

INNOV
A
PROFESSIONAL

SIMPLY
SILK
GEL-BASED




ALOE VERA & COCONUT OIL
100% VEGAN CRUELTY-FREE

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

INOVA PROFESSIONAL

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. This is the guide to follow, for the **Inova Professionals** hairstylist that aims to deliver the perfect result, meeting the clients' expectations, at each application. Keeping-up to the instructions of this material not only means the perfect result, but also that it will ensure an optimized performance with no loss of product, nor the need of redoing the processes.

TYPES: kinky, curly, wavy, virgin, volume hair. 

The first step is to make a hair evaluation, to appoint the hair conditions, whether to proceed with the treatment or not. Followed by the evaluation, proceed with the hair strand test.

HAIR EVALUATION:

Note down all personal information (physical and health data, allergic conditions, if taking any medicine). Analyze the hair fiber, if it already has a chemical procedure, if the hair is thick or thin, damaged and in need of treatment before starting the straightening procedure. With this data, you get a more accurate hair analysis and the procedure will present a more satisfactory result within the customer expectations.

HAIR STRAND TEST: THE HAIR STRAND TEST IS INDISPENSABLE. Select more than one hair strand from the top of the head, apply the **Inova Professional** all over the entire hair length, let it act for 20 minutes and evaluate the hair conditions.



SIMPLY SILK

TOOLS



Applicator Brush



Hair Dryer



Bowl



Round Boar Bristle Brush



Hair Clips



Flat Iron



Nitrile Gloves



Carbon Fiber Fine Tooth Comb

HOW TO PERFORM THE TREATMENT



1) **CLEANSE** Wash the hair with **Inova Clarifying Shampoo** and leave to act at least 5 minutes. For extremely thick, curly more resistant hair or, for heavy buildup, repeat. One portion and with gentle movements distribute the product throughout the hair. Do not rub the scalp and do not massage too hard because they are alkaline. With the foam let it sit for 3 to 5 minutes. Usually in virgin, thick and resilient hair, repeat the operation.



Considerations: Make sure that the hair is clean and with no additional residues that may compromise the result.



2) **TOWEL DRY** Remove excess of water from the hair with a towel.



3) **BLOW DRY** the hair thoroughly (100%) with a hairdryer. You can use a bristle brush or a comb to help.



4) **APPLICATION** Wear protective gloves-Divide the hair into 4 sections. Deposit the **Simply Silk** into the hair, over the entire length, using a fine-toothed comb to help, if you find it better. Starting from the top, to the sides and to the back of the head, always respecting 1cm from the root. Be sure to deposit the product in every surface of the entire length of the hair



5) **ACTION TIME** Let **Simply Silk** act for at least 60 minutes. If you note that the hair fiber is too porous and the product dries quickly, apply some more at these specific locations.



6) **RINSING** Rinse the hair thoroughly just with warm water. Be sure that no residual of **Simply Silk** remains in the hair, after rinsing.



7) **BLOW DRY** Dry the hair thoroughly with a hairdryer (100%). You can use a bristle brush or a comb to help. If a sensitivity is noted in the hair, in this step, apply the Heat Protector, before using the blow-dryer and the flat iron.



8) **FLAT IRON** Lay thin hair strands. Use the flat iron in thin strands, always perpendicular to the birth of hair.

NOTE: The flat iron temperature will depend 100% on the hair conditions. The **HAIR EVALUATION** takes an important role in knowing how many times it will be necessary to use the flat iron.



Considerations: We recommend using a titanium flat iron. It is important to continue the movement of the flat iron, from the top to the ends of the hair, every time. Dedicate to each area according to the tutorial.



FINISHING (OPTIONAL*) After finishing the procedure above, return to the washbasin and rinse with warm water. Shampoo the hair with **Inova Smooth Protection Shampoo**. Rinse thoroughly then towel dry hair to remove excess water. Using fingers, apply **Inova Intense Repair Miracle Mask** evenly to hair. For **Simply Silk**, leave in for 10 minutes. To boost penetration, apply moderate heat. Rinse hair with warm water. PS: This procedure can be done at home.

Mandatory for damaged hair

USAGE OF FLAT IRON



Virgin, Thick hair
Heat: 450° F (232 °C)
Time: 15-20 times, near the roots
15 times in the middle
10 times in the ends

Intermediate hair
Heat: 410° F (210 °C)/ 375° F 190 °C)
Time: 15-20 times, near the roots
10 times in the middle
7 times in the ends

Colored hair, bleached, highlights
Heat: 356° F (180 °C)
Time: 8 – 10 times, near the roots
7 times in the middle
5 times in the ends

Maintenance

These products prolong the longevity of the **Simply Silk** Straightening. All types of hair.



Simply Silk

Kit designed especially for chemically treated hair. Combined to the Ojon Oil and the Vegetal Keratin, it provides a longer durability of the straightening treatment, decreasing the hair porosity and the frizz, increasing its shine.



Simply Silk

Repairs and provides shine to the hair. The repairing treatment provides soft hair tips instantly, for a softness effect from the root to the ends.



These products prolong the longevity of the **Simply Silk** Straightening, types of hair.



RESULT: Healthy hair | Anti Frizz | Extended Straightening



RESULT: Repair | Shine | Nutrition

MAIN ACTIVITIES

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. Yellowish tones in the hair.

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 in the hair.

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

? Frequently Asked Questions

How does will look the hair after the Simply Silk application? The hair will present a natural straight aspect, with lots of softness and intense shine. Provides more practicality in daily use, making it easy when drying or modeling the hair.

The Simply Silk will give you a complete straight hair? Whatever the structure of your hair, the **Simply Silk** will provide a straight hair with a natural aspect, decreasing its volume and providing shine.

Will it have its volume reduced in the Simply Silk moment of application? Yes, it reduces significantly the volume of the hair, removing the frizz.

If my hair is dyed or highlights, the Simply Silk can be applied? Yes, as long as the hair strand test is performed to evaluate the health and conditions of the hair. After the test and, once the health and ability of the hair is comproved to receive the UNIKA GEL GREEN, the procedure is approved.

Can I apply coloration in the same day, after applying **Simply Silk**? It is recommended a one week pause to apply any coloration and 30 days, at least, to perform a bleaching – the hair strand test, in this case, is a must.

How long lasts the result of the straightening Simply Silk? As it is activated by heat, using a heat source like the hair dryer, the result will last longer, as well as using the complete Simply Silk line. The durability will depend on the executed procedure and the type of hair, from 3 to 6 months.

When should I apply the **Simply Silk** again? It will depend on the hair growth, usually each 3 months.

The hair will return to its original state after de lifecycle of **Simply Silk** result? No, after the procedure the hair will only return to its original state once it regrows completely. However, it will lose the straight hair result after the lifecycle of UNIKA (3-6 months), keeping lower volume and frizz.

What is the main active of straightening of **Simply Silk**? Its main active is a blend of acids and amino acids - which do not release any formaldehyde when heated. As the cosmetic base, the efficiency of vegetal keratin and the nutrition of Coconut Oil and Aloe Vera.

With which Chemical processes does the **Simply Silk** match? The **Simply Silk** is compatible with highlights, colouring, tonalizing and smoothing formaldehyde or aminoacid-based, however it is not compatible with the relaxation active principles (guanidine, ammonium thyoiglicolate, sodium) and Hené or whichever products heavy metal-based.

The hair strand test is indispensable before the application. Blond hair, can I apply the **Simply Silk**? It is recommended the use of BLUE AMPOULE or the **Simply Silk** for protection and maintenance of the hair color. It is required the use of a moderate flat iron temperature, until 190 oC (when flat ironing the first hair strand at the indicated temperature and verify that occurred a color alteration, reduce the temperature). Cautions Carefully follow the **Simply Silk** application method, neither mixing nor diluting any other product with **Simply Silk** (except the Simply Silk line) it may compromise its final result. The hair strand test is indispensable before the application.

INGREDIENTS

Aqua, Glyoxylol Carbocysteine, Glyoxyloyl Keratin Amino Acids, Polyquaternium-37, Sodium Hydroxide, Hydrolyzed Wheat Protein, Methylpropanediol, Hydrolyzed Soy Protein, Aminopropyl Phenyl Trimethicone, Parfum, Cappaphycus Alvarezii Extract, Hydrolyzed Corn Protein, Laminaria Saccharina Extract, Oxalic Acid, Sorbitol, Cocos Nucifera Oil, Sodium Gluconate, Aloe Barbadensis Leaf Juice, Eucheuma Spinosum Extract, DMDM Hydantoin, Glycerin, Aspartic Acid, Cetrimonium Chloride, Serine, Benzyl Alcohol, Alcohol, Phenoxyethanol, Lodopropynyl Butylcarbamate, Dehydroacetic Acid, Ethylhexylglycerin, Potassium Sorbate, Sodium Benzoate, Butylphenyl Methylpropional, Hexyl Cinnamal, Limonene, Linalool