

Golden Professional Protein treatment – STEP BY STEP



What does **Protein Straightening** do?



Straightens
and smooths



Strengthens
and repairs



Protect against
damage &
humidity



Adds shine



Lasts for
4–6 months



Step 1 Consult

Consult, advise and agree on a plan.

See a Client Consultation form in Downloads (online).

Introduce the aftercare they'll need to take home (Golden Professional Home Care shampoo & mask).

Step 2 Prepare and cleanse

Cleanse twice using a GOLDEN Purify 1 Cleansing shampoo (Step 1) to remove any impurities, dirt and oil.

Rinse and towel-dry the hair to remove excess water.

Comb and analyse the hair's porosity and weakness. Look for weak and dry hair.

3 Choose the right product & settings

Golden Professional (Gold Proteins) – can be applied on all types of hair: virgin, natural, thick, wavy, curly, and coily (Afro-textured), low and medium porous

Golden Professional Blue (Blue Proteins) – can be applied on bleached, chemically treated hair, warm/brassy blondes

Mix Gold Proteins & Blue Proteins – can be applied on high porous, grey hair, chemically treated hair, weak, cool blondes hair if it is likely to turn a steely-blue or warm yellow



NanoPlex is an optional additive that makes the treatment penetrate further, prevents against colour changing and fixes the dry brittle hair. It's used on hair that's weak, bleached, damaged, dry or resistant. Use up to 5-15ml NanoPlex per 100ml Golden Professional.



Very porous and fragile hair/ bleached/weak and damaged	Medium porous, colour, wavy/ slightly curly, type 2	Low porous, resistant, thick, normal, virgin, type 3	Thick, Afro-textured/ kinky (type 4), low porous
Hair damp in 30%	Hair damp in 20%	Hair damp in 20%	Hair damp in 10%
Leave-on time 40 minutes	Leave-on time 45 minutes	Leave-on time 50 minutes	Leave-on time 60 minutes
150–175°C	180–190°C	190–200°C (colour) 210–220°C (virgin)	230°C
12–14 passes	16–18 passes	18–20 passes	25–28 passes

To achieve frizz-free & smooth effects only, use **7-10 passes**.

To make a hair straighter & long-lasting effects continue ironing using the recommended heat setting and the number of passes (table above).

For the final finish, give the hair one final pass with the straightener set at 180°C in giant sections. This will create a polished seal to any weak ends, leaving the hair looking and feeling absolutely gorgeous.

If the roots are kept the natural colour with bleached on the ends/ or highlights, use a lower heat setting and fewer passes on processed hair and a higher setting on the natural parts of the hair. Use the lowest temperature (150°C) and more passes on the extremely dry cool blondes if it is likely to turn a steely-blue or warm yellow

Step 4 Apply

Section the hair. Massage a solution into the hair, working in 2-3cm sections, starting at the nape. Comb through. Concentrate on the most porous areas.

Cover with a plastic cap to make sure the hair stays damp while the treatment sinks in for 40-60 minutes. You can use a Photon laser/ Salon steamer/ Ultrasonic Cold Iron to maximize the effects of the treatment.

IMPORTANT:

- Apply enough product on each section and spread the product evenly
- Don't apply it on the scalp
- Apply the solution on damp hair

Not wet enough? Use a salon spray bottle (the atomizer) to keep the hair damp while applying the product:

- One spray – 10%
- Two sprays – 20%
- Three sprays – 30%

Step 5 Rinse

To remove 80% of the product, rinse the hair for 20 seconds, next gently squeeze it with a towel.

Ensure that you leave behind a very thin layer of the product on the hair strands. This layer is crucial for the treatment's effectiveness.

Once there is only 20% of the product on, move on to the next section.

Step 6 Dry

Blow-dry the hair until it's 100% dry. Blast it dry quickly before finishing with a brush.

Step 7 Iron

1. Section the hair.
2. Iron from the roots to the ends in one smooth motion. On the first pass, let each section cool for two seconds before continuing.

You should never straighten the damp hair as it will maximise the heat to dangerous levels and cause irreversible damage.

3. Start with the bottom layer, pulling each side forward and bending the straightener at an angle of 90 degrees from the base, moving to a parallel position at the ends to not bend the tips.
4. When you're rushing the heat isn't being fully applied to hair. With the help of a comb, go over thin sections with the straightener carefully until hair is entirely straight, shiny, and smooth.
5. **Straighten each section until the hair is smooth, silky and shiny (see Step 3).**

Using Diana titanium wide plate straightener and a comb, iron the hair slowly in 2-3cm sections. Give the hair one final pass with the irons set at 180°C in giant sections.

Avoid common mistakes and remember to take very tiny sections at a time. The thicker hair is the thinner sections should be taken. Also, run each section of hair several times with the titanium straightener until the hair is glossy and smooth to make sure the product is activated into the hair.

Step 8 Wash with Golden Professional Home Care Shampoo & Mask

- Once you have straightened the hair, leave it to get completely cool before touching it.
- Hair must be rinsed with cool water for 3-5 minutes first.
- Wash the hair with Golden Professional Home Care shampoo (do not use a clarifying shampoo).
- Massage the shampoo into the hair and work up a lather. Let it sit for one to two minutes, then rinse it out. It is recommended to shampoo your client's hair 2-3 times for proper cleansing.
- Gently towel dry, apply Golden Professional Home Care Mask, and spread it evenly on the ends of the hair. Run your fingers or a wide-tooth comb through the ends of the hair to work in the conditioner.
- Leave it on for 5 to 10 minutes.
- Thoroughly rinse off the mask.
- Blow-dry the hair until it's completely dry. Run a comb through the hair and blow-dry on a medium heat setting. Once it's about 90% dry, switch to the cold air setting and give strands a quick blast to finish.

For Afro-textured hair/ type 4/ type 3c: Don't wash the hair for 48 hours. Washing the hair too soon will shorten the effect of the treatment.

Step 9 Aftercare

Hair must be rinsed with **cool water**.

Your client needs to use **Golden Professional Home Care Shampoos and Masks** to get maximum results from the treatment and make sure the effects last for the guaranteed time of up to 4 - 6 months.

Check out our website for more information:

a Treatment Aftercare – Client leaflet in Downloads (online)





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