

thermal ionic™

FAQ

What is Thermal Ionic Permanent Straightener?

Thermal Ionic Permanent Straightener is basically a three-step hair system designed to permanently straighten naturally curly, wavy or frizzy hair.

What are the three basic steps?

- I. The first step, after washing and conditioning the hair, is to treat the hair with Thermal Ionic Step 1 Lotion. This processing lotion softens the curl by relieving the internal stresses of the hair.
- II. The second step thermally reconstructs the hair into the new straight configuration. This is accomplished by pressing the hair with a hot ceramic flat iron maintained at 170° – 230° C.
- III. The third and final step is the treatment of the hair with the Step 2 Neutralizer. This step permanently locks the hair into a "pin-straight" configuration.

What is the active ingredient of the Step 1 Lotion?

Ammonium Thioglycolate is the active ingredient of Step 1 Lotion.

How long does the hair remain straight?

The hair remains permanently straight until it is cut off or permed. However, the new growth will be curly and a retouch straightening service will be required after 6–8 months, depending on the rate of hair growth and the degree of curliness of the new growth.

What are the benefits of the Thermal Ionic Permanent Straightening service?

- The hair will be permanently "pin-straight", frizz-free, silky soft and and unbelievable shiny. The hair will be in better condition after the treatment than before.
- This treatment minimizes static and fly-aways and does away with "bad hair days".
- The permanently straightened hair will dramatically reduce at-home maintenance time.

How long does the Thermal Ionic Permanent Straightening service take?

On average, the whole procedure takes 4–5 hours. However, the actual time will vary for each individual, depending on the length, texture and curliness of the hair.

Can Thermal Ionic be used on previously relaxed hair?

Not if the hair was previously relaxed with lye type relaxers (i.e., sodium, lithium, potassium or guanidine hydroxides). If hair has been relaxed with these chemicals, only the new growth can be treated with Thermal Ionic, making sure that there is no overlap with the previously relaxed hair.

Can Thermal Ionic be used on color treated hair?

There are three Thermal Ionic formulations available.

Normal Formula

For use on healthy, virgin hair or hair previously colored with semi or demi permanent hair colors, processed with less than 20 volume peroxide.

Tinted/Highlighted/Bleached Formula

For use on hair previously colored with permanent hair color processed with 20 volume or greater peroxide, bleached or double-processed hair.

When using this formula, it is very important to determine the condition and/or integrity of the hair. If the hair is very porous, dry and brittle from previous chemical treatments, do not use Thermal Ionic on this type of hair. If there is any doubt concerning the use of Thermal Ionic on a specific hair type, perform a complete strand test.

Resistant Formula

For use on coarse, resistant virgin hair, or resistant hair that has been color-treated using semi permanent, demi permanent or no-lift permanent hair color.

Can external heat be used to speed up the processing time?

No. The products have been formulated to work at room temperature.

Do I have to use a ceramic iron?

Yes. Optimum results are obtained with Conair Pro™, Jilbere de Paris™, Ceramic Tools™, BaBylissPro® or Rusk® ceramic irons, since these irons evenly distribute the heat over the whole plate surface. It should be noted that these irons are calibrated to achieve a temperature of 215° – 230° C. This temperature range will produce optimal thermal straightening results.

Can I apply Thermal Ionic on permed hair?

Yes. If the hair is in good condition, Thermal Ionic can be used on permed hair. If there is any doubt, perform a complete strand test.

How does Thermal Ionic differ from lye type relaxers (i.e., sodium, potassium, lithium, guanidine hydroxides)?

The chemistry involved with the use of Thermal Ionic is similar to permanent waving and is different than the chemistry of lye relaxers. The Thermal Ionic chemistry is gentler and allows you to re-perm the hair even after Thermal Ionic treatment. Re-perming is not an option when hair is treated with lye relaxers.

Will Thermal Ionic treatment affect the color of the hair?

Yes. Naturally colored hair may be one to two shades lighter and color treated hair will fade. If hair is to be colored again, wait 7–10 days after the Thermal Ionic service.

Could you color hair the same day you apply Thermal Ionic?

No. Wait 7–10 days after an application of Thermal Ionics (See above.).

How soon can a client shampoo his/her hair after receiving a Thermal Ionic treatment?

Your client cannot shampoo his/her hair for at least 48 hours. In addition, the client should not use rubber bands, hair clips, or crimp the hair in any manner within the same time period.

How much should I charge for this service?

Since the process will take 4–5 hours, calculate what your income would have been from other services rendered in this time frame (i.e., haircuts).

What is the minimum hair length required for this service?

The minimum hair length is approximately four inches. For shorter hair lengths, it would be difficult to use a hot flat iron efficiently, due to the width of the flat iron.

Can I get more than one application from a jar?

Yes, as long as the remainder of the product is used within 24–48 hours. Once a jar has been opened, it is exposed to atmospheric oxygen which causes the product's efficacy to slowly diminish.

thermal ionic
thermal straightening system
www.thermal-ionic.com

