



SIMPLY SILK

VEGAN FORMULA



COMPLETE
MANUAL

INOVA PROFESSIONAL PRESENTS



ALOE VERA & COCONUT OIL
100% VEGAN CRUELTY-FREE

provide an improved shine
to the strands, with a
natural-straight hair aspect

With Nanokeratin
Technology
3.4 fl.oz./100 mL e

VEGAN FORMULA



SIMPLY SILK

Simply Silk is a gel-based hair straightening with natural raw materials as Aloe Vera and Coconut Oil, which provide an improved shine to the strands, with a natural-straight hair aspect.

INGREDIENTS

- ✓ ALOE VERA
- ✓ COCONUT OIL
- ✓ VEGETAL KERATIN
- ✓ OJON OIL
- ✓ MARINE ALGAE ACTIVES
- ✓ PLEX TECHNOLOGY





The **Simply Silk** has specific actives and additives specially selected to have the best result while avoiding unwanted effects on hair and scalp health. Its affinity with hair is very high because a highly cationic base contributing to better effectiveness constitutes its formulation.

Aloe Vera: Aloe Vera has nurturing, regenerating, and calming properties, in addition to being a great source of hydration and minerals for the hair and scalp.

Coconut Oil: an excellent emollient agent, rich in fatty acids and vitamins. Forms a protective layer on the hair, against external aggressions and, unlike different oils, it has the benefit of deeply penetrating the hair.

VEGAN FORMULA



Vegetal Keratin: It is a hydrolyzed of cereals obtained from rice, wheat, and corn proteins, that effectively act on the hair. When damaged or with cuticle loss, the hair becomes more reactive and the proteins now have a negative charge, increasing, even more, the Vegetal Keratin capillary affinity, forming a protecting film, facilitating its repairing, protection from the external aggressions, and improving the resilient properties of the hair.

Ojon Oil: Treats the hair from the inside out and deeply penetrates the hair. The Ojon Oil gathers all the necessary essences for healthy hair in one product; it renews the hair cells and improves its health.

Marine Algae Actives: marine actives from red and brown algae that help and assist in the protection of the scalp during the process.

Plex Technology: Active replacement of hair mass. Protects the fiber bringing maintenance and strength to the sulfur bridges during the straightening process.

BENEFITS



99%
FRIZZ
FREE

- Vegan formula
- 99% frizz-FREE
- Easy to use
- Easy to apply
- Formaldehyde FREE
- No harsh chemicals
- Affordable price
- Results will last up to 6 months
- 90% straightening
- Stay fresh longer
- Gel-based
- Convenient size
- Loved and used by supermodels
- Endorsed by experienced hairstylists

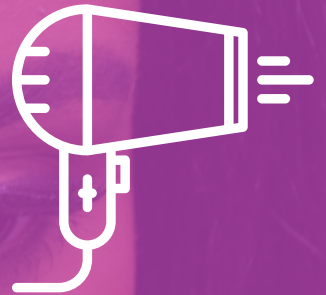
THE PROCESS



WASH (2-3X)
+ WAIT
3-5 MINUTES



RINSE AND APPLY
SIMPLY SILK FOR
60 MINUTES



RINSE, DRY HAIR,
AND USE THE
FLAT IRON

PROCESSING CHART



Hair Type	Processing Time	Iron Temperature
Virgin Fine-Med	30 - 40 minutes	450F
Virgin Course	40 - 60 minutes	450F
Ethnic Virgin	40 - 60 minutes	450F
Color Hair *Depending on how curly the hair is*	30 - 60 minutes	400 - 450
Blonde Hair	20 - 40 minutes	350 - 420
Hi Lite Damaged	20 - 30 minutes	350 - 400
Hi Lite Normal Ethnic Hi Lites	30 - 40 minutes	400 - 420
Color Treated Fine-Medium	20 - 40 minutes	380 - 420
Color Treated-Course	30 - 50 minutes	400 - 450
Ethnic Color Treated	30 - 50 minutes	400 - 450
Double Processed For extremely damaged hair, we do not recommend the Simply Silk treatment.	N/A	N/A

USAGE OF FLAT IRON

VIRGIN, THICK HAIR - 450° F (232°C):

15-20 times, near the roots
15 times in the middle
10 times in the ends

INTERMEDIATE HAIR 410° F (210°C)/375°F (190°C):

15-20 times, near the roots
10 times in the middle
7 times in the ends

COLORED HAIR, BLEACHED HAIR, AND HAIR LIGHTS 356° F (180°C):

8-10 times, near the roots
7 times in the middle
5 times in the ends



STEP-BY-STEP



THE RESULTS





Before

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After



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