Transcript for the directional perming video

# Directional perming

### Undertake a consultation

Directional winding is carried out when the hair needs perming in a specific direction and is ideal for clients requiring a parting within the perm. To decide upon the best approach, we need to consider the temperature of the salon, direction and size of the curl required, hair condition, hair texture and any previous chemical treatments.

### Conduct an elasticity and porosity test

Slightly porous hair may require corrective pre-perm treatments to help the hair absorb the perm lotion at an even rate. Poor elasticity is a contra indication against treatment. Conversely, resistive hair will also require pre-perm treatments to make the hair more absorbent and pliable when winding the rods into the hair. Check for any psoriasis or eczema, as well as any lumps, moles, cuts or abrasions. Always ask if the client is aware of any such skin conditions. Applying chemical treatment can be very painful if any open wounds or skin conditions are present.

Any colouring or perm treatment requires a skin test 48 hours prior to the service, as well as the usual elasticity and porosity test. Ask the client about any previous chemical treatments and carry out an incompatibility test if required to ensure there is no reaction with the colours or perming chemicals you plan to use. Remember to record your client’s responses. Protective clothing is essential for you and your client. You must wear clothes to protect from contact dermatitis and a plastic apron to protect your clothes. Protect the client’s clothing with a gown, a towel and a plastic apron over their shoulders.

### Prepare the hair and apply a pre-perm treatment

First, we need to ensure our client’s hair is free of products prior to the treatment by shampooing it with a soapless base shampoo containing no additives to ensure no residue is left on the hair as a barrier between the perm lotion and the hair. When shampooing before a perm, use only cool, tepid water and do not massage vigorously. We must avoid over-stimulation of the scalp that could open the skin’s pores and hair follicles, which, when perm lotion is added, may cause scalp irritation.

Next, you may also need to apply pre-perm treatments, depending on the porosity or elasticity of the hair identified during the hair and scalp analysis. Part the hair in the direction you want the finished result to fall. Take a section the width of your chosen perm rod, apply an end paper and wind. Continue working in the direction you want the finished result to fall, working from the front of the head to the nape of the neck. Once all the hair is wound, check the rods are comfortable for your client.

Protect your client by applying barrier cream around the hairline, taking care not to put it on the hair, and then use strips of cotton wool to prevent any perm lotion touching the face or entering the eyes. Drip trays are optional in order to protect your client’s clothing. Use a trolley for your equipment and chemicals so you do not need to stretch or reach for your tools.

### Apply the perm lotion

Carefully apply the perm lotion to the top and bottom of each rod, ensuring they are saturated, until all the hair has been covered sufficiently. Once the application is complete, the stylist removes and replaces the soiled cotton wool to avoid irritation and burning.

We can now leave the perm lotion to process according to the manufacturers’ requirements. Note that the temperature of the salon will make a difference. Perms will process more quickly on warm days than on cold days.

### Conduct a test curl and remove the perm lotion

Check a development test curl to see if the desired development has been reached. Always wear gloves to conduct this test. Hold the perm rod and undo the rubber fastener. Unwind the curler one-and-a-half turns or until you see the start of the perm paper, holding firmly. Push the hair up and then in towards the scalp, allowing it to relax into an S-shape movement. Be careful not to pull the hair as it is in a very fragile state. When the size of the S-shape corresponds to the size of the curler, the processing is complete. Thoroughly rinse the hair for at least five minutes to ensure you remove all the perm lotion. Pay particular attention to the water temperature. While it’s always important to check the temperature of the water with the client, warmer water will cause the curls to tighten, and cool water will loosen them.

When you are satisfied that all the perm lotion has been removed, blot the hair dry with a towel and/or cotton wool. Reapply the barrier cream and strips of cotton wool around the hairline, as before, to protect your client. This can take place either at the basin or after returning your client to the station. The stylist then prepares a neutraliser according to the manufacturers’ instructions and applies it to each perm rod ensuring all are saturated. Once the application has been completed, allow development time according to the manufacturers’ guidelines.

### Apply the neutraliser

The stylist then gently unwinds each perm rod and removes the end paper. Once all the rods have been removed, a second application of neutraliser is carried out. Again, the completed application is then timed according to the manufacturers’ guidelines. The neutraliser is then thoroughly rinsed from the hair and next and anti-oxidising conditioner is applied using the using massaging techniques and then rinsed out.

Finally, we dry our client’s hair and complete the service. Remember to provide aftercare advice to the client on the best way to maintain their new perm, such as product recommendations and the ideal time until their next treatment.

#### **Transcript ends 0:05:42.3**