



THE PERFECT PERM

No Harsh Chemicals
for the Hair or the Environment



GO GREEN!

Mondo Verde

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HOW TO DO THE PERFECT PERM

- Step 1. The hair must be clinically cleansed**
- Step 2. Apply prewrap porosity equalizer, not just a prewrap**
- Step 3. Wrap the perm in the direction of the style you are trying to achieve. This is called a directional perm.**
- Step 4. Saturate the perm properly**
- Step 5. Check the perm for proper curl**
- Step 6. Rinse**
- Step 7. Reapply PPE**
- Step 8. Apply neutralizer**
- Step 9. Rinse hair thoroughly and remove rods.**
- Step 10. For a natural curl remove all chemicals**

Step 1. Use Mondo Verde Back Bar - What is Mondo Verde Back Bar and how does it work? It is composed of Clean Start Shampoo, Sweet Water and Moisture Maintenance.

Clean Start Shampoo breaks down all oils in the hair, natural or otherwise, all medication, and all polymers in hair care preparations, and removes them from the hair. To be sure the hair is clinically cleansed and all residue is removed you must shampoo twice.

What has been available to you are deep cleansing shampoos, stripping shampoos and chelators. A chelating shampoo is nothing but a very strong detergent which has negative effects on the hair. When chelating the hair the shampoo you use will go above 7 PH becoming an alkali. The more heat you apply and the longer you leave it in, the higher the PH. This will damage the cuticle and weaken and damage the cortex and strip the hair because of the high PH. Clean Start is 6 PH and stays that way, thus clinically cleansing the hair without damaging the cuticle and cortex. Therefore, this is the shampoo to use before any service to start with properly cleansed hair.

Sweet Water has very low PH. So on contact it will coagulate the hair and lay the cuticle down restoring the cortex to its natural state, making the hair incredibly strong and flexible. The ingredients in the Sweet Water neutralize all chemicals found in the hair and the water. **There is no other product that does this.**

BromoSilk however has a PH of 6.5. It stops the activities in the peptide chain and locks the curl into the shape or curl you are looking for. For this service you can no longer charge \$25 for a perm. They must be \$100 and up. The more you know, the better you are, the more you should charge.

Since there is so much involved in doing the perfect perm I suggest you ask your sales person for a class. I have found in my 50+ years of teaching the best way to learn is in a class where we actually do the work and you can ask questions.

Ingredients: Deionized Water; Sodium Bromate; Mondo Verde Proprietary Formula; Octoxynol-90; UREA; Citric Acid Polysorbate 20.

We are the future of perm waving!

For Professional use only

**IF YOU'RE REALLY LOOKING FOR
SOMETHING DIFFERENT
TRY KERATIN THERAPY; IT'S LIQUID
HAIR IN THE PALM OF YOUR HAND.**

Great Retail Item!



Instructions: Put a small dab in palm of your hand, rub your hands together, and massage into the hair. Proceed with your hair style.

INGREDIENTS: Water, (Aqua, Eau), Behentrimonium Methosulfate, Corza Oil, L-Cysteine, Cystine (liquid hair), Brassica Oleifera (oil from Brassica Seeds), Cetearyl Alcohol, Glycolistearate, Cetyl Esters, Guar Hydroxypropyltrimonium Chloride, Lecithin, Citrus Aurantium Dulcis (orange) Peel, Olea Europaea (olive) Fruit Oil, Melissa Officinalis Extract, Humulus Lupulus (Hops) Extract, CymbopogonSchoenanthus Extract, Chamomilla Recutita (Matricaria) Extract, Fragrance.

for rinse and towel blot, apply PPE, comb to desired style and let set for 10 minutes. Towel blot, comb to desired style and neutralize with BromoSilk for 5 minutes. Do Mondo Verde Back Bar to remove all chemicals and residues in the hair so the customer can go home and take a shower or go swimming without losing any of the curl or direction. No waiting 72 hours! The hair will be shiny and beautiful to touch.

MANAGEABLE WAVE PERM SOLUTION ONE SOLUTION FOR ALL TYPES OF HAIR

This wave is the kindest wave for the hair that gives you superior curl. Anything else is a mixture of different chemicals to activate in different ways. You should stay away from these as they will damage the hair.

This solution is the future of perm waving, whether using rods or just giving direction to the hair. Always use an applicator bottle to apply the perm solution. You do not need to check this wave. You should process for 35 minutes because at that point it begins to self-neutralize. However total neutralization takes 48 to 72 hours. This is why we use neutralizers. Please note: If you are going to perm chemically treated hair, including foils, you must use PPE to equalize the porosity for the best results.

**USE WHAT YOU NEED THEN TIGHTLY RECAP. It is very economical.
There is no waste.**

Ingredients: Deionized Water; Opacifier; Polysorbate 20; Fragrance; Ammonium Thioglycolate; Diammonium Dithioglycolate; Ammonium Hydroxide; Mondo Verde Proprietary Formula; D & C Yellow # 11.

BromoSilk Neutralizer

It is special proteins, phatic acids, and bromate. There is no hydrogen peroxide. The hair reacts totally differently from anything you have used before leaving the hair very, very healthy and very shiny. For rod perm the timing is 7 minutes. This must be respected. For rodless perm timing is 5 minutes. Other neutralizer is nothing more than 10 volume peroxide. When you use the peroxide and perm solution on the hair you will have an explosion of chemicals within the hair. The perm solution will raise the PH very high and the 10 volume peroxide will immediately bring the PH down to 3.5 to 4. This is called "instant neutralizer", but leave it on 5 minutes. Are you kidding me?? That's an absolute no-no. The explosion causes heat in the hair causing everything that is ugly in perm wave. This is why we quit doing perms.

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Moisture Maintenance rebuilds and seals the hair. When applying Moisture Maintenance on hair which has been treated with Sweet Water, it grabs the Moisture Maintenance from the top of the cuticle and brings it into the cortex. The molecular structure of the Moisture Maintenance changes drastically and becomes bigger, sealing itself under the cuticle and filling all the embarkations in the damaged cortex and becoming part of the hair. When properly applied (meaning you use enough) the hair becomes very flexible, very shiny and repaired, silky and soft and ready to accept the chemical or style. You should do this every time the customer comes in or before and after chemically processing the hair. After is a must!

Step 2. Rinse and towel blot the hair. Now you apply **Prewrap Porosity Equalizer (PPE)** to wrap the hair. **DO NOT USE WATER.** What is PPE? You will notice that Prewrap Porosity Equalizer (PPE) is a very important component to restore the hair's porosity. What has been available to you up until now is nothing more than a prewrap, which is a leave-in conditioner or leave-in protein which are the very oils we are trying to remove. This creates a barrier to slow down the perm so the perm doesn't take evenly. Our PPE adjusts the porosity of the hair so if the ends have 90% porosity it takes 90%, if the cold shaft has 40% it takes 40%, if the new growth has no porosity it won't take it at all. You can check this by putting strands of hair between your fingers and sliding the fingers from the scalp to the ends. The porosity should feel the same throughout. Therefore the PPE will not slow your perm but fix the problem. You can't overdo it because it self-adjusts. Please note: PPE is also great to use before coloring if you are not using Mondo Verde Color Foundation.

Step 3. If the hair becomes dry while you are wrapping, moisten evenly throughout with PPE, not water.

Step 4. Saturate thoroughly with perm solution making sure you put solution inside the holes in the rod. Note: We have an applicator bottle to fit the hole in the rod. Ask your salesperson.

Step 5. Process the perm for 35 minutes. We are told to check the perm every 5 minutes. I ask you not to do this as it will weaken the curl on the perm rod you just checked. With our perm solution apply, wait 35 minutes and you're done. If you follow these instructions you will have perfect curl throughout.

Step 6. Rinse

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Step 7. Reapply Prewrap Porosity Equalizer thoroughly and let set for 25 minutes. This will give the hair a chance to reconstruct itself to the new curl with more strength and less damage.

Step 8. Apply neutralizer making sure you have thorough saturation including inside the holes in the rod. Make sure the ends are neutralized. Note: We have an applicator bottle to fit the hole in the rod. Ask your salesperson. When neutralizing you are told it is instant neutralizer but leave in 5 minutes. Since neutralizer is 10 volume hydrogen peroxide it causes an explosion of chemicals inside the hair making it frizzy, brittle and with bad curl. When using BromoSilk you have no damage as it is not hydrogen peroxide. However, you must leave on 7 minutes for total neutralization.

Step 9. Rinse and remove rods.

Step 10. Now you must repeat the Mondo Verde Back Bar System to neutralize the chemicals left from the perm solution and neutralizer. This builds the hair back up to its natural state. However, when doing the Back Bar after a perm, do the following. Put a dime size of Clean Start Shampoo in the palm of your hand, work the shampoo into your hands, and gently massage into the hair. Do not scrub. Rinse thoroughly and squeeze moisture from the hair. Apply Sweet Water to remove chemicals, and apply Moisture Maintenance to seal the hair. If you do this you will get no frizz, no shrinkage and a natural looking curl every time. The customer doesn't have to wait 24-72 hours to get the hair wet as you have neutralized the chemicals left in the hair.

Notice we packaged our perm solution in 32 oz size. This is because our perm solution is incredibly stable and, if you follow the simple instructions, this becomes very economical to use. Put as much solution as you need into the applicator bottle and tightly recap the perm solution bottle.

Something new and exciting you can do with perm solution – the **Rodless Perm**. Today's styles require blow dryers, curling irons and flat irons. Could you imagine in today's styling where hair is blowing in the breeze and bouncy and free if you could do a rodless perm to give strength and direction to the hair. This is a new approach to today's style. The end result is always to give strength, direction, and durability to the style. With our perm you can accomplish this. Faster – Easier – Better

HOW TO DO THE RODLESS PERM

Clinically cleanse the hair by doing the Back Bar, towel blot, apply PPE, and comb to the desired style. Put 2 oz. of Rock Hard Gel and 2 oz. Manageable Wave Perm Solution in an applicator bottle and shake well. Be sure it's totally mixed. Apply the solution throughout the hair and comb again to the desired style making sure it is totally saturated. For non chemically treated hair, with a fine tooth comb, comb to the direction of the desired style and repeat 3 times for 35 minutes to reinforce the style. For colored or bleached hair, with a fine tooth comb, comb to the desired style and let set for 35 minutes without recomb. After 35 minutes rinse thoroughly, towel blot, apply PPE and towel blot to remove excessive moisture. Apply BromoSilk Neutralizer, comb to the desired style and let set for 5 minutes. (this is for BromoSilk only) Rinse and do Back Bar using Special Care Shampoo in place of the Clean Start Shampoo. Proceed with styling. If you detect unruly pieces of hair when blow drying, or if you want the hair silky smooth, apply some Keratin Therapy or Preferred Porosity Equalizer and proceed with styling. Keratin Therapy is wonderful to use before flat iron. You'll definitely see the difference. Use the same directions to reduce natural curl, remove cowlicks, especially on men. Cancer patients who go through chemo have a special need for this. The hair grows back with a different texture and different curl patterns throughout the head. So one side can be one way and the other side another. Our perm will restructure and redirect the growth pattern as well as the curl, to the desired style. This is phenomenal help for them.



Before

After

Before

After

For an unwanted perm wave or old perm mix 2 oz. Solza and 2 oz. Manageable Wave Perm Solution in an applicator bottle and shake to mix well. This should be done with the customer at the shampoo bowl. This works between 3 and 10 minutes. You will see reduced curl by 3 minutes and no curl at 10 minutes. Whenever you achieve the wave pattern you are looking