

# FORM

## ME UP



**FORM ME UP** is an organic, plant-based perm of the latest generation, designed to reshape the hair while protecting its structure from damage. Using natural ingredients, it transforms the hair without compromising its health. The key active ingredient in the 01 and 02 FORM ME UP lotions is **cysteamine**.

**Cysteamine** is an amino acid that forms disulphide bonds in the hair, ensuring that the structure of the hair remains intact both on the surface and deep within the strand during the treatment.

### Key ingredients and their benefits:

**Demineralised Water:** A neutral pH liquid that serves as the base for dissolving other ingredients.

**Cysteamine:** A safe amino acid-based active ingredient that enables the reshaping of disulphide bonds without damaging them, giving hair its new shape.

**Laureth-23 (Wetting Agent):** Assists in the consistent penetration of active ingredients throughout the hair.

**Sodium Hydrate:** A pH regulator that maintains the proper acidity level for optimal results.

**Polyquaternium-6:** A hair conditioner that preserves the natural vitality and softness of the hair.

**Keratin Amino Acids:** With a low molecular weight, these penetrate deeply into the hair, rebuilding its inner structure for added strength and resilience.

**Plant Extracts:** Provide excellent hydration and nourishment. They help retain moisture and are a rich source of valuable fatty acids essential for healthy hair.

**FORM ME UP** combines innovation with nature to deliver professional results, ensuring hair remains vibrant, healthy, and full of life.

**DIANA**  
BEAUTY & CREATIVE

# FORM ME UP Perming System

The **FORM ME UP range** offers a comprehensive selection of perming products for professional use:

- **Balsam 01 – Perming Lotion for Resistant Natural Hair (300ml)**
- **Balsam 02 – Perming Lotion for Coloured and Sensitive Hair (300ml)**
- **Neutraliser (1000ml)**
- **Perm Active Acidifying Shampoo (1000ml)**
- **Perm Active Acidifying Mask (1000ml)**

## Styling and Home Care Line:

- **FORM ME UP 10 IN 1 – Intensive Spray Mask (250ml)**  
Multifunctional spray providing hydration, protection, and repair.
- **FORM ME UP – Fluid Power Curl (200ml)**  
Enhances and defines curls while adding elasticity.
- **CURL SHAMPOO (250ml)**  
Cleanses gently while boosting curl definition.
- **CURL MASK (250ml)**  
Deeply nourishes and hydrates for soft, bouncy curls.

All products in the FORM ME UP range contain **flexible polymers** and **plant extracts** that create soft, defined curls. Enriched with deeply moisturising ingredients, these products regenerate, nourish, and protect hair from damage and harsh environmental conditions.

## Step-by-Step Guide to FORM ME UP Perming Treatment:

### 1. Client Consultation

Conduct a consultation to understand the client's expectations and fill out the consultation form, available in the GUIDES section on our website.

### 2. Hair Condition Assessment

Perform a wet strand test to check if the hair is suitable for perming. If the strand curls excessively or breaks under tension, recommend a **Hair B-tox Repair Treatment** to rebuild and regenerate the hair before proceeding. An allergy test is recommended 24 hours before the treatment, ideally on the back of the head near the hairline. In case of any allergic reaction, rinse the product immediately with lukewarm water.

### 3. Discuss Desired Results

Clarify the client's expectations, assess the hair's suitability, and choose appropriate rollers and curling techniques to achieve the desired look.

### 4. Wash the Hair

Wash the hair thoroughly **twice** with a clarifying shampoo. If the hair is oily or has significant product build-up, wash it **three times** to ensure proper cleansing.

### 5. Section and Prepare the Hair

Towel-dry the hair, divide it into sections, and begin wrapping it onto rollers. Protect the ends with perming papers. For long hair, ensure the sections are thin and precisely divided, as the sectioning technique will impact the final curl shape.

## **6. Apply the FORM ME UP Lotion (01 or 02)**

After wrapping all the hair sections onto rollers, proceed to apply your chosen FORM ME UP product (01 or 02).

## **7. Dampen the Rollers**

Use a spray bottle to lightly mist the rollers with water.

## **8. Apply the Lotion in Small Amounts**

Using a bottle with a narrow applicator nozzle, apply a small amount of the lotion directly onto each roller. Leave it on for 5 minutes.

This method ensures precise application, reducing product usage by up to three times compared to using a sponge or bowl.

Repeat the process by applying the lotion again and waiting another 5 minutes.

Apply the lotion for a third time and leave it on for 20–45 minutes. After 20 minutes, check the curl development.

For spiral perms, do not check the curl – leave the product on for 40 minutes.

The three-step application guarantees deep penetration of the lotion into the hair, significantly influencing the final result.

## **9. Cover the Hair with a Cap**

After applying the lotion to all the wrapped hair, cover the rollers with a plastic cap. Protect sensitive skin areas with cotton strips to absorb any excess product and prevent irritation.

## **10. Processing Time**

Leave the rollers on the hair for 20–40 minutes, depending on the desired result.

After 20 minutes, check the curl development. If the curl is not sufficient, extend the time, but do not exceed 45 minutes.

## **11. Rinse Thoroughly**

Rinse the rollers thoroughly with warm water without unwinding them. Rinse continuously for 10 minutes. Afterward, gently towel-dry the rollers to remove excess water.

## **12. Pre-Dry the Rollers**

Using a hairdryer with cool or lukewarm air, pre-dry the rollers for approximately 5 minutes.

## **13. Apply FORM ME UP Neutraliser**

Using the narrow applicator bottle, apply the FORM ME UP Neutraliser for Permanent Wave to each roller, starting at the back of the head and working forward. Without waiting, reapply the neutraliser for a second time. After completing the application, leave it on for 5 minutes.

## **14. Remove the Rollers**

After 5 minutes, carefully remove the rollers. Gently scrunch the curls with your hands to distribute the neutraliser evenly from roots to ends. Leave it on for an additional 3 minutes.

## **15. Wash and Finish**

Wash the hair with a gentle, pH-balancing shampoo such as Perm Active. Leave the shampoo on the hair for 10–15 minutes, then rinse thoroughly.

## 16. Apply Leave-In Conditioner and Curl Enhancer

Spray the hair with Form Me Up 10 in 1 leave-in conditioner and work the product thoroughly into the hair. Distribute a small amount of Curl fluid through the hair and scrunch it for 5 minutes.

## 17. Dry the Hair with a Diffuser

Begin drying the hair using a diffuser attachment (the Diana hairdryer is now available on our website)..

### Contraindications for the treatment

1. First and third trimesters of pregnancy.
2. Chemotherapy, hormonal therapy, or other invasive medical treatments.
3. Severely damaged, bleached, or porous hair that fails the wet elasticity test.
4. Hair coloured within 7 days prior to the treatment.
5. Hair coloured with henna.
6. Hair bleached within 30 days prior to the treatment.
7. Previous keratin, nanoplasty, or other permanent straightening treatments within 6–12 months prior to the treatment.

### Post-treatment recommendations

#### 1. **Avoid Washing for 72 Hours**

Do not wash your hair for at least 72 hours to allow the curls to set properly.

#### 2. **Use Recommended Hair Care Products**

For daily maintenance, use the Form Me Up line (shampoo and mask) along with the 10 in 1 leave-in conditioner and/or Power Curl Fluid to maintain treatment results and keep hair in good condition.

After applying the serum, scrunch the hair for about 5 minutes.

3. To achieve bouncy and defined curls, use a diffuser when drying your hair at home or let it air dry naturally.
4. Do not brush your hair with a standard brush—use a wide-tooth comb, preferably wooden, to detangle..
5. Hair **colouring can be performed 7 days after** the treatment.
6. Exposure to chlorinated pools, saltwater, excessive sun, or saunas without proper protection may negatively impact the treatment's longevity and effectiveness.