

# LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

## create PROFESSIONAL STRAIGHTENING

The Create Professional Straightening system has been developed to ensure optimum results for most hair types.

Create provides professional performance, with minimal damage to the hair due to the inclusion of superior conditioning and protective ingredients. A combination of substantive hydrolysed phyto proteins protect and strengthen the hair whilst preventing moisture loss.

Permanent straightening is achieved through the use of chemical treatments such as Thioglycolate based hair straightening products. Hair straightening is a two-stage process. It begins with the alteration of the structural [disulphide] bonds within the hair. The alkaline pH of the relaxing product causes the hair to swell, which opens the cuticle allowing active ingredients to penetrate into the cortex to break the structural bonds, softening the hair and allowing the fibre to be extended into a straight configuration. This is followed by a neutralization step, which re-forms the bonds and locks the hair into its new shape.

Due to the viscous nature of both step 1 and step 2, Create products do not drip or run when applied and combed through the hair and the delivery of the active agents onto the hair is moderated.

### CREATE APPLICATION TECHNIQUES

**Relaxing** - Ideal for shorter hair, men's directional looks.

Relaxing the hair is the gentle way to soften, tame and reduce frizzy curls. This treatment will reduce volume and enable greater control when styling.

**Straightening** - Ideal for fine to medium textured hair types.

Boards allow the hairdresser to straighten the hair while maintaining great condition. The hair will be left soft, smooth and straight. De Lorenzo is unique, using boards in both the Balm application and the Fix application.

**Retexturising** - Ideal for medium to course textured hair types.

Create Retexturising technique will produce pin straight results. Using irons, the hair is left beautifully straight, smooth and sleek. Frizz is reduced and condition of the hair is soft and manageable.

### CREATE BALM STRENGTHS

**Natural Hair** - Less than 3 demi's, semi-permanent colour or virgin hair

**Chemically Treated Hair** - More than 3 demi's, permanent colour (3% or 6% only), permed or previously straightened hair (Not for use on highlift blonde or powder lightened hair)



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For further information please see the Safety Data Sheet (SDS) <https://www.delorenzo.com.au/sds/>

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### SAFETY PREPARATION

- Read directions before use
- Perform a full assessment of the hair and scalp
- Follow safety directions
- Perform a Skin Sensitivity Test



### WARNING

- Do not use on powder lightened or previously chemically straightened or highlift blonde hair
- Do not apply directly on scalp
- Advise client not to wet or shampoo hair for 48 hours after a Create service

### DIRECTIONS

1. Shampoo with Absolute Deep Cleanser (only if there are impurities or product build up in the hair). Towel dry the hair well then apply Protein Complex to the most porous areas of the hair.
2. Section the hair and apply the appropriate Create Balm for the clients hair type, in 2cm slices starting at the centre nape, 1cm away from the scalp, working upwards to the crown. Quick application and a thick, white, even coating of Create Balm is required to ensure even results. Continue working from the nape up on the left and right back sections. Then starting over the ear, continue taking 2cm slices applying Create Balm 1cm away from the scalp.
3. Process for;  
Natural Hair: 10 - 25 mins. Begin test strand after 5 mins and every 5 mins after. From start of application maximum processing is 25 mins.  
Chemically Treated Hair: 1 - 15 mins. Begin test strand after 1 min and every 1 - 5 mins after. From start of application maximum processing is 15 mins.
4. After processing, rinse the hair thoroughly for at least 15 mins, then blot dry, taking care not to disturb the hair.
5. Spray hair liberally with Protein Complex, concentrating on fragile areas.
6. Apply a generous amount of Create Fix Neutraliser, starting at the nape, section by section.
7. Process for 20 - 25 mins (6 mins for Retexturising technique), then rinse thoroughly for 10 mins.
8. Gently towel blot the hair and apply Essential Treatments Equilibrium Treatment.



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### KEY INGREDIENTS

**Thioglycolic Acid:** First developed in the early 1940's as an active material for cold wave perms. Obtained in pure liquid form. Small in molecular size thus able to penetrate the hair. Provides the correct activity level to soften (reduce) keratin for the permanent waving and straightening processes.

**Cetearyl Alcohol:** Consistency agent. Derived from a mixture of long chain fatty acids obtained from coconut or palm. Provides body and emulsifying properties to the products. It imparts lubricity and comb ability to the hair shaft. At room temperature it is in the form of a waxy flake and is not drying to the hair or skin.

**Ceteareth-20:** Non-ionic emulsifier derived from a mixture of fatty alcohols with different carbon chain lengths. Has an affinity for both oil and water in the same molecule. Brings oil and water together in a product stabilising and strengthening

**Hydroxyethyl Cetyldimonium Phosphate:** Cationic conditioning agent. Antistatic conditioning reduces and prevents fly-aways improving manageability.

**Lauryldimonium Hydroxypropyl Hydrolysed Soy Protein:** Liquefied soy bean protein with cationic charge. Absorbs into the cuticle of the hair and provides superior strengthening properties. Has molecular weight of 3000 daltons able to form a flexible film and prevent moisture from escaping.

**Cocodimonium Hydrolysed Whole Wheat Protein:** Liquefied protein derived from wheat. The cationic (positively charged) strengthening agent attaches to the hair shaft a protein itself to seal and strengthen. Prevents moisture loss maintaining manageability.

**Hydrogen Peroxide:** Oxidising agent. Clear liquid which is used to oxidise colour molecules, re-bond or lighten hair depending on the required use.

### INGREDIENTS

**CREATE BALM:** Demineralised Water, Thioglycolic Acid, Ethanolamine, Cetearyl Alcohol, Mineral Oil, Ceteareth-20, Hydroxyethyl Cetyldimonium Phosphate, Ceteth-2, Fragrance, Sodium Cetearyl Sulphate, Etidronic Acid, Lauryldimonium Hydroxypropyl Hydrolysed Soy Protein, Cocodimonium Hydroxypropyl Hydrolysed Whole Wheat Protein, Phenoxyethanol (And) Methylparaben (And) Ethylparaben (And) Propylparaben (And) Butylparaben.

**CREATE FIX:** Demineralised Water, Hydrogen Peroxide, Cetearyl Alcohol, Mineral Oil, Peg-40 Hydrogenerated Castor Oil, Peg-150/Decyl Alcohol/Smdi Copolymer, Sodium Lauryl Sulphate, Oxyquinoline Sulphate, Tetrasodium Pyrophosphate, Phosphoric Acid.



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