

PRODUCT KNOWLEDGE Handbook



Modern Technology









hair care products

The Conditioning People....

Cuticle Stripped Away from Hair Shaft

Over bleaching usually strips the cuticle away from the hair shaft. Hair can break off as easy as combing or brushing.

Solution

Strength 1000 Treatment or **Power K Intense** will repair and strengthen the hair. Follow with **Color Defense** and **Hair Balance.**



STRAIGHT REQUEST **Problems & Solutions**

Stripped Cuticle with Broken Fibers

Possible cause is the repeated use of high alkaline hair products. Hair tends to be very fine, lifeless, and limp.

Solution

Strength 1000 Treatment will repair broken hair fibers and and strengthen the hair. Follow with **Next Level** and **Grand Stand**.



Lifted Cuticle

This type of damage is caused by incorrect chemical processing. Hair tends to be dry, brittle, and constantly tangled.

Solution

After Calcium, Next Level, Power K 100 and Power K. Follow with Q Silk, Color Defense, and Grand Stand.



Healthy Looking Hair with Breakage

Healthy looking hair can still have breakage. This is sometimes caused by medication or the hair can be unbalanced.

Solution

Strength 1000 treatment followed with (Corrective conditioner) **Power K100** or **Next Level.** Use **Grand Stand** at the end.



STRAIGHT REQUEST **Problems & Solutions**

Dry, Dull Hair

This type of damage is caused by incorrect chemical processing, hard water and sometimes natural texture. Hair tends to be dry, brittle, and constantly tangled.

Solution

Lite Drops, Viquart, and Q Silk. Use in addition with one of these conditioners: Fixative, After Calcium, Power K 60, Power K100 or Next Level. Always follow with Grand Stand.



Over Curled Hair

Naturally, very curly hair can be altered for a desired smoother, straighter look.

Solution

Sensitive Scalp (Moisture enhanced), Sensitive Scalp (Protein enhanced), Power Smooth Relaxer (Straight Plus) or Ultra Butter.









Dandruff

Flaky, Itching, and Embarrassing

Solution

Straight Request has developed a dandruff system designed specifically to correct this problem: **Black Carbon 500** followed with **Happy Scalp.**





STRAIGHT REQUEST **Problems & Solutions**

Dry Hair from Calcium Build-Up

Caused from frequent use of calcium relaxers. Calcium can sometime leave a build-up of dryness on the hair. Hair tends to be harder and dry.

Solution After Calcium & Hydration Shampoo

Straight Request has designed this conditioner for this problem. It will help delete calcium build-up and add more moisture to hair. Leaving hair soft and manageable. (Use **Hair Balance** for an additional leave-in treatment if needed.







Healthy Hair

Healthy hair can be properly maintained by using a good leave-in conditioner/treatment to maintain healthiness.

Solution

Next Level, Hair Balance, or Silk Dry Fast leavein treatments. Use Power K60 Instant Conditioner after shampooing biweekly for 60 seconds.



Split Ends

This type of damage is usually caused by improper use of a curling iron, ceramic irons and/or blow dryers.

Solution

Hair Balance, Viquart, Q Silk, Lite Drops (Corrective conditioners) or Power K60 Instant Conditioner. leave-in treatments. Trim split ends and follow with Grand Stand.









SCALP BASING *Ice*

Product Name: Ice

Product Category: Ready to Use Scalp Base

Product Description: Ice is a scalp protective base crème for sensitive scalps.

Benefits:

Reduces itching

- Adds moisture to dry scalp
- Protects the scalp & skin
- Applies easily
- Reduces itching
- Conditions scalp
- Gives long lasting relief from irritation
- Shampoos out easily
- Helps heal and soothe the scalp
- Perfect for protecting hairline during color application

Size: 16 oz.

Directions:

Apply **Ice** to the entire scalp, hairline, and on the nape area. Let sit for two minutes and proceed with relaxer.

(For Professional Use Only)





Sensitive Scalp Moisture Enhanced (Black Box)

Product Name: Sensitive Scalp Moisture Enhanced (Black Box)

Product Category: 5.5 % Calcium Relaxer / Mix Parts A & B.....and 28% Guandiner

Product Description: pH. 11.7...**Sensitive Scalp Moisture Enhanced** relaxer is used to add moisture to dry and brittle hair, and provide dynamic straightening power.

Benefits:

- Adds moisture to hair and scalp
- Leaves hair smooth, straight, and healthy
- Little to no irritation

Size: 4 Pack equivalent to 6 to 8 heads and 16 Pack equivalent to 16 to 22 heads.

Directions:

Step I: Wearing protective gloves apply Ice as a scalp base, apply **Sensitive Scalp Moisture Enhanced** crème relaxer to hair starting half inch above the nape line. Apply to a small section working toward the forehead.

Step II: After application of crème relaxer begin smoothing motion in the area where first applied working in same direction as in application. DO NOT EXCEED MAXIMUM TIME; DO NOT ALLOW CRÈME RELAXER TO COME IN CONTACT WITH SCALP

Step III: When desired relaxing has been obtained, using warm water rinse hair thoroughly with strong force until hair is free of all crème relaxer. Keep water away from eyes..

Step IV: Using non-alkaline Neutra Twice Conditioning Shampoo, give at least two shampooings. After thoroughly shampooing and rinsing, apply a Request Conditioner and Leave-In Treatment.



(For Professional Use Only)



RELAXING

Sensitive Scalp Protein Enhanced (Red Box)

Product Name: Sensitive Scalp Protein Enhanced (Red Box)

Product Category: 5.5 % Calcium Relaxer / Mix Parts A & B.....and 28% Guandine

Product Description: pH. 11.7...Sensitive Scalp Protein Enhanced strengthens hair as it straightens

with added protein.

Benefits:

• Excellent straightening power

- Leaves hair healthy with built in proteins
- Little to no irritation

Size: 4 Pack equivalent to 6 to 8 heads

Directions:

Step I: Wearing protective gloves apply Ice as a scalp base, apply **Sensitive Scalp Protein Enhanced** crème relaxer to hair starting one inch above the nape line. Apply to a small section working toward the forehead.

Step II: After application of crème relaxer begin smoothing motion in the area where first applied working in same direction as in application. DO NOT EXCEED MAXIMUM TIME; DO NOT ALLOW CRÈME RELAXER TO COME IN CONTACT WITH SCALP.

Step III: When desired relaxing has been obtained, using warm water rinse hair thoroughly with strong force until hair is free of all crème relaxer. Keep water away from eyes.

Step IV: Using non-alkaline Neutra Twice Conditioning Shampoo, give at least two shampooings. After thoroughly shampooing and rinsing, apply a Request Conditioner and Leave-In Treatment.

(For Professional Use Only)





Ultra Butter (Cocoa & Shea Butter Relaxer)

Product Name: Ultra Butter (Cocoa & Shea Butter Relaxer)

Product Category: Ready to Use Relaxer 2.3% Sodium Hydroxide Relaxer

Product Description: pH. 12.0...Ultra Butter has a fine blend of low sodium cocoa and shea butter intertwined in it. This relaxer is gentle to the scalp and gets hair good and straight in a class like no other.

Benefits:

- Gentle to hair and scalp
- Gets hair nice and silky straight
- Rinses out easily
- Cocoa and shea butter conditioner
- Leaves hair silky and shiny

Size: 4 lbs.

Directions:

Step I: Wearing protective gloves apply Ice as a scalp base, apply **Ultra Butter** crème relaxer to hair starting one inch above the nape line. Apply to a small section working toward the forehead.

Step II: After application of crème relaxer begin smoothing motion in the area where first applied working in same direction as in application. DO NOT EXCEED MAXIMUM TIME; DO NOT ALLOW CRÈME RELAXER TO COME IN CONTACT WITH SCALP.

Step III: When desired relaxing has been obtained, using warm water rinse hair thoroughly with strong force until hair is free of all crème relaxer. Keep water away from eyes.

Step IV: Using non-alkaline Neutra Twice Conditioning Shampoo, give at least two shampooings. After thoroughly shampooing and rinsing, apply a Request Conditioner and Leave-In Treatment.

(For Professional Use Only)





RELAXING Straight Plus

Product Name: Straight Plus

Product Category: Ready to Use No Base Relaxer 2.3% Sodium Hydroxide Relaxer

Product Description: pH. 12.0...Straight Plus is a no base, low sodium relaxer with a pH adjustment for straightening, moisturizing, and strengthening.

Benefits:

- Wonderful crème conditioning relaxer
- One strength design for medium to coarse hair
- Low sodium hydroxide and more glycerin for shine, silkiness, and moisture
- Two special conditioners for shine and silk
- Sensitive to hair and scalp
- Hair gets straight as an arrow

Size: 4 lbs.

Directions:

Step I: Wearing protective gloves apply Ice as a scalp base, apply **Straight Plus** crème relaxer to hair starting one inch above the nape line. Apply to a small section working toward the forehead.

Step II: After application of crème relaxer begin smoothing motion in the area where first applied working in same direction as in application. DO NOT EXCEED MAXIMUM TIME; DO NOT ALLOW CRÈME RELAXER TO COME IN CONTACT WITH SCALP.

Step III: When desired relaxing has been obtained, using warm water rinse hair thoroughly with strong force until hair is free of all crème relaxer. Keep water away from eyes.

Step IV: Using non-alkaline Neutra Twice Conditioning Shampoo, give at least two shampooings. After thoroughly shampooing and rinsing, apply a Request Conditioner and Leave-In Treatment.



(For Professional Use Only)



RELAXING **Power Smooth**

Product Name: Power Smooth

Product Category: Ready to Use Relaxer 2.3% Sodium Hydroxide Relaxer

Product Description: pH. 12.0...Power Smooth is a unique Shea butter conditioning relaxer. Power Smooth leaves hair straighter, smoother, silkier, and with more added moisture as well as adds intensified radiant shine.

Benefits:

- Exceptional silkiness
- Long lasting shine
- Leaves hair smooth like butter
- Dynamic Power & Sheen

Size: 4 lbs.

Directions:

Step I: Wearing protective gloves apply Ice as a scalp base, apply **Power Smooth** crème relaxer to hair starting half inch above the nape line. Apply to a small section working toward the forehead.

Step II: After application of crème relaxer begin smoothing motion in the area where first applied working in same direction as in application. DO NOT EXCEED MAXIMUM TIME; DO NOT ALLOW CRÈME RELAXER TO COME IN CONTACT WITH SCALP.

Step III: When desired relaxing has been obtained, using warm water rinse hair thoroughly with strong force until hair is free of all crème relaxer. Keep water away from eyes.

Step IV: Using non-alkaline Neutra Twice Conditioning Shampoo, give at least two shampooings. After thoroughly shampooing and rinsing, apply a Request Conditioner and Leave-In Treatment.







CLEANSING *Hydration*

Product Name: Hydration

Product Category: Sulfate-Free Hydrating Shampoo

Product Description: Hydration Sulfate-free Hydrating Shampoo helps prevent dryness, breakage and flyaways, while gently cleansing without stripping color. Helps maximize moisture balance to keep hair and scalp healthy, hydrated, soft and shiny with coconut water. Very good de-tangling power.

Benefits:

- Gently Cleanses
- Maximizes Moisture
- Soft & Shiny
- Color Safe
- Coconut Water
- Detangles

Size: 8 oz., 32 oz.. 64 oz.

Directions:

Apply **Hydration** shampoo to wet hair and work up a rich lather. Rinse and repeat. Proceed to one of our conditioners.

(For Professional Use Only)





CLEANSING **Neutra Twice**

Product Name: Neutra Twice

Product Category: Ready to Use Neutralizing Shampoo

Product Description: pH. 6.0...Neutra Twice Neutralizing Shampoo is ready to use, can be used daily, and does not strip the hair of its natural hair oils and moisture. Neutra Twice contains a delightful fruity fragrance.

Benefits:

- pH balanced
- Removes chlorine
- Helps neutralizes calcium
- Helps neutralizes sodium
- Softens and eliminate tangles
- Conditions as it shampoos
- Provides extra moisture and neutralizing power
- Ideal for daily use

Size: 32 oz. & ½ Ga.

Directions:

After relaxer has been properly rinsed apply **Neutra Twice Neutralizing Shampoo**, shampoo hair thoroughly, rinse, and repeat. Follow with one of the Request Conditioners and Treatment(s) depending on hair needs.

(For Professional Use Only)





CLEANSING Clarification

Product Name: Ready to Use Deep Cleansing Anti-Itch Shampoo

Product Category: Ready to Use Conditioner

Product Description: Clarification Deep Cleansing Shampoo is a first step shampoo treatment toward re-building a beautiful head of hair. Clarification's Anti-Itch gentle deep cleansing power is the solution for beautiful, weightless, and healthy hair without stripping your hair and scalp's natural moisture.

Benefits:

- Removes dirt, oil, silicone build-up, and residue from hair and scalp
- Deep cleanses
- Weightless hair
- Healthy hair and scalp

Size: 32 oz. & 1 Ga.

Directions:

Wet hair. Apply a generous amount of **Clarification Shampoo**, and gently massage onto hair. Rinse and repeat as deemed necessary. For best results use your favorite Straight Request Conditioner.

(For Professional Use Only)





CLEANSING **Moist Plus**

Product Name: Moist Plus

Product Category: Ready to Use Moisture /Conditioning Shampoo

Product Description: pH. 5.5...Moist Plus Conditioning Shampoo is ready to use, can be used daily, and conditions hair as it eliminates tangles, cleanses, and smooths out the hair cuticles.

Benefits:

- Adds moisture
- Increases manageability
- Intensifies and conditions hair
- Ideal for clients at home use

Size: 8 oz., 32 oz., & ½ Ga.

Directions:

Wet hair, apply a generous amount of **Moist Plus Shampoo**, and gently massage onto hair. Rinse and repeat as deemed necessary. For best results use your favorite Straight Request Conditioner.

(For Professional Use Only)





CLEANSING **Black Carbon 500**

Product Name: Black Carbon 500

Product Category: Sulfate-Free Tea Tree Shampoo

Product Description: Black Carbon 500, sulfate-free tea tree shampoo with apple cider vinegar, contains activated charcoal which is very effective when it comes to removing trapped impurities from your scalp, hair, and skin. Black Carbon 500 helps to stop and control itchy scalp, heal minor skin breaks, help treat eczema, help control dandruff and flakes, and removes residues and toxins. Black Carbon 500 will leave your skin and scalp feeling extra clean, refreshed and healthy without dryness.

Benefits:

- Carbon-activated charcoal is good for healing and antiseptic which helps remove toxins and bacteria.
- Coconut oil helps protect skin and scalp against sun and heat providing great moisture.
- Tea tree oil is good for antiseptic, fights against infections like fungus and bacteria as well as helps prevent hair loss, dry itchy scalp, and helps stimulate blood flow promoting hair growth.
- Lemongrass oil helps strengthens hair follicles.
- Peppermint oil is good for dry scalp & helps stimulate the scalp for blood flow.
- Pink grapefruit oil helps boost circulation to scalp which promotes hair growth, treats dandruff, and helps promote shine.
- Argan oil very good moisturizer that helps nourish skin and scalp, conditions hair, as well as adding shine.
- Silk protein adds additional protein and shine to hair.
- Coal tar help treat dandruff, psoriasis, eczema and many other scalp and skin itchy related problems.
- Apple cider vinegar treats dry itchy scalp, clarifies hair and scalp, helps prevent hair loss, helps remove build-up, and helps reduce hair frizz.

Size: 8 oz., 32 oz., 64 oz.

Directions:

Wet hair. Apply a generous amount of **Black Carbon 500** shampoo and gently massage into hair and scalp. Allow to sit on hair and scalp for 1 to 5 minutes, rinse thoroughly. For best results follow with Straight Request **Power K 60** conditioner. (Do not use on very light colored hair)



(For Professional Use Only)



CLEANSING Clean Start

Product Name: Clean Start

Product Category: Clarifying Sulfate-Free Shampoo

Product Description: Clean Start is supreme for the removal of styling product resins on the hair. This uniquely gentle wellness shampoo blends an exclusive sulfate-free cleansing system that immediately removes the product buildup from the hair and scalp without over-drying.

Benefits:

- Removes Styling Resins & Product Buildup
- Leaves Hair Softer
- Help Seal in Moisture
- Gently Cleanses
- No Build up on Scalp or Hair

Size: 32 oz.

Directions:

Wet hair thoroughly and apply a generous amount to hair and work into a lather from roots to the ends. Rinse thoroughly and repeat as necessary. Follow with a Straight Request conditioner.







CONDITIONING *Hair Balance*

Product Name: Hair Balance

Product Category: Ready-to-use Leave-in Conditioner

Product Description: Hair Balance detangles, helps replenish moisture, strength and provides thermal protection while improving the manageability of a better style. Can be use daily, leaving hair healthy-looking with superb manageability and protection.

Benefits:

- Adds Moisture to Hair
- Strengthens
- Thermal Protection
- Helps Balance Hair's pH
- Helps Seal Cuticles against Split Ends

Size: 16 oz.

Directions:

After shampooing, spray **Hair Balance** evenly throughout the entire head of hair and leave in. Do not rinse out, style as usual.







CONDITIONING Bond Reconnect

Product Name: Bond Reconnect

Product Category: Special Conditioner

Product Description: Bond Reconnect Vitamin Complex is enriched with a high volume of proteins to penetrate deep into the cortex, making hair stronger before your next step. Mix Bond Reconnect Vitamin Complex into any chemical service, hair color, relaxer, or weave system to reinforce power, strengthen and repair broken bonds/hair fibers from past, present, and future chemically damage. Bond Reconnect is perfect for the stress of color treatments, relaxers, tight braids, and weaves. Bond Reconnect instantly helps prevent breakage and shedding of overly processed hair.

Benefits:

Pre-strengthening Hair Insurance Complex

• Repair, Prevent, Rebuild Broken Hair Bonds/Fibers

Size: 4 oz.

Directions:

Add 1 cap to 2-4 oz. of hair color Add 1 cap to 4-8 oz. of hair relaxer Add 2 caps to 9-16 oz. of hair relaxer

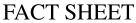


Add 1 cap of **Bond Reconnect** to any chemical service, mix in well, and continue as usual. This will not change any processing time, color or straightener.

Hair Weaves: Add 1 to 2 caps to **Silky Dry Fast Leave-In Treatment** to reinforce strength and reduce stress from tight braids and threads.

Use **Hydration Shampoo** to hydrate hair and protect color from fading.







CONDITIONING **Drop Down Color Sealer**

Product Name: Drop Down

Product Category: Special Conditioner

Product Description: Drop Down Color Sealer will help bring high alkaline damaging hair products/services (color and bleaching) to a safer and healthier pH Level in hair. This citric acid enhanced product can help bring and reduce any high alkaline services below 6.5pH, targeting 4 to 5.5pH where hair is at its best stage. Seals in color, moisture and shine and leaves the hair cuticle closed, smooth and manageable. Seals in demi and permanent colors, therefore enhancing maximum shine and reducing potential fading and hair loss/breakage.

Benefits:

• Helps Bring Down Hair's pH to a Healthier Level after Chemical Treatments

Size: 8 oz.

Directions:

After final color process has been rinsed thoroughly from hair, towel dry hair completely and spray liberally with **Drop Down**, then comb through. Leave in - DO NOT RINSE OUT. Style as usual.

(For Professional Use Only)





CONDITIONING Color Primer 747

Product Name: Color Primer

Product Category: Special Conditioner

Product Description: Color Primer 747 This amino acid based formula has the ability to provide needed protection and protein to hair with uneven porosity. This will help create a more even surface to the hair shaft, therefore priming the hair for any demi or permanent color service. Using **Color Primer** 747 will help prolong color, help ensure even color results and more balanced processing, help to protect against color fading, leaving hair feeling thicker and healthier.

Benefits:

- Helps Prime Hair for Color
- Balances Color
- Adds Porosity to Hair

Size: 8 oz.

Directions:

Shampoo once with **Clean Start** Shampoo (no manipulation). Towel dry hair completely. Spray the entire area to be colored liberally with **Color Primer 747**, comb through without manipulating scalp. Leave on for 5 minutes. Apply demi or permanent color directly over **Color Primer 747**, wait the normal processing time, then shampoo as usual.

(For Professional Use Only)





CONDITIONING Color Defense

Product Name: Color Defense

Product Category: Special Conditioner

Product Description: Color Defense Specialty Hair Conditioner is designed to mastermind and control all the difficult complications and problems that surface from hair color services, and help prepare hair for thermal flat ironing and blow drying safely, working fast and swiftly to manage and repair fragile, dry, damaged hair. Color Defense helps color vibrancy, fading, thinning, and extending life of the color. Infused with Vitamins A & E to inject moisture, and Amino Acids for strength, hair is made stronger within minutes.

We believe Color Defense is the single most component to stand up and go toe-to-toe to prepare hair to take on harsh services in the ranks of quality conditioners, to create a beautiful head of hair to the highest degree.

Benefits:

- Silk Press Thermal Prepare
- Seal in Color Vibrancy
- Help Repair Dry, Damaged Hair
- Help Shield Color from Fading
- Help Hydrate and Restore Moisture
- Help Color Last Longer
- Promote Thicker Looking Hair
- Injects Strength

Size: 46 oz.

Directions:

After shampooing, apply **Color Defense** to hair, comb through, and allow client to sit for 3–5 minutes and rinse.

(For Professional Use Only)





CONDITIONING Happy Scalp

Product Name: Happy Scalp

Product Category: Moisturizes and Conditions Hair & Scalp

Product Description: Happy Scalp is a rich blend of moisture and scalp antiseptic vitamins that moisturizes the scalp and hair cuticles.

Benefits:

Helps Treat Scalp

Adds Moisture of Scalp

Helps Stimulate the Scalp for blood flow.

Size: 16 oz.

Directions:

After using Straight Request's Black Carbon 500 or Clean Start Clarifying Shampoo, apply a small amount of Happy Scalp crème to scalp and hair. Comb through evenly and massage into scalp. Allow Happy Scalp to lie on the hair and scalp for 10 minutes, then rinse. Set and style hair, avoiding hair sprays or spritzes. Repeat once or twice a week.





CONDITIONING Strength 1000

Product Name: Strength 1000

Product Category: Ready to Use Reconstructive Treatment

Product Description: Strength 1000 is a powerful and effective reconstructing treatment that offers a new concept for treating severely damaged hair. The unique combination of three different proteins and light moisture gives hair strength, acid balance, protein, iron, shine, and moisture.

Benefits:

- Stops breakage immediately in most cases
- Strengthens and conditions damaged hair
- Controls acid balance
- Adds iron to hair
- Repair all broken bonds and replaces protein back into the hair shaft

Size: 16 oz.

Directions:

After shampooing a relaxer or curls towel blot hair. Apply **Strength 1000** to hair evenly. Comb through gently. DO NOT USE A PLASTIC CAP. For maximum strength and penetration place client under warm dryer without a cap for 10 to 20 minutes allowing **Strength 1000** to completely dry inside the hair shaft. This repairs both bonds leaving protein and moisture inside and outside the hair. After hair is completely dried, rinse completely, and apply one of Straight Request Conditioners and Leave-In Treatment for that much needed moisturizer.

(For Professional Use Only)





CONDITIONING **Power K. Intense**

Product Name: Power K. Intense

Product Category: Powerful Foaming Reconstructor Treatment

Product Description: Power K Intense Foaming Reconstructor Treatment is for extremely damaged hair with lots of breakage that needs professional attention immediately to repair bonds and stop breakage RIGHT NOW. In most cases, improving hair strength in minutes.

Benefits:

- Powerful Foaming Reconstructor
- Built-in Protein & Moisturizer
- Helps Stop Breakage Immediately
- Improves Hair Strength RIGHT NOW
- Helps Repair Broken Bonds

Size: 18 oz.

Directions:

After shampooing or relaxer, towel dry hair. Apply **Power K Intense** to hair evenly, work into a lather and comb through. DO NOT USE A PLASTIC CAP. Place client under warm dryer without a cap for 18-20 minutes. Rinse thoroughly and follow with our **Power K** or **Power K60**. Style as usual.







CONDITIONING Power K77

Product Name: Power K77

Product Category: Cleansing Conditioner

Product Description: K77 is designed to cleanse the hair as well as condition. It may be used on all types of hair. K77 is designed to be used as the last shampoo, giving it that final cleanse and starting the condition phase. K77 won't strip the hair of its natural oils, leaving the hair shiny and manageable. Hair is left with a better color retention, super soft, weightless, and smooth.

Benefits:

- Low sulfate
- Won't strip hair
- Conditions
- Hydrates
- Weightless

Size: 8 oz., 20 oz., 32 oz.

Directions:

After removing dirt and other chemical buildup with any shampoo of your choice, allow **Power K77** cleansing conditioner to be your final shampoo. Apply to clean damp hair, massaging as you would a regular shampoo. Allow to sit for 30 seconds before rinsing. To maximize this unique concept, please follow with Straight Request's **Power K60** instant conditioner for 60 seconds, or to take it to a higher level, follow with Straight Request's **Next Level** conditioner for 10 minutes under a warm hair dryer.

(For Professional Use Only)





CONDITIONING Next Level

Product Name: Next Level

Product Category: Stabilizing Amino Acid

Strengthening Conditioner

Next Level amino acids are required **Product Description:** for your hair to grow long and strong. It is made of a special kind of protein called "keratin." Amino acids are used in Next Level strengthening conditioner to help your hair grow and stay healthy and strong immediately following a color treatment, sodium and calcium relaxer, and/or braids and weaving processes, which all can cause lots of special force and stress to the hair. Next Level will give your hair all the benefits of a normal conditioner in addition to stopping and troubleshooting problems before occurring by going in and repairing missing and broken bonds in the hair inner and outer shaft. Next Level will leave your hair feeling silky, healthy, and strong... Taking Hair to Another Level!

Benefits:

- Troubleshoot Problems Before Occurring
- **Instant Softening Power**
- Stop Breakage
- Superior Detangling Power Instantly
- Helps Bring Hair to a Healthy pH Balance Instantly
- Provides Superior Wet and Dry Compatibility
- Adds Lustre and a Fantastic Feeling Instantly
- Strengthen Natural Hair Braids and Locks
- Helps Control Split Ends and Flyaway Hair
- All This Without Buildup!

Size: 20 oz., 32 oz.

Directions:

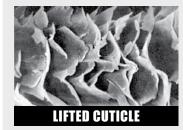
After chemical service or before weaves or braids. shampoo hair, towel dry, and apply a generous amount of Next Level to hair. Comb through hair. Place plastic cap on head to allow client to sit under warm hair dryer for 10-15 minutes. Allow hair to cool for 2 minutes before rinsing. DO NOT SHAMPOO. Apply our Perfect Finish Leave-In **Treatment** or **Thermal Wrap** and style as desired. (For Professional Use Only)



FACT SHEET



NEXT LEVEL HAIR SOLUTIONS



This type of damage is caused by incorrect chemical process. Hair tends to be dry, brittle, and constantly tangled.

Solution: Next Level treatment will help correct the moisture and shine balance in the hair.



Possible cause is the repeated use of high alkaline hair products. Hair tends to be very fine, lifeless, limp, has lack of body, and tends to be too

Solution: Next Level treatment will repair broken hair fibers, strengthen the hair, and help bring hair to a healthy pH.



Over bleaching usually strips the cuticle away from the hair shaft. Hair can break off easily with combing or brushing.

Solution: Next Level treatment will repair broken hair fibers and strengthen the hair.



This type of damage is usually caused by improper use of a curling iron or blow

Solution: Use Next Level treatment to help prevent a really bad case of split ends after trimming ends.



Can sometimes be caused by medication or the hair can be unbalanced.

Solution: Next Level treatment will produce both moisture and protein amino acids to help correct this kind of problem.



Frequent use of calcium relaxers and alcohol products can sometimes leave a buildup of dryness on the hair. Hair tends to be harder and dry.

Solution: Next Level treatment will help soften, control dryness, balance pH, and protect hair from this problem.

CONDITIONING **Power K100 Deep**

Product Name: Power K100 Deep

Product Category: Advanced Deep Penetrating Hair Conditioner

Product Description: Stronger, silkier and softer hair never came so fast before NOW, in 15 minutes. The very 1st time you use **Power K100 Deep** you will notice a difference... RIGHT NOW! The entire hair shaft benefit from this fabulous conditioner.

Benefits:

- Rebuilds hair fibers
- Softens hair
- Strength
- Silkiness
- Help repair split ends
- Restores moisture and protein
- Color vibrant
- Reduce breakage

Size: 64 oz.

Directions:

After shampooing with **Power K77** rinse and towel dry hair. Apply a small amount of **Power K100 Deep Conditioner**. Comb through hair. Place client under warm hair dryer with plastic cap for 15 minutes. Rinse well, style as usual. Repeat once or twice per month.

(For Professional Use Only)





CONDITIONING Silky Dry Fast

Product Name: Silky Dry Fast

Product Category: Ready to Use Leave-In Treatment

Product Description: Silky Dry Fast is an enriched, nourishing leave-in treatment that not on packs endless beautifying benefits but also protect hair from hot styling tools, making it an everyday luxury that moisturizes, cuts drying time by over 20%, smooths and detangles dehydrated hair. Weightless, yet deeply nourishing, it resort to your having soft, red carpet-ready hair that feels extravagant from the root to tip.

Benefits:

- Enhances Shine
- Smooths
- Detangles
- Cuts Drying Time By Over 20%

Size: 8 oz., 16 oz.

Directions:

After shampooing and conditioning spray **Silky Dry Fast** onto hair and comb or gently massage through hair from root to tips. DO NOT RINSE.

(For Professional Use Only)





CONDITIONING *After Calcium*

Product Name: After Calcium

Product Category: Ready to Use Conditioner

Product Description: pH 5.6...After Calcium Conditioner is designed to be used after all calcium and no base relaxers. It is a unique blend of eight conditioners. Formulated to penetrate the hair shaft, adding and sealing moisture to hair and scalp, add gloss and shine, repair broken fibers, stop breakage, cut down calcium build up, smooth cuticles, and restore hair back to its normal pH.

Benefits:

- Restores moisture
- Helps to remove calcium
- Closes the hair cuticle
- Repairs split ends
- 8 in 1 conditioner with silk protein and moisturizer
- Leaves a smooth slip with each and every hair strand

Size: 46 oz.

Directions:

Part I: After a calcium or sodium relaxer rinse relaxer thoroughly out and towel dry hair. Apply a small amount of **After Calcium Conditioner** to hair and scalp, Comb through thoroughly.

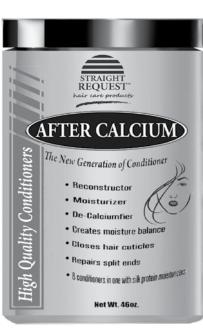
Part II: Allow client to sit 1-3 minutes. Shampoo thoroughly two times only. Re-apply After Calcium for 2 to 10 minutes.

Part III: Rinse and apply one of Straight Request Leave-In Treatment(s). Style as usual.

Optional: May repeat 1 to 2 times between relaxers. Apply a small amount for 10 minutes after regular shampooing.







CONDITIONING *Fixative*

Product Name: Fixative

Product Category: Ready to Use Stimulating Conditioner

Product Description: pH 5.7...A deep penetrating conditioner with African Shea Butter and panthenol. Fixative was designed to fix and repair damaged hair. This product contains a unique blend of conditioners, softeners, and protein that gives damaged hair lots of body, life, shine, and instant moisture to the scalp. Scented like the fragrance of a refreshing breeze.

Benefits:

- Adds slip to hair shaft
- Leaves hair feathery, soft, and shiny
- Repairs damaged hairs
- Stimulates the scalp
- Penetrates quickly

Size: 46 oz.

Directions:

After shampooing with Moist Plus Shampoo apply a small amount of **Fixative Conditioner** to the hair scalp. Comb through. Allow client to sit for 5 minutes and rinse.

(For Professional Use Only)





CONDITIONING **Power K60**

Product Name: Power K60

Product Category: Ready to Use Instant Conditioner

Product Description: This unbelievable instant conditioner is designed to get clients in and out of the salon quickly with softer and healthier hair. **Power K60 Instant Conditioner** leaves hair looking fabulous, stronger, more manageable, and very soft.

Benefits:

- Soft and healthy hair in 60 seconds
- Moisturizer
- Instant conditioner

Size: 8 oz., 32 oz., 64 oz.

Directions:

After shampooing with Moist Plus Shampoo apply a small amount of **Power K60 Instant Conditioner** to the hair. Comb or massage through and let sit for 60 seconds. Rinse and style as usual.







PRE-STYLING Grand Stand Foam Lotion

Product Name: Grand Stand

Product Category: Soft & Shiny Foam Wrap Lotion

Product Description: Grand Stand for easy flowing soft, shiny hair that moves with you and just falls into place every time. Developed to help protect hair from hot tools, Grand Stand is a heat-activated thermal protection conditioning wrap that leaves hair feeling healthy, looking good, frizz-free and weightless.

Benefits:

- Shine
- Conditions
- Fast Drying
- Non Flaking
- Add Body
- Soft
- Heat Protection

Size: 8 oz., 32 oz., 64 oz,

Directions:

After shampooing, shake **Grand Stand** bottle and apply to towel-dried hair, then wrap or mold as usual. Place client under dryer and style as usual.

(For Professional Use Only)





SILKY, SILKY NOW!

PRE-STYLING **Silk Body & Bounce Medium Hold**

Product Name: Silk Body & Bounce Medium Hold

Product Category: Ready to Use Wrap Foam Medium Hold Lotion

Product Description: Achieving shine, body, and control with **Silk Body & Bounce Foam Lotion** is as easy as 1-2-3. Straight Request Silk Body & Bounce protects hair from damage caused by hot curling, blow drying, and ceramic irons; speeding up drying time while conditioning.

Benefits:

- Good shine
- Medium hold
- Fast drying
- Good conditioning
- Wrapping control

Size: 8 oz. & 32 oz.

Directions:

Always apply to wet hair. After shampooing towel blot hair and apply **Silk Body & Bounce**. Mold, set, or wrap hair as usual. Place client under dryer. After hair is completely dry comb or brush and apply a small amount of Q Silk and style as usual.

(For Professional Use Only)

SILK, BODY & BOUNCE



PRE-STYLING **Q Silk**

Product Name: Q Silk

Product Category: Ready to Use Silicone Polish

Product Description: Q Silk is used to add shine and silkiness to hair. Leaving and illuminating the hair making it look healthy and feel manageable.

Benefits:

- Moisturizes and conditions
- Provides long lasting high sheen
- Is non greasy
- Adds silk and shine
- Protects from the harshness of heat
- Seals and smooths hair strands

Size: 4 oz.

Directions:

Pour a small amount of **Q Silk** into hand. Rub hands together and gently massage through hair and scalp. Use before and after hair dries.







PRE-STYLING **Silky Milk Plus**

Product Name: Silky Milk Plus

Product Category: Ready to Use Foaming Lotion

Product Description: Silky Milk Plus is a firm holding foam lotion with conditioner that allows you to have control when wrapping or roller setting. Scented with the fruits of the tropics.

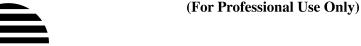
Benefits:

- Fast drying
- Excellent leave-in conditioner
- Detangles hair
- Adds moisture to dry hair
- Stops split ends
- Silks and smooths off hair cuticles
- Ideal for waves and scrunches
- Provides smoother roller sets
- Generates a vibrant gloss
- Wet setting / No flaking
- You will not get the after dust you get from gels and sprays

Size: 8 oz., 16 oz., ½ Ga.

Directions:

After relaxing and conditioning hair with Straight Request Products. For extra shine apply a small amount of Q-Silk to wet hair. Shake bottle well before using **Silky Milk Plus**. Apply **Silky Milk Plus**. Work into rich lather and style as usual. Place client under dryer for desired drying time.







PRE-STYLING Set & Shine

Product Name: Set & Shine

Product Category: Ready to Use Liquid Hair Mousse

Product Description: Set & Shine is a liquid mousse with conditioners to give a unique hold and

shine.

Benefits:

Conditions hair

- Rich and shiny smooth finish
- Fast drying
- Good holding power

Size: 7.5 oz. & 32 oz..

Directions:

After shampooing towel blot hair. Apply a small amount of **Set & Shine** to wet hair, mold, and place client under dryer.

 $(For\ Professional\ Use\ Only)$





PRE-STYLING *Lite Drops*

Product Name: Lite Drops

Product Category: Ready to Use Hair and Body Oil

Product Description: Lite Drops is an extra lite versatile hair and body oil. Lite Drops aromas are so delightful that it will remind you of various places and delicious items.

Benefits:

- Very Lite
- Non greasy
- Great for instant shine
- Wonderful as a hot oil treatment
- Fantastic as a body oil
- Leaves hair soft
- Conditions
- Is suitable for wet or dry hair
- Comes in Original, Candy

Size: 8 oz.

Directions:

Apply a small amount of **Lite Drops** to wet or dry hair. When using as body oil, apply generously to the body.

(For Professional Use Only)







FINISHING **ViQuart**

Product Name: ViQuart

Product Category: Ready to Use Hair Dressing Crème

Product Description: ViQuart restores hair to a natural, lustrous sheen without a greasy look or feel. ViQuart replenishes the natural oil and moisture balance back into the hair. It conditions and adds vitamins to over processed, dull, and dry hair. ViQuart makes hair easy to comb and leaves hair more manageable.

Benefits:

- Gives hair and scalp natural sheen and moisture
- Leaves hair manageable and healthy looking

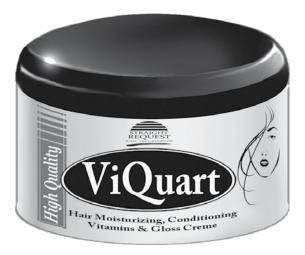
Size: 4 oz.

Directions:

Apply a small amount of **ViQuart** daily. Massage into hair and scalp. Comb or brush hair in style as desired







FINISHING **Stay**

Product Name: Stay

Product Category: Ready to Use Styling Spritz

Product Description: Stay is a non-sticky mild alcohol spritz. It is enriched with panthenol and silk protein that equally enrich the hair.

Benefits:

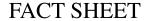
- Great for condition and sheen from the panthenol
- Holds and adds shine to hair
- Shampoos out easily

Size: 8 oz., 16 oz., & ½ Ga.

Directions:

Style as desired. Hold 12 inches from hair. Spray **Stay** gently and evenly before and/or after curling. **(For Professional Use Only)**







FINISHING **Power Gloss**

Product Name: Power Gloss

Product Category: Ready to Use Finishing Sheen

Product Description: Power Gloss is a high quality sheen spray made of silicones. Power Gloss is used after styling to produce the ultimate shine.

Benefits:

- No alcohol
- Non greasy
- Excellent shine

Size: 8 oz.

Directions:

Style as desired. Hold 12 inches from hair. Spray **Power Gloss** lightly and evenly over entire head of hair for a longer lasting shine after styling.







FINISHING *Hair Flex*

Product Name: Hair Flex

Product Category: Ready to Use Holding Aerosol Spray

Product Description: Hair Flex Hair Spray is a fast drying aerosol spray with no drying agents that may cause build up or flakes. Designed to hold a superb finish on any hairstyle, with shine, and adjustable holding power.

Benefits:

- No build up
- No flakes
- Superb finish
- Good adjustable hold
- Shampoos out easily
- Easy on hair
- Fast drying

Size: 10 oz.

Directions:

Style as desired. Hold 12 inches from hair. Spray **Hair Flex** gently and evenly over entire head during and/or after curling.

(For Professional Use Only)





FINISHING Last Step

Product Name: Last Step

Product Category: Ready to Use Finishing Aerosol Sheen

Product Description: Last Step Oil Sheen is a conditioning weightless oil sheen spray designed to give hair that ultimate long lasting shine protecting hair from thermal heat.

Benefits:

- Conditions
- Unbelievable shine
- Pleasant fragrance
- Heat resistant
- Weightless
- No greasy build up

Size: 12 oz.

Directions:

tyle as desired. Hold 12 inches from hair. Spray **Last Step** gently and evenly over entire head after curling.

(For Professional Use Only)





WEAVE Lay Smooth

Product Name: Lay Smooth

Product Category: Conditioning Wrap Lotion Before Bonding Glue

Product Description: When used before Shield Guard, **Lay Smooth** will provide each strand of hair with iron and moisture protection at the same time providing a firm and secure wrap or mold needed for weaving.

Benefits:

- Has iron and moisture protection
- Helps protect hair from harsh products and services
- Helps keep cuticles laying smooth
- Improves hair strength
- Extra protection before Bonding Glue

Size: 16 oz.

Directions:

Shake bottle before use. After rinsing out shampoo towel blot hair. Apply an ample amount of **Lay Smooth Wrap Lotion** throughout hair. Wrap, mold, or braid hair. Place under hair dryer for 10-30 minutes or until completely dry. Apply weave as usual.





WEAVE **Shield Guard**

Product Name: Shield Guard Black and Clear

Product Category: Bonding Glue Protective Solution

Product Description: Keep your client safe from harsh bonding glues. **Shield Guard Bonding Glue** Protective Solution gives you a complete shield over hair and scalp instantly. Protecting your hair and scalp before the application of glues. Shield Guard keeps your hair safe and healthy the whole time. Glue never touches the hair or scalp.

Benefits:

- Stop harsh bonding glues from touching hair and scalp
- Goes on easy
- Easily removal
- Shampoos out with ease
- Comes in Clear and Black

Size: 10 oz., 16 oz.

Directions:

After shampoo and conditioner towel dry hair. Wrap, mold, or braid hair with our complementary product called Lay Smooth Wrap Lotion to smooth hair cuticles. Allow to dry under dryer completely. Apply **Shield Guard Solution** straight from the bottle using a brush to help spread on hair / head. Allow to completely dry. Apply weft / track as usual. When it's time to remove

solution just rinse with warm water. If you want to reuse weft / track using Perfect Move will allow you to do so.





SMOOTHING TREATMENT

Smooth Transformation

Smooth Transformation One Step Smoothing Treatment is a safe hair smoothing system that helps smooth and lay down the outer layer of the hair called the cuticle.

Adding condition agents to help nourish and strengthen the hair inside and out with good elasticity that allows the hair to stretch and return back to its original shape without breaking any bonds in the hair shaft.

With the help of our leave in-conditioner called **Silky Dry Fast Treatment**, and the assistance of a blow dryer and a flat iron with a temperature of at least 400 degree this can really cut down on frizz and relax curly and wavy hair up to 98% straight.

It will give hair shine and promote hair growth, But remember, this is not permanent so you will have to have the Smooth Transformation treatment every 8 to 12 weeks.

This is a great alternative to straightening your hair temporarily between relaxer or keeping it natural.





- 1. Shampoo hair once with our Sulfate-Free Shampoo, Clean Start.
- **2.** Towel dry very good and section hair into 4 sections.
- **3.** Using thin sections, apply **Smooth Transformation Treatment Foam or Spray** to each and every strand, then comb through evenly; continue this process until the entire head is completed. Cover entire head with a plastic cap, allow client to sit 15 to 20 minutes without dryer.
- **4.** Remove cap after time has completed, spray **Silky Dry Fast** on to the entire head, making sure every hair stand has been sprayed to ensure a nice silky soft feel (Do NOT rinse out); again using small sections, dry the entire head with a blow dryer brush *Leave both products in. Do not rinse.*
- **5.** After hair is completely dry using at least a 400 degree flat iron, proceed to flat iron hair using small thin sections of hair with several flat iron stokes to smooth.

IN BETWEEN/AFTER CARE

- Do not shampoo hair for 72 hours (Also avoid swimming during this time)
- Always use Sulfate-Free Shampoos. For best results, use Silky Dry
 Fast Leave-In Treatment or have your client visit your salon for this
 maintenance service.





lery Easy Step By Step



Company History: Straight Request was "requested" in 1991 and later founded in June of 1993. This long awaited system for hairstylist began to generate new life into the hair industry. The testing and demand for quality products was overwhelming by hairstylist throughout the country. Through timely research and many studies, a product line created by stylists for stylists was developed. In our effort to satisfy the hair industry, Straight Request joined with 3 special chemists for each item in the relaxer system. No longer would hair be hard, dull, dry, brittle, or over processed; because this complete system provided very effective shampoos and conditioners. With this combined effort 37 years of expertise prevailed!

We at Straight Request Products pride ourselves on our knowledge of what Hairstylist need, want, and deserve. Many years of experience as Hairstylist ourselves; have provided us with the wisdom we incorporated into developing your Straight Request Products. We know the needs of cultural hair because of our own ethnicity. So often others have tried to produce retail products only with sole aim of making money at our expense. Yet, we at Straight Request have developed exclusive products for only you, the professional stylist.

Cultural women hair tends to be very fragile. What you do to hair has a lot to do with its condition. Does your hair look and feel not at its healthiest? Does it break off easily when wet or dry? If so, to answer the questions; no one conditioning treatment can do it all. It is necessary that we first understand hair chemistry. You can create more problems by using the improper shampoo and/or conditioners. For specific problems see the Tips & Solution pages in this book.

Straight Request has grown tremendously. Initially we started with only 8 products, but today we are proud of 40 tested and requested products that you, our family members utilize faithfully. We have many more fabulous ideas and products that will not launch until we know whole heartily that they are the best products on the market for cultural hair!

In closing, many of you have been very loyal users over the years and have written wonderful letters of love and gratitude for the products we have formulated. We are forever grateful for your patronage as well as your recommendations to other stylists. It has always and will remain our goal and promise that our products will remain exclusive and the best quality products that you the hairstylist deserve. We owe our success to your success as the best of the best Hairstylist in this nation and we honor and welcome new family members every day! Thanks from one Straight Request family member to another!



SILK PRESS Blowout Technique

For Healthy Flowing Hair with a Shine

STEP 1 Cleansing



Straight Clarification (Shampoo): Deep cleansing will lift away mineral deposits from hard water, chlorine, chemicals, residue waxes, and silicones, etc. The build-up that sticks to the hair can affect the process. Performing 1-2 good, thorough, deep shampoos from the scalp/roots to the ends of the hair for a clean, fresh start is important.

Pre-loosen the curl pattern with our sulfate-free hydrating shampoo to help prevent dryness, breakage, and flyaways without stripping color and giving the hair the pH, moisture balance, and detangling power needed. Shampoo one time, comb through and rinse out thoroughly.

STEP 2 Conditioning



Conditioning: Use one of the two choices of our conditioners (Color Defense or Next Level) This will ensure the final silk and shine that you are working toward. This step helps restore moisture and prepares the hair for a good safe stretch (elasticity), and helps prevent over dryness and prepares the hair for high heat tools. (Remember to rinse out all conditioners thoroughly).

Silky Dry Fast (Leave-in Conditioner): Spray mist a small amount and work in as a leave-in thermal heat protector, helping to smooth down the hair cuticles and allowing the hair to dry fast with a new shiny finish.

STEP 3
Blow Drying



Blow Drying: Your blow-dry technique is an important step in prestraightening the curl pattern by parting hair in small sections, while at the same time not putting too much stress on the hair. Using a large toothed comb and a paddle brush will help move this process along without problems. You may apply a very small amount of Q-Silk before after blow drying, to help boost the silk effect.

STEP 4
Flat Ironing



Flat Ironing: Always use a clean flat iron; adjust to the desired temperature depending on hair type. Using sections and clamps for control, always start at the base of each section using a rat-tail comb. In most cases, if you have a good quality flat iron you will only need 1-2 strokes of flat ironing to each small section to achieve the silky, smooth, healthy, flowing look and feel.