



## Application Instructions

Model IC001



From Curly



To Straight

## Straight to the Maxx™ Hair Straightening System

The Straight to the Maxx™ Straightening System is a fast and easy straightening process designed to eliminate unruly frizz and retexturize and revitalize your hair, leaving it in a silky condition. It's also safe to use on highlighted or color-treated hair.

Bonds of the hair are opened, penetrated and conditioned using Straight to the Maxx™ Ion therapy for hair that looks and feels healthy. You'll see results right away. Drying time is dramatically reduced, resulting in hair with luxurious shine that takes minutes to style.

### Features of the Straight to the Maxx™ Straightening System:

- Perfectly safe to use; no gloves required
- Causes no skin or scalp irritation
- Easy to use; less than 20 minutes to complete the entire application process
- Works great on most hair types (consult chart to see results)
- Safe to use on colored or highlighted hair

### This package contains one active straightening application.

The complete Straight to the Maxx™ Hair Straightening System Kit includes:

- Ion-Charged Straightening Solution Liquid
- Ion-Charged Straightening Solution Powder
- PH-Balanced Ion-Therapy Shampoo
- Silk Protein Enriched Conditioner
- Straight to the Maxx™ Professional Flat Iron with Ceramic
- Straight to the Maxx™ Personal Mirror
- Straight to the Maxx™ Small and Large Rubberized Combs
- Straight to the Maxx™ Instructional Video

### CAUTION:

1. Carefully follow directions this instruction sheet to avoid hair damage and eye injury.
2. Make sure that hair is trimmed and shaped and in the best possible condition before you start.
3. **DO NOT** use on hair that has been chemically straightened or permed within eight weeks of use of this product.

4. **DO NOT** use on bleached hair or hair that is breaking, splitting or otherwise damaged.
5. **DO NOT** use if scalp is irritated or injured in any way.
6. If straightening solution causes skin or scalp irritation, rinse immediately with water.
7. If irritation persists or if hair loss occurs, consult a physician immediately.
8. Keep away from eyes.
9. If straightening solution gets into eyes, rinse immediately and consult a physician.
10. If straightening solution is accidentally swallowed, induce vomiting. Consult a physician immediately.
11. Keep out of reach of children.
12. May lighten color-treated hair one shade.
13. The active ingredient smell may remain in the hair for a few days and may intensify when hair is wet. This is normal.

In addition to the instruction sheet and the contents of the kit, you should also assemble bath towels, a timer and a hair dryer.

### **WATCH THE INSTRUCTIONAL VIDEO CAREFULLY BEFORE BEGINNING.**

**DO NOT** mix the Ion-Charged Straightening Solution Liquid and the Ion-Charged Straightening Solution Powder together until ready to use. The Straight to the Maxx™ System active formula loses potency after an hour.

Discard any unused portion of the activated formula. Wait at least four weeks after using the Straight to the Maxx™ System before color-treating your hair.

**IMPORTANT: BE SURE** to perform a strand test before applying the Straight to the Maxx™ Straightening System:

1. Read the mixing instructions for the straightening solution and the activator powder and application instructions.
2. Separate a small section of hair at the nape of the neck and follow directions in applying a small amount of mixture to hair strand.
3. If you have any type of reaction on hair or skin, **STOP** the process immediately, then thoroughly rinse out all straightening solution. Consult a physician if reaction persists.



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