



senscience®
straight



liquid luxury™ collection
Specially formulated by Shiseido Laboratories

**Permanent Thermal Hair
Straightening System**



introducing

the most luxurious hair straightening system ever created

Senscience Thermal Straightening System utilizes the latest Japanese style technology from Shiseido Laboratories to permanently transform coarse, curly and wavy hair into a vision of luminous smoothness while improving hair's condition and structure.

Available in two formulas:

- **Normal/Resistant**
- **Color-treated (tinted 20-volume or less) and Highlighted (40% highlights or less)**

Kit contains:

- One (1) Senscience Pre-Treatment (Step 1) (4 oz/ 118 ml)
- One (1) Senscience Straightening Crème (Step 2) (16.9 oz/500 ml)
- Two (2) Senscience Re-Bonding Treatment (Step 3) (8 oz/237 ml)
- One (1) Senscience Moisturizing Mist leave-in conditioner (Step 4) (6.8 oz/200 ml)
- Direction Insert in English, French, Spanish, Portuguese, Dutch, Italian and German

1 kit can process:

- 1 long hair application OR
- 2 shoulder-length hair applications OR
- 1 shoulder-length hair application and 2 regrowth treatments OR
- 4 regrowth treatments

senscience pre-treatment (step 1)

A leave-in hair treatment that equalizes hair porosity to protect and prepare it for uniform straightening results. Contains an exclusive blend of conditioners, proteins, emollients and a UV blocker.

keratin amino acids

Derived from the same material as hair itself. Penetrate into the hair cortex to strengthen and improve manageability and appearance.

polyquaternium-10

Equalizes hair porosity.

panthenol

Moisturizes the hair fiber, allowing hair to absorb the right amount of moisture without buildup. Conditions dry, split ends.

PEG-2 oleammonium chloride, cetrimonium chloride, conaga odorate

Conditioning agents that improve combability, manageability and static control. Give a silky feel and long-lasting conditioning without buildup. Adds body to hair and provides a flexible, glossy finish. Attaches to the hair and penetrates deeply to smooth the cuticle.

benzophenone

A UV blocker that penetrates the hair shaft to provide sun protection.

pH of 5.0

senscience straightening crème (step 2)

Thioglycolate-based conditioning formula with a pleasant fragrance that breaks down the hair’s cystine bonds, resulting in hair softening. After processing and thoroughly rinsing Senscience Straightener, hair is processed thermally with a ceramic flat iron (NOT INCLUDED).

two thioglycolate-based highly conditioning formulas

For Normal/Resistant and Color-treated hair.

ammonium thioglycolate

A keratin reducing agent.

diethylene glycol/DMAP acrylamide/PEG-180/HDI copolymer and dimethicone

A heat-protecting silicone-based material.

benhetrimonium methosulfate

A conditioner that leaves hair silky-straight.

pH of 8.80-9.10



senscience re-bonding treatment (step 3)

A hydrogen peroxide-based formula that rebonds sulfur bonds while conditioning and nourishing the hair.

hydrogen peroxide based formula

Rebonds sulfur bonds while it conditions and nourishes hair.

glycerin

A humectant that moisturizes hair.

vitamins A, C and E

Antioxidants that penetrate into the hair to help hydrate, condition and nourish, as well as protect the hair from the damaging effects of everyday stresses.

dimethicone, cyclopentasiloxane

Condition the hair for better wet and dry combing while leaving hair with more shine and lustre.

pH of 3.2-3.8

Seals the hair cuticle.



senscience moisturizing mist (step 4)

The last step in the Senscience Straight process. A light, leave-in conditioning spray that delivers moisture, nourishment and detangling benefits while protecting both wet and dry hair from the drying effects of daily heat styling, the sun and chemical processing. Gives superior conditioning, manageability and imparts superior shine to the hair after thermal processing. Penetrates deep into the hair cortex to improve manageability, shine and appearance. Protects hair from environmental stresses. Excellent for daily use. Can also be used as a cutting lotion.

keratin amino acids

Derived from the same material as hair itself. Penetrate into the hair cortex to improve manageability and appearance.

silk amino acids

Help maintain the moisture balance. They penetrate the cuticle to strengthen the hair. Smooth the cuticle, restructure the hair fiber and reconstitute a protective film on the hair.

bio-structurer®

Helps give flexibility, shine and structure to damaged and dry hair.

benzophenone-4 and butyl methoxydibenzoylmethane

Help protect hair from harmful UV rays.

conditioning agents

Improve combability, manageability and static control. Give a silky feel and long-lasting conditioning without buildup. Add body to the hair and provides a flexible, glossy finish. Attaches to the hair and penetrates deeply to smooth the cuticle.

pH of 5.0-6.0





preparation



Before



Cover shoulder area with cape or towel. Wash hair with Senscience Purify Shampoo for deep cleansing.

TIP: For highly porous hair, apply Senscience Inner Restore or Senscience Inner Restore Intensif for 2-3 minutes, then rinse hair.



Towel dry hair thoroughly and apply Senscience Pre-Treatment (Step 1). The porous areas should absorb more Senscience Pre-Treatment (Step 1) than the less porous areas. **DO NOT OVERSATURATE.**

TIP: For resistant hair, dry hair to about 20-30% moisture before proceeding to step 2.



application



Comb and section hair into "T" partings (starting at the nape of the neck, make ¾-inch (2 cm) partings across the section).



Apply Senscience Straightening Crème (Step 2) ½-inch (1,5 cm) from the scalp with a tint brush directly from jar. Spread the product throughout the whole length of hair, including ends, while avoiding the root area.

CAUTION: Never apply the product directly to scalp as this will cause irritation.



Gently comb hair straight with a wide-tooth comb using medium tension. Continue up to the top of the head, gently combing each section and making sure there is enough product on hair at all times.



processing



Process hair at room temperature for 5 minutes. **DO NOT COVER OR USE DRYER.** Take a few strands of hair at midpoint between crown and the nape of the neck and coil around your index finger. If hair maintains its coiled form, it has been fully processed. If the coil opens, hair requires additional processing.

TIP: Perform this test every 5 minutes until processing is complete (refer to maximum processing times).



After processing is complete, rinse hair for 5-7 minutes with warm water to thoroughly remove Senscience Straightening Crème (Step 2). Keep hair as straight as possible during the rinsing procedure. **Note: Excessively thick and or very porous hair may take longer to thoroughly rinse.**

MAXIMUM Processing Times:
Tinted or Highlighted: 15 minutes
Normal Hair: 35 minutes
Resistant Hair: 45 minutes

thermal processing



After rinsing out Senscience Straightening Crème (Step 2), finger dry hair with a blow-dryer, leaving 10-20% moisture in hair, before using the straightening iron. Comb and section hair into “T” partings. Starting at the nape of the neck, take 1/8-inch (1/2 cm) sections (not longer than the length of the iron). Keep the iron at least 1/2-inch to 3/4-inch (1,5 cm – 2 cm) away from the scalp. Starting near the root area, treat 1/3 of the hair shaft, press, slide and repeat two times to a total of 2 seconds per area. Then go to the next section and repeat this through the hair ends.

TIP: A comb should be used to direct the hair exiting from the ceramic flat iron to prevent burning of fingers.

IRON PRECAUTIONS:
To prevent damage to hair, complete hair evaluation is recommended. **DO NOT USE** on damaged or weakened hair. The safe temperature of the iron is 180°C or 356°F or less. Preheat the iron for 1 minute. When moving the iron, **DO NOT** apply excessive pressure as this could cause damage to hair. **DO NOT** touch the scalp with the iron, as this could cause flesh burns.

neutralization



When Thermal Processing is complete, gently comb hair as smooth and straight as possible with a wide-tooth comb. Apply the Senscience Re-Bonding Treatment (Step 3) directly from the bottle. Start at the nape and make 3/4-inch (2 cm) partings across the section. Evenly saturate hair from roots to ends.

Comb hair with a wide-tooth comb while maintaining it in a straight configuration to distribute the neutralizer evenly throughout hair.



Process for 5 minutes, then thoroughly rinse out Senscience Re-Bonding Treatment (Step 3) for approximately 5 minutes.



leave-in treatment



Apply Senscience Moisturizing Mist evenly throughout the hair. This leave-in conditioner will leave hair healthy and shiny while protecting it from environmental stresses. Hair is now ready for styling.

IMPORTANT: DO NOT SHAMPOO FOR 48 HOURS.
TIP: For complete step by step instructions, refer to the Senscience Straight direction insert or obtain a copy of the Senscience Stylist Educational DVD.

after



Beautiful healthy, silky soft shiny hair that only Senscience Liquid Luxury can deliver.



client at-home maintenance

To maintain hair in optimal condition, Senscience Liquid Luxury recommends the following at-home and in-salon maintenance regimen after every Senscience Straight service:

daily

Senscience Smooth Shampoo and Smooth Conditioner: Formulated with soybean extract, silicone and guar gum to work from the inside out and outside in, bonding to the structure of hair to strengthen and protect. Leaves hair silky-smooth, superbly manageable and brilliant.

weekly

Inner Restore Deep Moisturizing Conditioner: Enriched with keratin, silk amino acids, panthenol and silicone to renew hair's structure. Instantly replenishes and repairs, improving hair's flexibility and elasticity.

OR

Inner Restore Intensif Deep Repairing Masque: Enriched with Shiseido Laboratories' exclusive blend of silicone emulsions, this deep repairing treatment for thick, coarse hair repairs and smoothes cuticles, leaving hair silky-soft and incredibly shiny.

2 weeks to 1 month after service

c.p.r. (cuticle porosity reconstructor) in-salon treatment: This intensive two-step in-salon restorative treatment formulated with keratin, silk amino acids and Bio-Structures® replenishes vital nutrients, restores porosity deficiencies and fortifies, leaving hair stronger, healthier and protected.

Q & A

can Straight be used on Porous hair?

Yes, for highly porous hair, apply Senscience Inner Restore or Senscience Inner Restore Intensif for 2-3 minutes, then rinse hair. Towel dry hair and proceed to Step 1.

can Straight be used on African-American/Ethnic/Highly-Textured hair?

Yes, this product can be used provided it is virgin hair – i.e. untreated with No Base (sodium hydroxide), No Lye (Calcium Hydroxide) or Lithium Hydroxide hair relaxers or any other straighteners.

how long do you have to wait after you have had a color or texture service?

1-2 weeks and be sure to recommend the Color Treated Formula for tinted hair with 20 Volume Peroxide or less or for hair with 40% highlights or less.

the senscience liquid luxury™ collection



{ shampoos }

silk moisture smooth volume balance specialty specialty anti-dandruff



purify curl define



{ conditioner }

silk moisture smooth volume balance curl define



{ treatments }

inner restore inner restore intensif moisturizing mist brilliant defense true hue replenish crème



c.p.r. renew



{ styling & finishing }

revive volume boost pliable shine smooth gelée designer thermal design



structure foam silk finish curl activate



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straight



liquid luxury™ collection
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