CALI~CURL™

Beach Wave System
PROFESSIONAL INSTRUCTIONS

The **Cali-Curl Beach Wave System** is a single use kit designed to be used along side the patented **Cali-Curl Beach Wave Rings** and **Cali-Curl Foam Diffuser Rings** during the Cali-Curl Service. Mix-and-match rings based on hair length and desired wave style.

One Application per **Cali-Curl Beach Wave System**.

System includes: **Cali-Curl Beach Wave Activator, 4 oz* (1), Cali-Curl Beach Wave Neutralizer** 4 oz (1), **Cali-Curl Bond Generator** 15 ml/each (2), **Cali-Curl Bond Extender** 50 ml (1).

FOR PROFESSIONAL USE ONLY. * Patent Pending Thio Based Waving Solution

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Cali-Curl Beach Wave Service At-A-Glance

PREP - Shampoo hair with **Cali-Curl Hydrating Shampoo** or **Cali-Curl Cleansing Shampoo**.

1. Section, Twist Hair and Position **Cali-Curl Rings**.
2. Combine **Cali-Curl Bond Generator (1st 15 ml foil packet)** into **Beach Wave Activator (4 oz bottle)**, Shake Well (20+ Seconds), Apply.
3. Process the Beach Wave by checking the **Cali-Curl Test Curl** periodically as shown on the **Processing Time Guide**.
4. **While Processing, Perform the Cali-Curl Test Curl (with TWO STEP verification):**
5. Rinse **Thoroughly** and Towel Blot.
6. Combine **Bond Generator (2nd 15 ml foil packet)** into **Neutralizer (4 oz bottle)**, Shake Well (20+ Seconds). Apply and Process 6 minutes.
7. Open and Release **Cali-Curl Rings**, Rinse **Gently**.
8. Apply **Cali-Curl Bond Extender (50 ml foil packet)** and process for a minimum of 10 minutes.
9. Lightly Shampoo with **Cali-Curl Hydrating Shampoo**, Condition with **Cali-Curl Protein Infused Conditioner**.
10. Scrunch and Style or let Air-Dry.

Cali-Curl Beach Wave Service Instructions
FOR PROFESSIONAL USE ONLY

STOP: Read all instructions thoroughly before using **Cali-Curl Beach Wave System. Do not skip steps. Proceed with CAUTION. It is not recommended to do this service on damaged, extremely porous or highly lifted compromised hair.**

SET UP: Select 4 or more **Cali-Curl Rings**. Choose Small, Medium, Medium+ or Large based on the length and density of your client's hair, and the type of wave pattern your client desires.

Open the **Cali-Curl Rings** and set them on your station along with the matching size of the **Cali-Curl Foam Diffuser Rings** to access them easily during the service.

PREP Shampoo with Cali-Curl Hydrating Shampoo or Cali-Curl Cleansing Shampoo

STRONGLY RECOMMENDED:

Give client a trim to clean up dry, damaged ends before the Cali-Curl Service. Those ends tend to process faster!

- Apply **Cali-Curl Hydrating Shampoo** or **Cali-Curl Cleansing Shampoo** to wet hair and gently massage throughly into a rich lather on the scalp and hair. Rinse clear with warm water and towel blot.
- For the majority of clients, especially color treated, Level 10, porous, pre-lightened or highlighted hair, cleanse with **Cali-Curl Hydrating Shampoo**.
- For clients with normal to resistant, non color treated hair, cleanse with **Cali-Curl Cleansing Shampoo**. Processing will occur faster if the cleansing shampoo was used during the prep stage. Use with caution and do not use on porous hair types.

PRO TIP: If hair is highly resistant you may leave **Cali-Curl Cleansing Shampoo** on the hair for 2-minutes to help decrease or lower resistance and to slightly open the cuticle for easier penetration and faster processing.

1. Section, Twist Hair, Position Cali-Curl Rings

- With a Fine Tooth Comb distribute the hair smoothly from a center or side part, matching the client's natural part.
- Create four or more equal size sections, based on hair density and desired beach wave.

- Comb the hair smoothly; gather it into the palm of your hand, against the scalp like a ponytail.
- Twist the hair away from the face, from base-to-ends, creating a taut rope-like single sections.

- Make sure the twist is not too loose or the wave will not have very much definition and not too tight as to kink up on itself as product will not be able to penetrate.
- Use even tension then stop twisting 1 inch from the ends.

- Position the **Cali-Curl Rings** by placing the open notch at the base of the twist.

- Direct the twist to curve within the **Cali-Curl Rings** and place the ends smoothly inside
- The hair should coil into the side of the rings in the direction you twisted.

- Secure the twist with your thumb and insert the **Cali-Curl Foam Diffuser Ring** to hold the hair in place. Close the lid and listen for the "snap" of the case locking. Ensure hair is not caught in notch or escaping and leave room for swelling in the **Cali-Curl Rings** to avoid lines of demarcation.

- Continue twisting each section and positioning **Cali-Curl Rings** and **Cali-Curl Foam Diffuser Rings** on each section of the first side. Move to the opposite side, twist away from the face with even tension and position **Cali-Curl Rings** on the remaining sections.

PRO TIP: Distributing a section of hair to the center of its base before twisting will create a beach wave pattern that starts higher on the section. Distributing a section downward or off-base, before twisting, will create a beach wave pattern that starts lower on the section. The location of the ring in relation to the root will determine the start of the wave.

2. Combine Cali-Curl BOND GENERATOR (1st 15ml foil packet) into Beach Wave ACTIVATOR (4 oz bottle), Shake Well (20+ Seconds), Apply.

- Follow your local recommendations or guidelines or wearing gloves.
- Combine the entire **Cali-Curl Bond Generator (1st 15ml foil packet)** into **Beach Wave Activator (4oz bottle)**. Replace cap with nozzle and shake well (20+ Seconds).The formula should turn to a creamy consistency.
- **Utilize the entire contents of the Activator when doing the service. To ensure full saturation and full protective attributes, do not split the contents of the bottles**

- Apply the **Cali-Curl Beach Wave Activator** liberally to the top of each **Cali-Curl Ring**. Begin at the nape, hold each **Cali-Curl Ring** horizontally in the palm of your hand. Apply first to the base of the twist just outside of the case opening 1/2 - 1 inch. The liquids will wick to about an additional 1 inch during processing.
- The **Cali-Curl Foam Diffuser Rings** will help diffuse liquids evenly and holds the ends in place during processing.

1/2 - 1 inch

- Then circle around the top of the **Cali-Curl Rings** two times applying **Cali-Curl Beach Wave Activator** to ensure each **Cali-Curl Ring** is thoroughly saturated and liquid drips out the bottom. Then quickly repeat the liquid application and saturation on the remaining **Cali-Curl Rings**. If any liquid remains, go back and apply equally to all rings.

- **Once the liquids have been applied, twist the ring 1/2 turn and lay next to the head to**

3. Process the Beach Wave by checking the Cali-Curl Test Curl periodically as shown on the
PROCESSING TIME GUIDE*

All client's hair is different. The below is only a processing time guide and not the rule. Rely on your professional skillset to determine final processing time. Proceed with caution and err on the side of checking the **Cali-Curl** Test Curl early and often.

RESISTANT & STANDARD TYPES *(Non-chemically treated)*	**Brunettes :** Process 4 minutes, check every 2 minutes then move to every minute as processing progresses	**Low End: 6 minutes | High End: 24 minutes**
	Natural non-porous Blondes : Process 1 minute and check every minute	**Low End: 1 minute | High End: 6 minutes**
FINE & POROUS HAIR *(Chemically and non-chemically treated)*	**Blondes (Most Color Treated Clients) :** Process 1 minute and check every minute.	**Low End: 1 minute | High End: 4 minutes**
	Burnettes: Process for 2 minutes and Check every 1-2 minutes.	**Low End: 2 minutes | High End: 8 minutes**
COMPROMISED *(Highly Porous, dry, damaged, or overly, chemically processed)* **Do Not Recommend. Pro Level Only. Proceed at your Own Risk.**	**Platinum, Highly Toned :** Process 30 seconds and check every 30 seconds. Be prepared to rinse after 60 seconds.	**Low End: 30 seconds | High End: 2 minutes**
	100% Human Hair Extensions (Very Porous) :** Process 30 seconds and check every minute. Be prepared to rinse after 60 seconds.	**Low End: 30 seconds | High End: 5 minutes** *Extensions vary greatly on processing and are typically very porous so err on the low end.*
	Semi-Permanent & Demi-Permanent Colors : Prone to color shifts due to the way the dye sits on the cuticle. Do Not Recommend as results could be splotchy and lifting & color shifts may occur.	

* Processing ranges are NOT absolute. Every client and hair type is different, use your judgement as a professional when determining processing times. Do not solely rely on the High End and Low End times. Every Client is Different the processing ranges are a representation **(Proceed with caution.)**

** Tested on "Halo and UPart Wig Type" Extensions. Results not guaranteed as not every Extension Brand uses the same methods to treat extensions.

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4. Process and Perform the Cali-Curl Test Curl (with TWO STEP verification):

STEP 1: Check the status of the Cali-Curl Test Curl formation.

- **Without opening the ring**, perform the Cali-Curl Test Curl by supporting a **Cali-Curl Ring** horizontally and un-twist the ring by 1/2 turn at the top of the ring, then look to see if above the **Cali-Curl Ring** there is an S-shape pattern.
  – **Do not push the hair to present an artificial bend. Do not pull the hair to present the hair to be artificially straight.**

- If you do not see an S-shape pattern in the Test Curl, return the closed ring to original twisted position and let the hair continue to process as directed on the Processing Time Guide in Step 3 before checking again.

NOT DONE

STEP 2: Verify how well the bonds are softening and shifting to their new shape. Look for even swelling of the section, from the opening of the case to the ends of the hair.
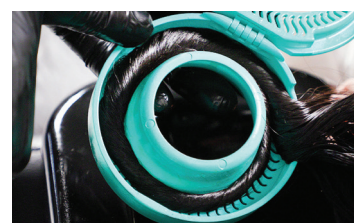
- Open the **Cali-Curl Ring** and gently lift out the **Cali-Curl Foam Diffuser Ring**. Look for clear, cable-like separations and swelling between the bands of the twist to signal processing is complete.

- Once both tests are performed and processing is confirmed in one **Cali-Curl Ring**, quickly check a second ring with the same **TWO STEP** verification.

- The hair is ready when you have clear separation right above the **Cali-Curl Ring**. The second step verification is just a confirmation, rely on the 1st Step. On Highly Porous or Hair you may skip the 2nd Step verification in favor of flash rinsing quickly.

DONE

Swelling & Separation

STRONGLY RECOMMENDED:
Check the front two **Cali-Curl Rings** you applied **Cali-Curl Beach Wave Activator** to.

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5. Rinse Thoroughly and Towel Blot

- Once processing is complete, **quickly flash rinse** with **warm water** on low pressure above and through the **Cali-Curl Rings**, to stop the activator to stop the **Cali-Curl Beach Wave Activator** from processing. Spend **only 5-10 seconds** on each ring.

- Then, to fully rinse the activator, hold each **Cali-Curl Ring** horizontally in the palm of your hand and allow water to flood the ring. Thoroughly rinse **Cali-Curl Rings** individually for 1 minute. Low pressure is important to avoid disrupting the twist pattern. The **Cali-Curl Foam Diffuser Rings** are there to help hold the hair in place.

- Open each **Cali-Curl Ring**, one at a time, position a towel on top of the **Cali-Curl Foam Diffuser Ring** and using your fingertips, blot excess moisture gently by pressing down in the direction of the twist. Close the **Cali-Curl Ring** and move to the next ring. Repeat for all **Cali-Curl Rings**. When closing the **Cali-Curl Ring** make sure hair is not pinched in the ring.

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6. Combine BOND GENERATOR (2nd 15 ml foil packet) into NEUTRALIZER (4 fl oz bottle), Shake Well (20+ Seconds), Apply and Process 6 minutes.

- **Combine Bond Generator (2nd 15 ml foil packet)** into **Neutralizer**. Replace cap with nozzle and shake well (20+ seconds).

- **Utilize the entire contents of the Neutralizer when doing the service. To ensure full saturation and full protective attributes, do not split the contents of the bottle between two clients.**

- Apply the **Neutralizer** to each **Cali-Curl Ring** the same way the Activator was applied ensuring the solution thoroughly penetrates and is dripping from the bottom of the **Cali-Curl Rings**.

- Be sure to apply **Neutralizer** to the 1 inch section just outside the opening of the **Cali-Curl Rings** where you checked the Test Curl on each ring.

- **Process for 6 minutes.**

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7. Open and Release Cali-Curl Rings, Rinse gently.

- Open all Cali-Curl Rings, remove Cali-Curl Foam Diffusers Rings and release each section. Set aside Cali-Curl Rings and Cali-Curl Foam Diffusers Rings to be cleansed after the service.

- Rinse your client's hair gently and completely with cool water. Do not use warm water to rinse. Cascade water from top of hair shaft down and avoid running fingers through the hair.

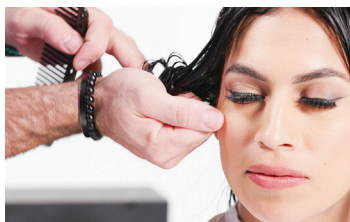## 8. Apply Cali-Curl Bond Extender (50 ml foil packet) and process for a minimum of 10 minutes.

- Apply Cali-Curl Bond Extender throughout the hair using a scrunching technique. Begin applying from ends to mid-strand then continue to the hairline. DO NOT run your fingers through the hair.

- Set timer for 10 minutes. Leave on porous hair for 15-20 minutes.

- Towards the end of processing time use a very wide tooth comb to comb through the hair in large sections.

- When completed, rinse thoroughly using cool side of tepid water on low pressure. Rinse from the top of the shaft down, do not use fingers to comb through hair, allow the water to separate. Keep all hair going in the downward direction.

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9. Shampoo with Cali-Curl Hydrating Shampoo and Condition with Cali-Curl Protein Infused Conditioner

- Give your client's hair a light shampoo with Cali-Curl Hydrating Shampoo. Lift and scrunch shampoo in from the ends. and gently into the root. Do not scrub.

- Scrunch & lift Cali-Curl Protein Infused Conditioner in from the ends and gently closer to the root. Leave 1-2 minutes and use a wide tooth comb to comb through hair prior to rinsing.

- When rinsing Shampoo or Conditoner utilize the same rinsing technique from Step 8 with the Bond Extender.

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10. Scrunch and Air-Dry

- **While hair is still soaking wet, do not wring hair out first, take the wide tooth comb through it one more time.**

- Then immediately start lifting large sections and scrunch the water out by hand with NO Towel. Repeat each section 2-3 times. Clear waves will be forming at this point

- Then repeat the lifting and scrunching steps on large sections using a towel. Hold each scrunch and feel the moisture in the towel. This step sets the wave clumping action that is needed for the signature **Cali-Curl** look. Repeat 2-3 times. Optional: Scrunch in **Cali-Curl Anti-Flyaway** before using the towel.

- Teach your client this scrunching technique for best results.

- Use **Cali-Curl Hair Care Products**. Then for a natural finish, allow the hair to air dry or for more volume and definition dry hair using a diffuser.

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Complete: Cleanse **Cali-Curl Rings** and **Cali-Curl Foam Diffuser Rings** thoroughly with soapy water after each use. Rinse well and allow to dry before stacking or storage.

PRO TIP: Cali-Curl Rings are top rack dishwasher safe.

For professional use only. Do not use on clients with scalp abrasions. Avoid contact with eyes. If contact occurs, flush eye with cool water and consult physician. Blot the skin at once with cool water to remove chemical drips. Replace wet towels and capes to protect your client and their clothing. The **Cali-Curl Beach Wave** service should not be done on chemically relaxed hair.

CAUTION: For external use only. Avoid using near eyes or on irritated skin. In case of eye contact, flush thoroughly with water. Keep out of reach of children.

Visit **Cali-Curl.com** to watch how-to videos of the **Cali-Curl Beach Wave Service** steps, review Frequently Asked Questions and learn more about the **Cali-Curl Product line**.

Product Recommendation

Share with your clients how to keep shiny, healthy looking Cali-Curl Beach Waves by using Cali-Curl Hair Care Products:

1. **Cali-Curl Hydrating Shampoo** – Apply to wet hair and gently massage thoroughly into a rich lather on the scalp and hair. Rinse clear. The creamy moisturizing shampoo leaves hair clean and fresh. Suitable for all hair types, especially for processed and textured hair.

2. **Cali-Curl Protein Infused Conditioner** – Massage into clean wet hair and distribute thoroughly to the ends. Leave on for 3-5 minutes then rinse thoroughly. With bond restorative properties, strengthens strands with protein and locks in moisture for healthy shine and texture. Suitable for all hair types.

3. **Cali-Curl Bond Therapy Mist** – Daily-use sprayable bond repair *primer* that detangles, protects and strengthens. Use before any products. **Shake well.** Lift damp hair in sections, spray and scrunch in. Lightweight formula allows hair to dry faster and gives natural volume. Suitable for all hair types.

4. **Cali-Curl Bond Therapy Masque** – Weekly at-home bond reparative deep conditioner. Apply to clean, damp hair and leave on for 5-10 minutes. Rinse thoroughly. Lightweight formula helps repair, strengthen and moisturize while adding visible shine. Suitable for all hair types.

5. **Cali-Curl Anti-Flyaway Serum** – Excellent for casting curls – no crunch, no flake results. Using a small amount of serum work into hands. On towel dried hair apply evenly from ends to roots, then scrunch. On dry hair, rake from roots to ends. Do not pump serum directly onto hair. Defined beach waves pull together beautifully.

Not tested on animals and is free of parabens, sulfates (SLS & SLES), phthalates, formaldehyde, and formaldehyde releasing agents. Cali-Curl is North American and European compliant on our ingredients and our fragrances.

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