



## ILMARE HOME HAIR STRAIGHTENER

**Patent Pending**

**Please read the entire leaflet before starting the straightening process.**

**The highly regarded ILMARE line of hair care products is based on the newest technologies in hair care and maintenance of healthy hair.**

ILMARE is a user-friendly, easy and convenient straightening product, based on outstanding herbal extracts and nourishing oils that protect and groom the hair. It is necessary to follow the directions strictly to ensure that the result is straight and healthy hair.

**ILMARE is the only product in the world that is clinically approved dermatology.**  
**ILMARE is the only product in the world tested and certified as hypoallergenic.**  
**The ILMARE line is patent pending.**

The straightening process must be performed when the hair, whether dry or wet, is clean. Before straightening, shampoo the hair twice. Hair may be shampooed several hours before the straightening process, but conditioner must not be used.

**Before use, it is imperative to test the product on the hair:**

Apply a small amount of Ilmare great straight/or blonde to a small lock/strand of hair on the back of the head at the neckline. It is not necessary to keep 1 cm (0.5 inch) away from the roots; the cream may come in direct contact with the scalp. Run a wide tooth comb or a brush through the hair that has been saturated with the product. Leave the product on the hair for five minutes net after the product has been applied.

If the result is satisfactory and there appears to be no damage to the hair, you may proceed with the process, excluding the lock/strand that was used to test the product.

If it appears that there is damage to the hair, if there is breakage or extensive splitting, do not continue with the straightening process. Wait two months and repeat the test. If the result is satisfactory, you may proceed with the process on the rest of the hair.

To repair damaged hair, use the Reload Shampoo Ceramides & Collagen and the Reload Rescue Mask.

**Note:** for safety reasons and protection; the product is designed and formulated to achieve the straightening result not in the first application. The first time will reduce volume or will prepare the hair for the next time. You can repeat the process every 5 days until you will be satisfied with the result. Do not exceed 3 times; if you will need one more application; allow waiting three weeks from the third application.

**Starting the straightening process:**

Divide the hair into a number of sections. In each section, make several closely spaced parts and apply generous amounts of the cream to small segments/strands of the hair from the root outwards while stretching and straightening the hair with wide comb or brush. You may apply the cream on the scalp as well as a regular hair conditioner. You may apply with the help of an applicator brush or simply take a handful of cream and thoroughly apply a generous layer. We recommend that you wear gloves even though the cream is hypoallergenic and dermatological certified and will not harm the skin on your hands.

Leave the product on the hair for the time specified in the time chart below.

While waiting, comb the hair with a wide tooth comb or brush it, using straightening motions so that the hair is taut and straight when saturated with the product.

## TIME CHART: MAXIMAL TIMES FOR LEAVING PRODUCT ON HAIR INCLUDING APPLICATION TIME

### WARNING!!! KEEP TO EXACT TIMES TO AVOID DAMAGE TO HAIR

Because there are many hair types of varying thickness and strength, the waiting time and the number of months the hair will remain straight will vary from one person to another. The time charts below are appropriate for the most common types of hair while maintaining maximal safety standards.

**Note: hair that has been colored over 5 months is considered as virgin.**

#### Time chart for the first application

The first application takes longer than the second and third time

For regular / virgin hair / not colored	55 minutes
For regular colored hair in black	55 minutes
For regular colored hair	55 minutes
For volume reducing and softening only	50 minutes

#### Time chart for the second and third application

The shorter time is because the hair is almost done due to the first application

For regular / virgin hair / not colored	40 minutes
For regular colored hair in black	40 minutes
For regular colored hair	40 minutes
For volume reducing and softening only	30 minutes

### Removing the straightening cream:

When the appropriate length of time has elapsed, rinse the hair thoroughly with running lukewarm water. Shampoo the hair only once using the Ilmare Reload shield shampoo – salt free shampoo, leaving the shampoo in for 1-2 minutes. Rinse the hair and squeeze out all excess moisture; towel-dry the hair well using straight motions. Dry the hair well with a blow dryer on a warm setting, while combing or brushing with straight strokes. When the hair is completely dry, straighten the hair thoroughly using a ceramic straightening iron, on very small strands of hair at a time, and apply the iron several times to each strand. Do not exceed a temperature of 180°C (350°F), the ironing stage is very important and make sure to do it slowly; thoroughly and to repeat several times on each strand.

**It is strongly recommended that you will buy this shampoo to use at home for at least two months.**

### Reload pH Balance Neutralizer:

After using the straightening iron, apply on the dry hair generous amounts of the neutralizer. Leave it in for 10 minutes, then rinse well with lukewarm water only; do not use any shampoo. At this stage, the neutralizer completely neutralizes the straightening process and restores the hair to its natural strength. (Until using the neutralizer, the hair is still soft and flexible because of the straightening product.) Using the neutralizer cream is imperative.

After rinsing out the neutralizer, dry the hair one last time with a blow dryer while combing or brushing the hair; use the straightening iron lightly again just for fine finish.

### First shampoo after straightening:

**Do not shampoo or wet the hair for 3 days after the straightening process.**

### Coloring the hair:

After straightening, if coloring is desired, wait one week until coloring.

Before straightening, if coloring is desired, wait one week until the straightening.

### Silicones – Serums – Oils:

It is allowed to put on the hair immediately after the straightening; it takes about two weeks until the hair will restore its natural fats.

## ILMARE GREAT STRAIGHT

For hair that has been bleached, lightened, streaked or highlighted  
With hydrogen peroxide (oxygen) up to 6%

## ILMARE GREAT STRAIGHT BLONDE

For hair that has been bleached, lightened, streaked or highlighted  
With hydrogen peroxide (oxygen) over 7.5%

The directions for use are identical for both products:

The straightening process may be performed on clean hair, whether dry or wet. Before the treatment, the hair must be shampooed twice; that may be done several hours before the straightening process.

### **Before use, it is imperative to test the product on the hair:**

Apply a small amount of Ilmare great straight/or blonde to a small lock/strand of hair on the back of the head at the neckline. It is not necessary to keep 1 cm (0.5 inch) away from the roots; the cream may come in direct contact with the scalp. Run a wide tooth comb or a brush through the hair that has been saturated with the product. Leave the product on the hair for five minutes net after the product has been applied.

If the result is satisfactory and there appears to be no damage to the hair, you may proceed with the process, excluding the lock/strand that was used to test the product.

If it appears that there is damage to the hair, if there is breakage or extensive splitting, do not continue with the straightening process. Wait two months and repeat the test. If the result is satisfactory, you may proceed with the process on the rest of the hair.

To repair damaged hair, use the Reload Shampoo Ceramides & Collagen and the Reload Rescue Mask.

### **The straightening process:**

1. Apply generous amounts of Ilmare great straight/or blonde to the hair, including the scalp.
2. Wait exactly five minutes and shampoo once only with Reload shield shampoo - salt-free shampoo.

**It is strongly recommended that you will buy this shampoo to use at home for at least two months.**

3. Dry the hair well with a blow dryer on a warm setting. Divide the hair into several sections and iron at a temperature lower than 160°C (320°F). If the ends are too burnt / damaged / split, take care and iron the burnt ends at a temperature of 120°C (250°F).

4. Apply generous amounts of the neutralizer to the dry hair. Leave it in for 10 minutes, and then rinse well with lukewarm water only, without shampoo.

5. After rinsing out the neutralizer, blow dry the hair, at a warm setting, while combing or brushing the hair with straight strokes. Lightly use the straightening iron again for the final finish.

### **First shampoo after straightening:**

**Do not shampoo or wet the hair for 3 days after the straightening process.**

### **Coloring the hair:**

After straightening, if coloring is desired, wait one week until coloring.

Before straightening, if coloring is desired, wait one week until the straightening.

### **Silicones – Serums – Oils:**

It is allowed to put on the hair immediately after the straightening, it takes about two weeks until the hair will restore its natural fats.