth.

After conditioning, protecting and processing the straightener, the hair is rinsed thoroughly and prepared for the next step. What really sets this process apart are the flat irons specially designed to work with damp hair. They are invaluable to the technician to re-align



the internal bonds of the hair, and seal in the hair's moisture and shine. After flat ironing, the hair is neutralized in the straight position, rinsed, dried and ironed a second time to assure the hair remains straight.

Traditional Relaxers vs. Thermal Straightening

Traditional relaxers for straightening hair are known to damage the hair and must be touched up every six to eight weeks. The result is that the hair can become more dry and brittle with each application. It can even cause permanent hair damage! He opposite is true with Japanese Thermal Straightening.

After Japanese Thermal Straightening, hair has more elasticity. It is soft and pliable. The technique works for almost all kinds of hair types and for women of all ethnic and racial background. It can even be done on color treated and highlighted hair! While the hair in the end is basically straight, its softness and pliability allows it to be curled for styling purposes.

The straightened hair can be color treated or highlighted and the hair still remains silky, glossy, smooth and healthy. Even better, whatever hair is treated will stay straight permanently and only the regrowth needs touching up. Re-growth

needs touched up every 6 months to 1 year.

Thermal straightening was created in Japan and brought to the United States in 1998 and has been gaining in popularity ever since. This treatment has been featured in just about every fashion magazine in America including: In Style, Allure, Vogue, Marie Claire, Jane, Cosmopolitan, Self, Oprah, Lucky, Glamour, and Elle.

Timing

The thermal straightening process will take 2 to 5 hours to complete depending on the length, thickness and curl pattern of your hair. Some hair such as highlighted, tinted and sun lightened hair may need protein treatments before it is processed. Consultations are Free and sometimes can be completed over the phone.

Pricing

Thermal straightening starts from \$500 to \$800 for the initial straightening process. Touch up prices start at \$350. If you have any questions or wish to schedule your free consultation you can do so with our online scheduler by simply visiting our website www.thehairspecialist.net or by emailing Lee@thehairspecialist.net



Schedule Your Appointment Online at www.thehairspecialist.net

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