

DIANV 
BEAUTY & CREATIVE

FORM

ME UP

PERMANENT



Modern organic permanent treatment without ammonia and thioglycolic acid.

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Modern organic-biological permanent treatment without ammonia and thioglycolic acid. A product of the latest generation based on the action of natural ingredients that change the shape of the hair while preventing damage to the hair structure.

The main active ingredient in the FORM ME UP solutions, responsible for both safety and hair restructuring, is cysteamine. Cysteamine is an amino acid capable of forming disulfide bridges within the hair, ensuring that no external or internal damage occurs during the FORM ME UP treatments.

The neutralizer contains additional amounts of keratin amino acids and aloe vera juice, which has soothing and moisturizing properties.

The latest generation of FORM ME UP products offers a completely new and improved working comfort compared to products based on ammonia and thioglycolic acid, noticeable from the first use.

The FORM ME UP series allows for the creation of all types of curls, styling, and volume.

THE FORMULA CONTAINS:

DEMINERALIZED WATER: a pH-neutral liquid in which all other ingredients are dissolved.

CYSTEAMINE: a safe amino acid active substance that softens the hair and makes it more elastic, allowing the structure of the sulfur bridges to be altered without damaging them.

LAURETH-23: responsible for the adhesion of active substances within the hair.

SODIUM HYDROXIDE: regulates the acidity so that the pH of the product maintains an optimal level.

POLYQUATERNIUM-6: a conditioner that helps to maintain the hair's natural vitality.

KERATIN AMINO ACIDS: low molecular weight amino acids that penetrate into the hair and restore its internal structure.

PLANT EXTRACTS: toning properties, water retention in the hair, and a rich source of valuable fatty acids.

The FORM ME UP technical line for use in the salon includes:

- FORM ME UP Lotion 01 (For natural hair) - 300 ml
- FORM ME UP Lotion 02 (For treated hair) - 300 ml
- FORM ME UP Neutralizer - 1000 ml
- FORM ME UP Perm Active Acidifying Shampoo - 1000 ml
- FORM ME UP Perm Active Acidifying Mask - 1000 ml



The FORM ME UP homecare line includes specially developed cosmetics for professional care and styling at home:

- FORM ME UP Curl Shampoo - 250 ml
- FORM ME UP Curl Mask - 250 ml
- FORM ME UP Intensive Spray Mask 10 in 1 - 250 ml
- FORM ME UP Power Curl Fluid - 200 ml



Step-by-step instructions

Step 1 Conduct an interview with the client (exclude any contraindications for the treatment).

Step 2 Conduct an allergy test and a test to assess the condition of the hair.

To exclude allergic reactions to the product, apply a small amount of the permanent products to the back of the head around the hairline or to the inside of the arm between the elbow and wrist. If an allergic reaction occurs, immediately rinse the product thoroughly with lukewarm water.

We recommend performing an allergy test 24 hours before the treatment.

Before each treatment, perform a test on wet hair to determine if the hair is suitable for a permanent treatment.

To accurately assess the actual quality of the hair, it is necessary to wet it and stretch it. If the hair curls strongly and breaks, it is severely damaged and no permanent treatment should be performed due to the risk that the desired resilient curl effect will not be achieved.

Damaged parts are best cut off and an intensive moisturizing and repairing treatment applied using one of the available specialist Botox products.

Step 3 Discuss in detail with the client what effect they want to achieve, select the appropriate rollers and curling techniques for the treatment.

Step 4 Wash the hair twice with a cleansing shampoo (if there is a lot of styling products, care products, or oils in the hair, it is recommended to use the cleansing shampoo three times). Failure to remove excess products can block the penetration of the permanent wave solution and thereby weaken the curl.

Step 5 Pat the hair dry with a towel, divide it into sections, and start rolling the rollers. Perform this step very accurately (improperly wound or too loose rollers may not give the desired effect).

Step 6 Moisten the rollers with water using a spray bottle, so that each roller is damp.

Step 7 Apply the chosen FORM me UP 01 solution on natural hair or FORM me UP 02 solution on treated hair.

Step 8 Apply a small amount of solution to each roller using a bottle with a narrow applicator and leave it for 5 minutes to absorb.

Step 9 Repeat the application of the solution and wait another 5 minutes.

Step 10 Apply the Form me Up solution for the third time and leave it for the indicated time, depending on the condition and type of hair.
Applying small amounts of the solution three times ensures deep penetration into the hair, especially long hair.
This is very important for the final result of the treatment.

Processing time of the product:
Bleached, thin hair - 20 minutes
Colored, medium thickness hair - 30 minutes
Natural, thick hair - 45 minutes

Note! The processing time of the product is only an approximation. The hairdresser must decide during the treatment whether this time should be shortened or extended.

Step 11 Apply a foil cap and protect sensitive skin areas with cotton pads to prevent the liquid from leaking.

Step 12 After 20 minutes, check the level of the curl. Unroll a roller. If the hair does not curl back after gentle stretching, this means it is not yet ready and the processing time of the product should be extended until the desired effect is achieved. Check the curl every 5-10 minutes.

Step 13 Rinse the rollers thoroughly with warm water without unrolling them for 10 minutes.

Step 14 Pat off excess water very well with a towel.

Step 15 Apply the Neutralizer FORM me UP twice to each roller using a bottle with a narrow applicator, starting from the back of the head towards the front. Leave the product on for 5 minutes.

Step 16 After this time, carefully remove all the rollers and gently knead the curls to distribute the neutralizer evenly from the roots to the ends. Leave it for 3 minutes.

Step 17 Rinse out the neutralizer.

Step 18 Wash the hair with Perm Active shampoo and rinse thoroughly.

Step 19 Apply the Perm Active mask, leave it in the hair for 10-15 minutes, then rinse thoroughly.

Step 20

Prepare the hair for styling. Spray the hair with Form Me Up 10 in 1 conditioner and work the product well into the hair.

Then apply a small amount of Curl Power hair serum to the hair and knead it in for about 5 minutes.

Step 21

Continue drying the hair with a hairdryer and a diffuser. It is recommended to use a cool airflow for drying the curls.

IMPORTANT INFORMATION AFTER THE TREATMENT

- Hair should not be washed for at least 48 hours after the treatment to allow the new curls to set.
- For daily care, it is recommended to use hair products from the FORM me UP series specifically developed for curly hair (shampoo and mask) with strong moisturizing properties that emphasize the curl and give the curls resilience.
- After each wash, it is also advisable to use a nourishing conditioner such as FORM ME UP 10 in 1 conditioner, which perfectly maintains the hair's moisture balance, as well as a curl activator - the FORM ME UP Curl Power cream for defining curls.
- For resilient curls with volume, it is recommended to dry the hair with a hairdryer and diffuser and use a cooler airflow, or let the hair dry naturally.
- The obtained curls should only be combed on wet hair. Combing on dry hair can lead to frizz.
- Coloring can be done 7 days after the treatment. Bleaching the hair can negatively affect the appearance and quality of the curls.
- Swimming in chlorinated water, saunas, bathing in salt water, and excessive exposure to the sun without proper hair protection can negatively affect the quality and durability of the results.

CONTRAINDICATIONS FOR THE TREATMENT

- First and third trimesters of pregnancy.
- Chemotherapy, hormonal stimulation, other invasive pharmacological treatments.
- Allergies, skin damage, skin conditions (psoriasis, atopic dermatitis, folliculitis).
- Very damaged, bleached, lightened hair that does not pass the wet hair test. Hair coloring within 7 days before the treatment.
- Hair coloring with henna.
- Hair bleaching within 30 days before the treatment.
- Keratin treatment or other permanent straightening within 6 months before the treatment.
- Nanoplasty within 12 months before the treatment.