

Brazilian Straightening/ Brazilian Blowdry

Contributed by Andrew
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This new Brazilian Straightening System is a Keratin based straightening treatment, it's break-through process that transforms the hair in its entirety. Keratin is the primary protein of the skin, hair and nails. This natural substance gives hair the ability to return to its original healthy, shiny, smooth state. Results are visible immediately after treatment is completed, you'll be amazed to see the difference. Hair looks healthy and youthful, it resembles children's hair, soft, smooth and healthy.

Brazilian Straightening or the Brazilian Blowdry
 Brazilian Straightening: Reviews "Last night I got another Brazilian blow dry (brazilian straightening). It has saved me so much time and ultimately has made my hair grow since I'm not putting direct heat on it every day. I even got my mom to get one last night and she hasn't stopped talking about it since. I cannot recommend this treatment enough, it's the best thing I've done in a while!" - American Actress, Nicole Richie. "Just wanted to give you some feedback on how I'm getting on 6 weeks after the Brazilian Straightening. My hair looks really fabulous (shiny) provided I blow dry it, which now takes 10mins as opposed to previously when it took half an hour plus ironing (45mins total). I was initially afraid to exercise as I didn't want the effects to fade quickly but in the last 4 weeks I've been running every other day and washing every other day and it's fine... a fantastic job! I'm recommending to all my frizzy haired friends." - Raewyn "I promised I would let you know how I got on after my Brazilian Hair Straightener. Well, all I can say is that it's brilliant. My hair has stayed smooth, silky and shiney and I've had so many complimentary comments. It's the best thing I've ever done to my hair and I love it! After I had it done, it poured with rain everyday and it was also windy, but my hair stayed frizz-free. Normally I would have had a nervous breakdown trying to cope with the frizz! Thanks for transforming my hair and my life" - Lea
 Brazilian Straightening: the latest celebrity secret in hair care. A Brazilian Straightening will eliminate frizz, strengthen and add shine to your hair while also allowing you to style with curls or gentle waves. The Brazilian Straightening Treatment softens, smoothes and conditions to give you amazing frizz-free hair. The treatment will washout over 3-4 months* and doesn't guarantee poker straight hair* (*unlike an IHR/Bio-Ionic Permanent Straightening) but it will dramatically improve the manageability of your hair. ColourNation was one of the first Salons in London to offer this breakthrough treatment and we're proud to claim that we perform more Brazilian Straightenings than any other single salon in the UK (Oct 09). So it's fair to say we know a thing or two about Brazilian Straightenings. This new Brazilian Hair Straightening System is a Keratin based treatment, it's break-through process that transforms the hair in its entirety. Keratin is the primary protein of the skin, hair and nails. This natural substance gives hair the ability to return to its original healthy, shiny, smooth state. Results are visible immediately after treatment is completed, you'll be amazed to see the difference. Hair looks healthy and youthful, it resembles children's hair, soft, smooth and healthy. This revolutionary process was developed in Brazil, and is now available in the US and other markets in North America, Latin America and Europe. Many systems use formaldehyde or a derivatives in their ingredients - we use only the best formaldehyde free solutions. Brazilian Hair Straightening vs the IHR / Yuko Japanese Straightening Systems? Brazilian Straightening is kinder on your hair - improving the condition by adding Keratin the natural protein of hair (a bit like Nanomax). This treatment restores hair resiliency: humidity, rain or sweat will no longer affect the hairstyle. No more frizzy hair!

- Brazilian Straightening can be applied over other previous straightening systems.
- Brazilian Straightening is a much quicker process to apply 1.5 - 3 hours depending on the length of hair and the thickness. Brazilian Straightening is cheaper than a full Permanent Hair Straightening System - prices start at just £130. Brazilian Straightening can be use on all hair, including chemically treated hair (coloured, permed, relaxed, highlighted and bleached! Infact it works BETTER on these hair types - the more damaged the better. Which means all clients can benefit no matter how damaged your hair.. the system will improve your hair's condition and strength. It can also be done on hair which is too short for a japanese permanent straightening. Brazilian Straightening does not guarantee a straight result - some clients may still have a wave but hair is much more manageable after treatment and reduces the amount of time required to style hair dramatically.. in some cases to wash and go, others may require some blow drying and minimum styling time. It's not Permanent: The result fades progressively with every wash. With other permanent systems the previously straightened hair does not need to be treated again, with this system the whole head has to be treated again. A specialist Shampoo and Conditioner without Sodium-Chloride (Sulfate-Free) is available which helps prolong and maintain the effect. It has to be done more frequently than an IHR Straightening to maintain the effect (3-4 monthly, as opposed to 8-12 months). With virgin (previously uncoloured or processed) hair the result may fade faster. The Process A consultation for this service is not essential (unlike other systems)... everyone can have it done. We welcome you to come for a free consultation with no obligation especially if you have questions but it is not essential before you book. The application process takes anywhere from 1.5 to 3 hours depending on the length and thickness of the hair. After product is applied, it is sealed with a hot iron which traps moisture, hydrates the hair and creates a glossy finish. Results are visible immediately after treatment is completed, clients are amazed to say the least. Hair looks healthy and youthful, it resembles children's hair.

The results last 3-4 months, the treatment fades progressively as hair is washed. As clients repeat the treatment every few months or so, you will be able to observe the improved quality of hair grown after the Keratin Treatment was applied. The Price technical services (excl. cut &/or finish) graduate stylist stylistsenior styliststyle consultantstyle director

NEW Brazilian Straightening*£130£160£190£220£250* Our prices are based on the experience of the stylist who performs the service for you rather than the length/thickness of hair which we think is much simpler to understand, however we reserve the right to add an additional £30 for particularly long or thick hair - ask you stylist before you begin your service if you have any concerns. This treatment takes two or more hours to complete so our stylists are booked out for a major amount of time just for you. It's therefore a big problem for us if occasionally a customer doesn't make their appointment. We therefore charge a deposit of £40 which is only refundable if you give us 48 working hours (two working days) notice that you will be unable to attend in which case we will cancel your appointment without question and refund your deposit in full. To book your appointment call ColourNation today on 0207 836 8883. 100% formaldehyde free Initial Brazilian Hair Straightening Treatments done in Brazil used Formaldehyde, a powerful chemical which is not licensed for hair treatment in the UK or EU. Thankfully this new break-through system does not use any Formaldehyde (or any derivatives) - it is 100% formaldehyde free and licensed for safe hair treatment in the UK, EU, US etc. AKA: Brazilian Hair Straightening is also known as the Brazilian Blowout, Brazilian Keratin Treatment, Brazilian Straightening System, Progressive Straightening and Escova Progressiva among others. "Just wanted to give you some feedback on how I'm getting on 6 weeks after the Brazilian Straightening. My hair looks really fabulous (shiny) provided I blow dry it, which now takes 10mins as opposed to previously when it took half an hour plus ironing (45mins total). I was initially afraid to exercise as I didn't want the effects to fade quickly but in the last 4 weeks I've been running every other day and washing every other day and it's fine... a fantastic job! I'm recommending to all my frizzy haired friends." - Raewyn "I promised I would let you know how I got on after my Brazilian Hair Straightener. Well, all I can say is that it's brilliant. My hair has stayed smooth, silky and shiny and I've had so many complimentary comments. It's the best thing I've ever done to my hair and I love it! After I had it done, it poured with rain everyday and it was also windy, but my hair stayed frizz-free. Normally I would have had a nervous breakdown trying to cope with the frizz! Thanks for transforming my hair and my life" - Lea X