

PRAVANA™

- IN THE PRESS -



MODERN TEXTURE

A New School of Perms

The “tigger-is-better” perms commonly associated with the ’80s might conjure up thoughts of tight, powdery curls, large metal rods and off-putting odors. But as perm technology has evolved and become more customizable, perms can be used to control texture, create natural-looking waves or add volume to straight hair.

The old permanent wave machine introduced in the 1920s used a combination of chemicals and electricity to curl the hair. To achieve the desired look of the time, clients sat under the machine for up to six hours while hair was heated to approximately 200 degrees.

Advances in chemical technology have made the perm process much easier on hair. Improved solutions boasting built-in conditioners preserve strength and integrity while delivering consistent results. By varying rod size, solution strength and processing time, stylists can give clients a variety of options from big, tight curls to loose waves.



Hair: Robert Santana for Matrix | Photography: Teddy Mair

TOOLBOX

Goodbye Spiral, Hello Wave

The new twist in perming is all about adding definition and creating soft texture.

American Wave by Ampeo
Using an ionic waving lotion, the American Wave by Ampeo penetrates the hair shaft gently without roughing the cuticle or making it swell, which is what perms used to do. “This product is Thio free, positively charged and uses modern ionic technology, meaning the product seeps into the hair shaft gently without roughing, swelling or breakage,” says Ampeo Master Stylist and American Wave Specialist, **Amanda Jenkins**.

Matrix's Opti-Effects
Matrix's Opti-Effects has no residual odor and can create coiled, full curls or loose, modern waves. “Opti-Effects releases the wave pattern, creating a long-lasting, looser, more elongated wave pattern for volume support and soft natural texture,” says Matrix's AWP of Color and Texture, **Adam Gam**.

CHI Ionic Permanent Shine Wave System by Farouk
CHI's Ionic Permanent Shine Wave System is a gentle, ammonia-free formula that works to maintain optimum moisture levels. “Today's evolution of the perm is called a texture, wave or body service,” says **Lisa Marie Garcia**, vice president of shows and education for Farouk Systems. “Our wave system is ammonia-free, results in even curl and body from root to tip and hair is left soft, shiny and tizzy-free due to a gentle solution.”

Permanent Wave System by Paul Mitchell
Paul Mitchell's Permanent Wave System offers three formula types for colored, gray and normal to fine hair. “No matter the texture or condition of the hair, Paul Mitchell offers a system that is customizable to each individual's needs and desired results,” says Paul Mitchell Global Artistic Director, **Robert Cromans**.

Pravana's Beach Wave
Pravana's Beach Wave is a semipermanent texture infusion tool and service designed to provide a long-lasting, soft, natural wave. Beach Wave creates soft, subtle waves that can be worn natural or styled with a curling iron for a more elegant, tighter curl. “Pravana Beach Wave infuses the hair with keratin protein while providing that beautiful, soft beach wave that everyone is after,” says **Vadre Grigsby**, Pravana artistic director.

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