

Straight-lock lovers rejoice!

Salon treatment offers relief from frizz, curls



If morning bouts with hair straighteners and blow-dryers zap more energy than the day's regular duties, relief is here. Matthews' Synergy Salon, a full-service hair salon at 2325 Matthews Township Parkway, now offers the Brazilian Keratin Treatment with Collagen, a semi-permanent hair-straightening process that transforms frizzy, wavy or curly locks into sleek, moisturized, stick-straight tresses.

If that seems like a miracle, ask Joe Ella Thompson, whose tightly spun spirals caused years of hair frustrations. Her plight was exacerbated when she moved from Salt Lake City, Ariz., to the humidity-prone Queen City last year.

"After I moved here, I was traumatized," said the 31-year-old. "No matter how many products I put in my hair, it didn't help. ... An hour after I would go outside, my hair was back to being frizzy and uncontrollable."

After reading about Keratin, Thompson researched salons offering the treatment. Few Charlotte-area stylists are certified to offer the process, but she discovered Synergy Salon.

In a matter of hours, Thompson said owner Qui Nguyen transformed her unruly corkscrew curls into a smooth, stylish coif. Not only was the result a "huge confidence booster," Thompson said, it also didn't strain her pocketbook – \$350 here (\$500 in New York City).

Unlike products that promise straighter locks, such as creme relaxers or the Japanese Straightening System, the Brazilian treatment moisturizes hair without damaging the molecular structure. If a client's hair is extremely curly, the solution reduces curls by about 75 percent. To achieve 100 percent curl-free hair, flat irons do the rest. People with wavy or frizzy hair may elect to toss their flat irons entirely.

"Usually the process takes about two to three hours to do," Nguyen explained. Wash, dry, apply the Keratin solution and run a 450-degree flat iron through the hair to trap moisture and create the glossy finish. Results, she added, are visible immediately and last up to six months. * Clients are cautioned not to wash their hair for four days.



Nguyen said Keratin is also suitable for wavy or frizzy hair. Surprisingly, she added, it's a better option for people who have color-treated, permed or previously relaxed hair. Thompson also said she dramatically reduced her styling time.

"Before this, it took up to two hours and it would still frizz once I went outside. Now it takes me 30 minutes – and it's straight!" Thompson said she's "the happiest person in the world. It even drizzled today, but I just washed my hair, ran the flat iron through it for a few minutes, and my hair hasn't frizzed at all."

It's also cut styling expenses, said Thompson, who now uses two products instead of five. No more extra fees to highlight her hair – stylists no longer have to straighten it before adding color to ensure highlights are even.

"Really, it's changed my life," she said, chuckling, "Hey, I'm a girl. My hair matters to me!"

For more information, visit www.snrgsalon.com.

**The manufacturer says the vanilla-based treatment is formaldehyde-free.*

Matthews-Mint Hill Weekly Anna Dykema 09.OCT.09 anna@matthewsminthillweekly.com

Brazilian Keratin Treatment with Collagen

Our Rejuvenol Brazilian Keratin Treatment with Collagen is a revolutionary process that transforms the hair. The treatment is Keratin based; keratin is the primary protein of the hair, skin and nails. This natural substance gives hair the ability to return to its original healthy, shiny and smooth state.

Unlike other products available on the market, such as creme relaxers or the Japanese Straightening System, our Brazilian Keratin Treatment with Collagen replenishes the condition of the hair without the damage or change of its molecular structure. The treatment can be used on all hair types such as the chemically treated hair (colored, permed, relaxed, straightened, highlighted and bleached).

Management of the hair after the Rejuvenol Brazilian Keratin Treatment with Collagen is effortless. The amount of the time to style your hair will decrease dramatically. This treatment restores hair resiliency. Humidity, rain or perspiration will no longer affect the hairstyle.

The results last two to four months; the treatment dissipates gradually as the hair is shampooed. as clients repeat the treatment every two to four months, they will be able to observe the improved quality of the hair.

Frequently Asked Questions

Can you do the treatment over Japanese straightening?

Yes, You can do the treatment over any kind of straightening.

Is this treatment a relaxer?

No. It is a treatment based with Keratin the naturally relaxes you hair.

Can you do the treatment after coloring?

Yes. The the best results we recommend only after you color your hair.

Can you do the treatment on previously chemically treated hair?

Yes. You can do the treatment over any previously chemically treated hair.

Can you do the treatment on the highlighted hair?

Yes. you can do the highlights and do the treatment right after.

Can you do it on virgin hair?

Yes. But it won't last as long as a previously colored or chemically treated hair.

Can you do the treatment on children, if yes, what ages?

Yes. How old will depend on the child's ability to sit still in the chair.

Can I color my hair and do the treatment?

Yes. We recommend you to color the hair first.

Can I color my hair after the treatment?

Yes. 2 weeks after you have done the treatment.

Can I wash me hair after he treatment, and when?

Yes, but you must wait for 4 days (96 hours) after you have done the treatment.

Can I wear a ponytail or tie my hair?

Only after 4 days and washing it you can

What should I do if my hair wet during the first 4 days?

Blow dry immediately and iron.

Can I go into the pool or ocean after the treatment?

After the first four days.

How long will the treatment stay in my hair?

The treatment lasts for approximately 3-4 months.

What shampoo can I use after the doing the treatment?

We recommend our shampoo, it contains no Sodium Chloride which would remove the treatment

Do I have to do touch-ups on my next visit or the whole head?

The whole head should be retreated.

When should I have the treatment done again?

Once the treatment has worn off, about 3-5 months

Should I cut my hair before the treatment?

We recommend cutting your hair afterward.

Can I use any hair-spray, gel, mouse or any other hair products on my hair during the 4 day period?

No. We recommend keeping your hair free of any products during the curing process.

If I get any ridges in my hair when I sleep, what should I do?

Use a blow dryer or flat iron to straighten out the ridges in the hair as soon as possible.

Can I do the treatment while pregnant or nursing?

It is not recommended.

Can an infant be present while the treatment is being done?

Not recommend.

Will water affect BKT?

No, It should not affect BKT.