



PLEASE READ
CAREFULLY
BEFORE FIRST
APPLICATION

MANUAL

IMPROVED FORMULA OF
ACTIVE INGREDIENTS

KERATIN STRAIGHTENING SYSTEM 2.0

3 TYPES OF HAIR – ONE WISH!



CONTENT

Introduction – Triple.S Liquid	4-5
Recommended tools	6
Detailed hair analysis	7
Step by Step	8-9
Additional advice	10
Follow-up treatment	11
Mode of action	12
Consultation protocol	13
Application aids	14-15

NEWSHA TRIPLE.S LIQUID

The specialized professional product for extremely quick & effective hair straightening!

TRIPLE.S LIQUID WAVY & CURLY HAIR

The specialist for unruly,
wavy, and curly hair



BENEFIT:

- Smooths, shines, and straightening for fine to normal strength hair
- Preserves natural root volume

TRIPLE.S LIQUID EXTREME CURLY HAIR

The specialist for strong
curls or frizz



BENEFIT:

- Tames thick and extremely frizzy hair
- Smooths, shines and straightening
- Preserves natural root volume

Our straightening expert, the Triple.S Liquid – the solution for any hair type. Whether unruly, wavy, curly, frizzy, or blonde hair – the result is impressive and long-lasting! Thanks to its highly-effective amino acids, the liquid creates enviably straight hair for up to 6 months, with a greatly reduced exposure time. The hair’s natural look and root volume is preserved and there’s a noticeably regenerated hair feeling – perfect for any hair type!

TRIPLE.S LIQUID BLONDE HAIR

The specialist for unruly, wavy,
and curly blonde hair



An impressive trio thanks to an improved formula of active ingredients – unequivocal and simple to use!

BENEFIT:

- Blonde tones remain unchanged
- Smooths, shines, and straightens
- Preserves natural root volume

RECOMMENDED TOOLS

We suggest the following tools:



» Application bottle with ml-indicator



» Hair clips without any metal (NEWSHA hair clips)



» Iron with 446° F digital setting, and constant temperature modus availability



» NEWSHA Bye Bye Tangle Brush



» Gloves



» Thin, tiny tail comb

♥ SUCCESS STORIES



DETAILED HAIR ANALYSIS

TRIPLE.S LIQUID
WAVY & CURLY HAIR



TRIPLE.S LIQUID
EXTREME CURLY HAIR



TRIPLE.S LIQUID
BLONDE HAIR



- » It is important to inform the client in advance that her hair will behave like **naturally, straight hair** after the treatment. Make sure you clarify the desired straightening effect with the client in advance. **Use our Straightening System consultation protocol to do this (as shown on Page 13 of the manual).**

THIS MEANS: When wet, the hair still has some “movement”. It is only straight when it is carefully blow-dried from top to bottom using a hairdryer and fingers, or a paddle brush where needed. The natural volume is preserved. As the hair does not look as if it were straightened, the client can still create movement in her hair – be it with a brush or a curling iron. If a completely “sleek look” is desired, the client can continue to use flat irons as usual.

- » The condition of the hair and the products used during the treatment are crucial to the final result!

STEP BY STEP

After you have decided on the right TRIPLE.S LIQUID...

STEP 1: WASH HAIR



- » Wash 2 times with NEWSHA Deep Cleansing Shampoo
- » **IMPORTANT: do not massage the scalp.**

STEP 2: HAIR DRYING



- » Towel dry the hair
- » For thick hair, we recommend using a hairdryer
- » **IMPORTANT! If there is a lot of residual moisture in the hair, the result will not be optimal.**

STEP 3: APPLY TRIPLE.S LIQUID



- » **SHAKE Triple.S Liquid well and fill into application-bottle**
- » **Guidelines – between 40 ml and 80 ml depending on the thickness and length of the hair**



- » Starting from the nape, apply in sections to the hair, and carefully work in
- » **IMPORTANT: do not massage the scalp.**



- » Let Triple.S Liquid process for 20 minutes



- » Rinse thoroughly until water runs clear (at least 5 minutes)

ADDITIONAL TREATMENTS:

Depending on the condition of the hair, additional treatments can be used now (between step 3 and step 4).

Thick, knotty hair – All About Smooth Treatment

Fine, knotty hair – Flawless Repair Treatment

Hair with severe structural damage at the ends – Rescue System Quick Service

Color rejuvenation – COLOR CONDITIONER / direct-dye tints

STEP 4: BLOW DRYING AND STRAIGHTENING THE HAIR



- » Blow dry the entire hair 100%
- » Divide hair up into four equal “quarters”



- » Slowly and evenly, carefully straighten each section 5-7 times with a temperature of 446° F. As a rule of thumb: The thicker and curlier the hair, and the straighter the desired result, the more frequently the section must be straightened.

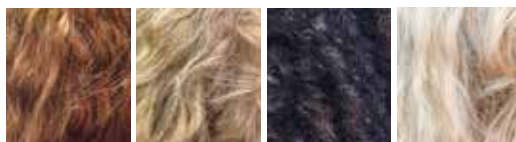


- » **IMPORTANT! Sections must not be thicker than 1 cm.**
- » Divide all segments of the head into sections and straighten

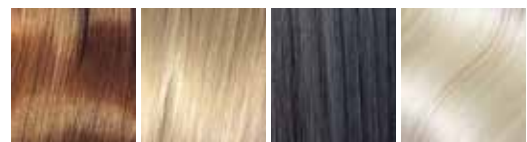
STEP 5: FINAL

- » After straightening, completely wet the client’s hair again at the wash basin and use a treatment as required.
- » Blow dry the hair using your fingers.
This step is helpful to control the result and give the client tips about how to “**blow dry correctly at home**”.

THE RESULT



Before the application of the NEWSHA Triple.S Liquid, the hair structure is frizzy and lusterless. The hair seems dry, rough, and stressed.



After the application of the NEWSHA Triple.S Liquid, the hair is strengthened, falls smooth and straight, and shines in new brilliance. The hair structure is calmed, the hair is revitalized, and feels noticeably healthy.

ADDITIONAL ADVICE

- » In order to protect the scalp, we recommend waiting a few days after the straightening session before any color treatments or lightening applications.
- » Those with sensitive skin may experience a slight tingling sensation during the application. This is normal, and is comparable to any color treatment.



» **To achieve a smooth finish, the hair must be completely blow dried after applying Triple.S Liquid, and after washing at home.**

» For guaranteed results, we suggest using NEWSHA products after the application.

INSTRUCTION FOR USING THE IRON:



Seal strand-by-strand up to 5-7 times with a flat iron set to 446° F (maximum 1 cm strand-wide). During the straightening process, please always check the temperature of the iron!

In the case of structural hair damage, the temperature may be reduced to 392° F. During the straightening process, please always check the temperature of the iron!

IMPORTANT: The higher temperature, and more passes of the iron will result a sleeker finish. For a very sleek final outcome, the maximum numbers of smoothing per strand should be applied. If the hair structure is too damaged for the application, we recommend a prior treatment with the **NEWSHA Rescue System 2.0**. The regenerative treatment should be applied once, two weeks before, and once, after the application (thereby the treatment can be applied directly after the hair straightening with the patented Triple.S Liquid). Additionally, after the Triple.S straightening process, the **NEWSHA All About Smooth Treatment** should be applied, too.

♥ YOUR CLIENTS WILL LOVE IT!



FOLLOW-UP TREATMENT

» For long lasting results, we recommend using the **NEWSHA Daily Ritual Shampoo** and the **NEWSHA Weightless Conditioner** or **High Performance Leave-In Conditioner**; the perfect complement for daily hair care. For intensive care, we suggest the **NEWSHA All About Smooth Treatment** 2-3 times a week.



» **NEWSHA Deep Repolishing Cream** and **NEWSHA Luxe Treatment Oil** can be used as a complementary care product and finisher to intensify the straightness of the hair.



» Furthermore, we recommend the **NEWSHA Rescue System 2.0** for additional hair care.

MODE OF ACTION

The fiber layer of the hair has an Alpha Helix structure, comparable to a spring. Several springs are held together by the disulphide bonds (double sulphur bonds). Salt and hydrogen bonds provide elasticity within the spring.

Naturally curly hair has fewer sulphur bonds than naturally straight hair, similar to a ladder with fewer rungs (this is unstable and movable).

Based on its unique composition, the Triple.S Liquid creates additional bonds with the existing sulphur bonds (like additional rungs on a ladder) and the hair becomes straighter.

In addition, effective amino acids structure the hair from within, providing stability and the hair is also provided with moisture using hyaluron, among other things.



CONSULTATION PROTOCOL

STRAIGHTENING SYSTEM 2.0 – TRIPLE.S

Date _____

Customer name _____ Stylist name _____

HAIR STRUCTURE:

- slightly wavy
- wavy
- curly
- strongly curly
- frizzy hair
- strongly frizzy hair

HAIR CONDITION:

- natural hair
- chemically treated
 - healthy
 - slightly stressed
 - heavily stressed
 - structurally damaged

PRODUCT TO BE USED: Triple.S Liquid **Wavy & Curly** Hair Triple.S Liquid **Extreme Curly** Hair Triple.S Liquid **Blonde** Hair

Particularities _____

EVALUATION / EXPECTED OUTCOME OF THE TRIPLE.S APPLICATION

Product quantity approx. _____

Exposure time **20 minutes**

Intermediate treatment

- All About Smooth Treatment
- Flawless Repair Treatment
- Rescue Service
- Color Conditioner

Temperature iron **446° F** _____ degrees

Smoothing per strand _____ times

RECOMMENDED HOME CARE

- Daily Ritual Shampoo
- Color Protect Shampoo
- Deep Cleansing Shampoo
- Daily Weightless Conditioner
- High Performance Leave-In Conditioner
- All About Smooth Treatment
- Flawless Repair Treatment
- Deep Treatment Masque
- Luxe Treatment Oil
- Deep Repolishing Cream

Issued customer brochure

Picture before

Picture after

APPLICATION AIDS

Will the straightening system alter the current hair color?

If the product is not rinsed out thoroughly, the hair color may change. **This is why we do not recommended coloring the hair immediately before the Triple.S process.**

After the suggested processing time, please thoroughly rinse the hair and proceed with **STEP 4.**

Can the hair be colored after the application of the Straightening System 2.0?

Ideally, the scalp should be kept calmed a couple of days before any coloring or bleaching.

I've just had my hair straightened and notice a funny smell when my hair is wet. Is this normal?

A light sulfur smell is a normal, harmless side effect of the application. This is due to the fact that the application multiplies the sulfur bridges in the hair. When wet, the hair's cuticle layer opens and a small amount of sulfur is released, leading to a slightly noticeable sulfur smell.

After washing, we recommend the **NEWSHA All About Smooth Treatment** to neutralize the sulfur smell. After 2-3 treatments the smell normally disappears. **NEWSHA All About Smooth** contains lemon acid which neutralizes sulfur. Once the hair is dry and the cuticle layers are closed, the smell disappears.

Can the straightening system be used on extensions?

Yes, but within limits. Due to the Triple.S straightening effect, the extensions may not last. It is recommended that clients return 14 days after the treatment to have extensions applied. If extensions are already in the hair, the Straightening System can still be performed on the length of the hair, behind the bondings, not at the roots. In this case, the hairline remains curly.

What needs to be repeated to refresh the application after 3-6 months?

Please repeat the whole application step by step without any changes.

What happens when too much product is applied?

- » It is harder to rinse out
- » Economic loss
- » Artificial pigments in the hair are changed due to the interplay of excess product. Darker hair becomes irregularly lighter, fashion tones lose their brilliance and intensity.

How can you tell that product remains in the hair?

The hair is difficult to dry and forms a slight film. The film makes it harder to straighten.

How fast should I straighten the hair?

It is important to work through all sections slowly and evenly up to seven times in order to guarantee even and penetrative heat. A temperature of 446° F is needed to enable the best application of Triple.S Liquid.

Why do I have to smooth every single section so often?

Because the hair does not immediately reach the desired heat.

WE WISH YOU A LOT OF SUCCESS WITH THE
NEWSHA STRAIGHTENING SYSTEM 2.0!

- YOUR NEWSHA TEAM



Send us your STRAIGHTENING SYSTEM 2.0 results!
We will post them on our NEWSHA social media
channels!



WWW.NEWSHABEAUTY.COM



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HAIRCARE

NEWSHA | 23207 EARLY AVE | TORRANCE, CA 90505
310.539.9912 | 888.993.9912
INFO@NEWSHABEAUTY.COM | WWW.NEWSHABEAUTY.COM