

# 311 Creative Styling

Discover the benefits of CPR's no-rinse patented technology & become an expert in 311 Creative Styling.



- CPR 311 Benefits
- 311 Strengths + what's in the kit?
- Natural Technology
- Directions for use
- Application techniques
- Home haircare

# 311 Creative Styling *Agenda*



## Introduction

Ice Breaker/ Goals

## Topics:

History

Benefits

Strengths + what's in the kit?

Natural Technology

Hair Consultation & Hair structure

Directions for use

Selecting a solution & processing times

Application techniques

Home haircare | 5 steps to beautiful hair©

## Q&A's



# Permanent waving

## history



**Permanent waving technology has come a long way in the last 3000 years.**

- Ancient Egyptians started with twigs and mud to achieve rock-hard frizz!
- Then the first modern method (a spiral perm) that used mechanical, heavy heaters to steam-perm the hair – extremely uncomfortable and frizzy! Ouch!!
- In 1932, the first machine-less method was used by applying a chemical pad and clamp. This resulted in breakage, was uncomfortable, and it produced a nice frizz!
- Finally, in 1938, the first permanent cold wave solution was produced.
- Nearly 70 years on – and hairdressers are still using a 1938 method of creating curls and texture in hair!

### **Up until now!**

CPR has revolutionised hairdressing by creating a no-rinse waving method, the first of its kind to be introduced to the world of hairdressing. This technology is patented and reflects its unique formation.

**We proudly introduce the 311 NO-RINSE METHOD!**

*The most comfortable, creative & eco-friendly perm in the world!*

# 311 Creative Styling

## *benefits*

### Comfortable

- Spend less time at the basin
- More comfortable process for clients.
- No sore necks
- Ideal for less mobile salon guests

### Creative

- Winding – any direction and method
- Can be wound with rods, Velcro rollers, etc
- Saves time
- When completed, hair is totally oxidised
- There is no need to wait 24-48 hours before client can shampoo or have a colour service\*

### Eco-Friendly

- **Save up to 100 litres of water on average for every 311 Creative Styling application.**
- No risk of water escaping & wetting the client during the long rinsing process.
- You can stop polluting waterways with chemicals that disrupt the ecosystem.
- The 311 Creative Styling solution processing is totally stopped by the neutraliser; it becomes chemically inactive and therefore will not harm the delicate balance of our waterways.
- You can conserve energy resources.
- Use far less electricity.
- Eliminates smelly towels
- Low pH Alkaline perm (pH 8.2 - 8.8)

\*Colour services using 5vol, 10vol & 20vol developer strengths approved. Do not attempt a colour service with 30vol, 40vol strength developers or Powder Lightener.

# 311 Creative Styling

## *whats in the kit*

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### 311 Porosity Equaliser

- Evens out the porosity of hair.
- Improves manageability & strength.
- Breaks surface tension of hair allowing processing to start immediately.



### 311 Perm solution + 311 Rebonding Neutraliser

- Original patented No-Rinse technology.
- Use perm solution to begin the process.
- When target result achieved, use the neutraliser to immediately stop curl formation.



### 311 Oxygen Creme Reconstructor

- Intelligent conditioning treatment.
- Rebalances pH, moisturises & seals.
- Finalises the perming process, allowing for shampoo or colour services to be performed immediately after the perm.

# 311 Creative Styling

## *natural technology*

CPR natural botanicals infuse the perfect balance of protein, moisture, vitamins & minerals to bring hair to life.



### quinoa protein

potent natural whole protein  
for intensive repair



### jojoba oil

nature's best form of hair moisturiser  
seal in nourishment, block humidity



### wheat protein

improves hair health by 80%  
protects, repairs & restructures hair



### olive oil

excellent, long lasting moisturiser  
enhances softness & shine



### keratin protein

strengthen & softens  
for lasting condition & shine



### sunflower seed extract

advanced UV protection & repair  
neutralises free radicals

# Hair *structure*

## Cuticle

Protective layer

## Cortex

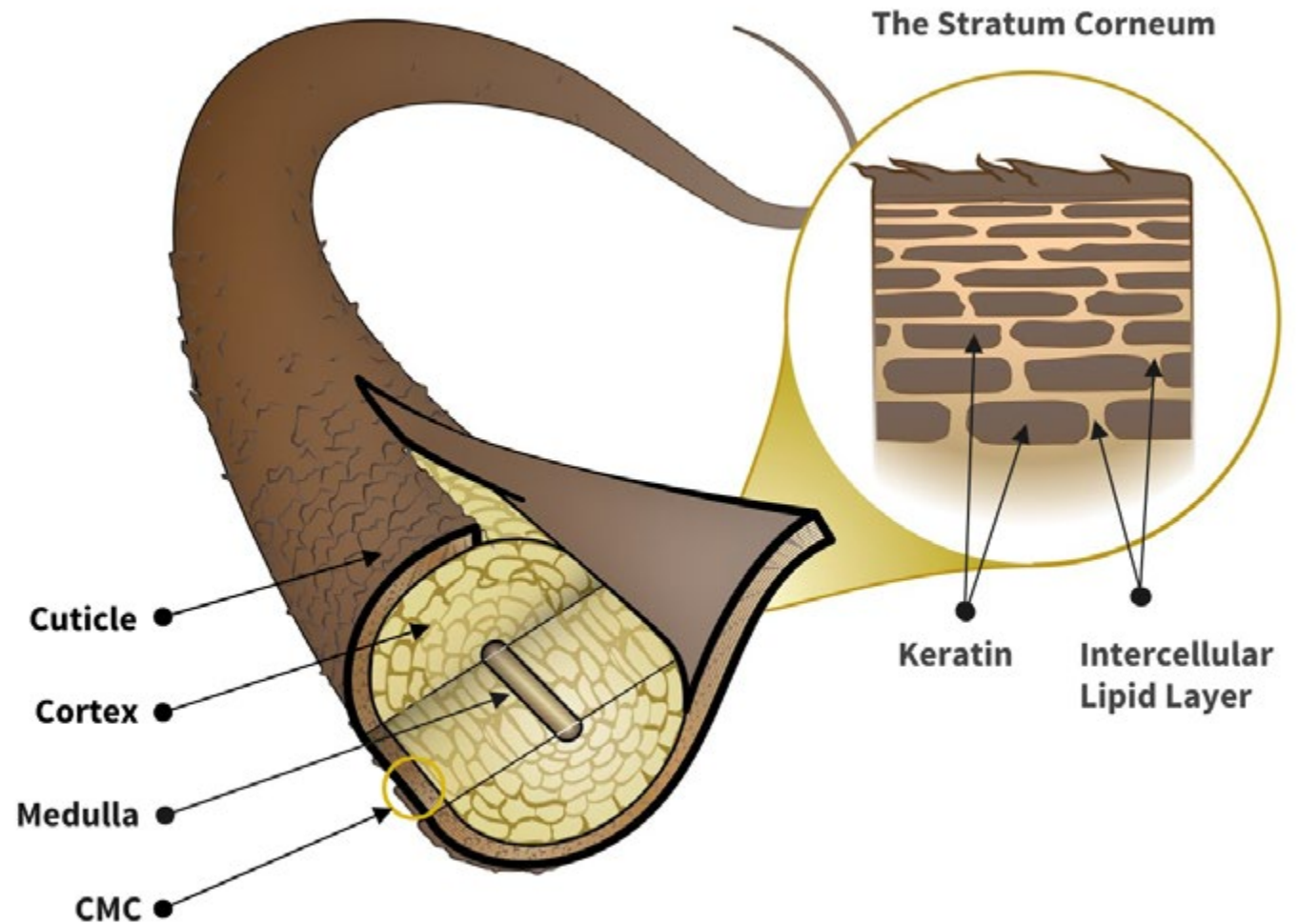
Chemical Changes  
Perming

## Medulla

Core  
Not always present in fine hair

## CMC

Cell Membrane Complex  
Keratin 96% - Lipids 4%

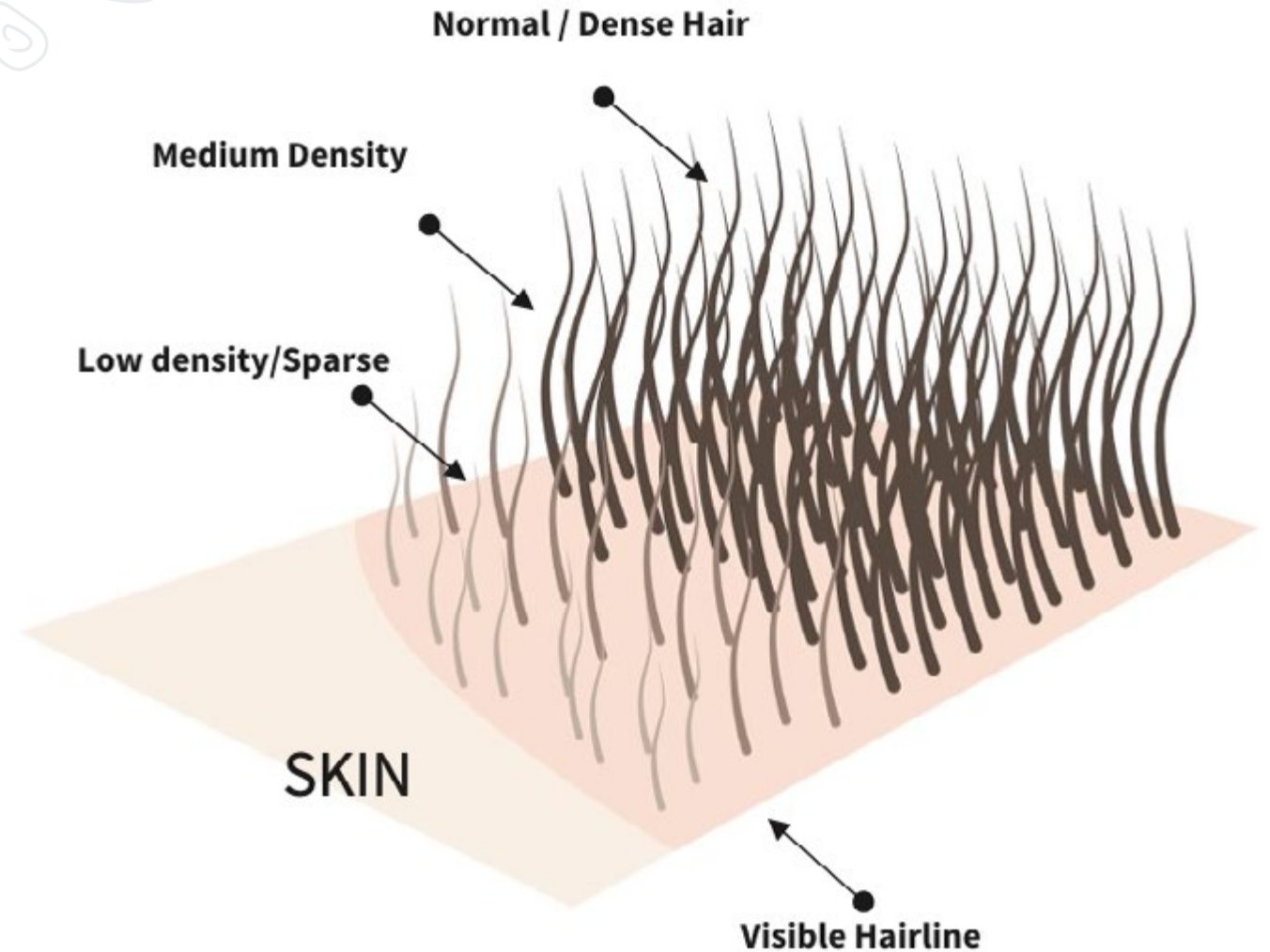


# Hair *density*

## Sparse / Medium / Dense

Hair density refers to the number of strands on your head, so your density can be measured by counting the number of hairs found in one square-inch of your scalp.

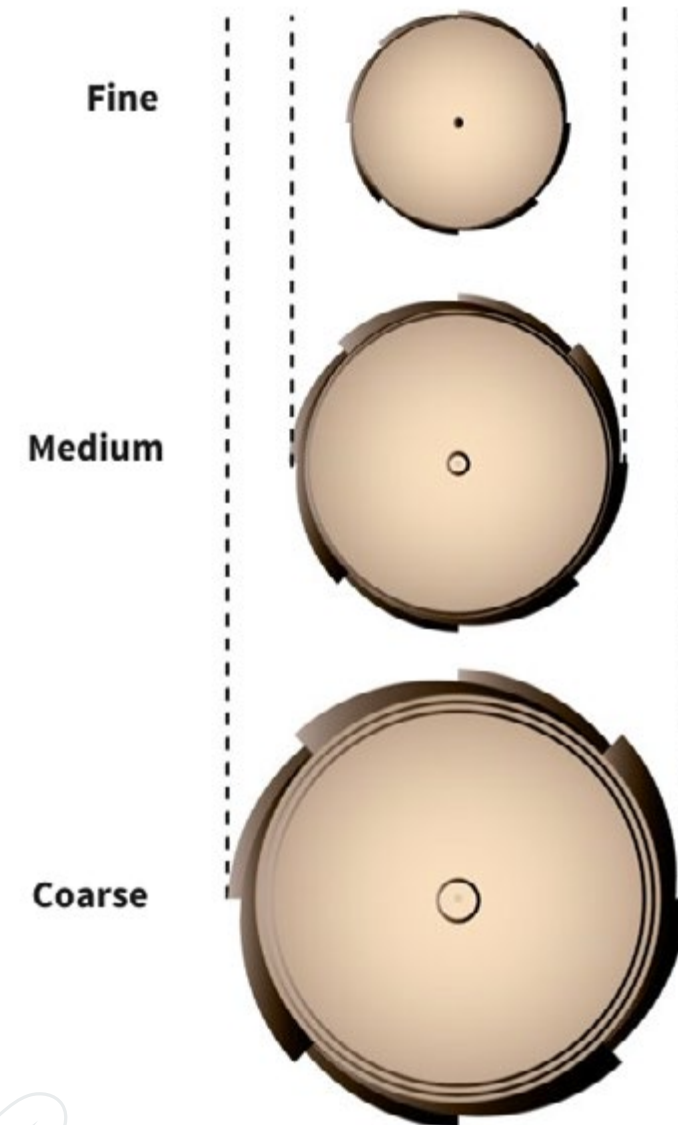
There are about 2,200 strands of hair per square inch for the average person



# Hair *texture*

Regardless of if your hair is straight, wavy, curly or kinky we all have 3 basic textures: fine, medium and thick which can also be called coarse.

Texture is not how the hair feels but describes the thickness of each individual strand of hair



# Hair *elasticity*

## Condition & breakage

Hair elasticity is the measure of how much the hair will stretch (and return to a normal state). Healthy hair, when wet, will stretch up to 50% of its original length and return to its normal shape without breaking, while dry hair will only stretch about 20%

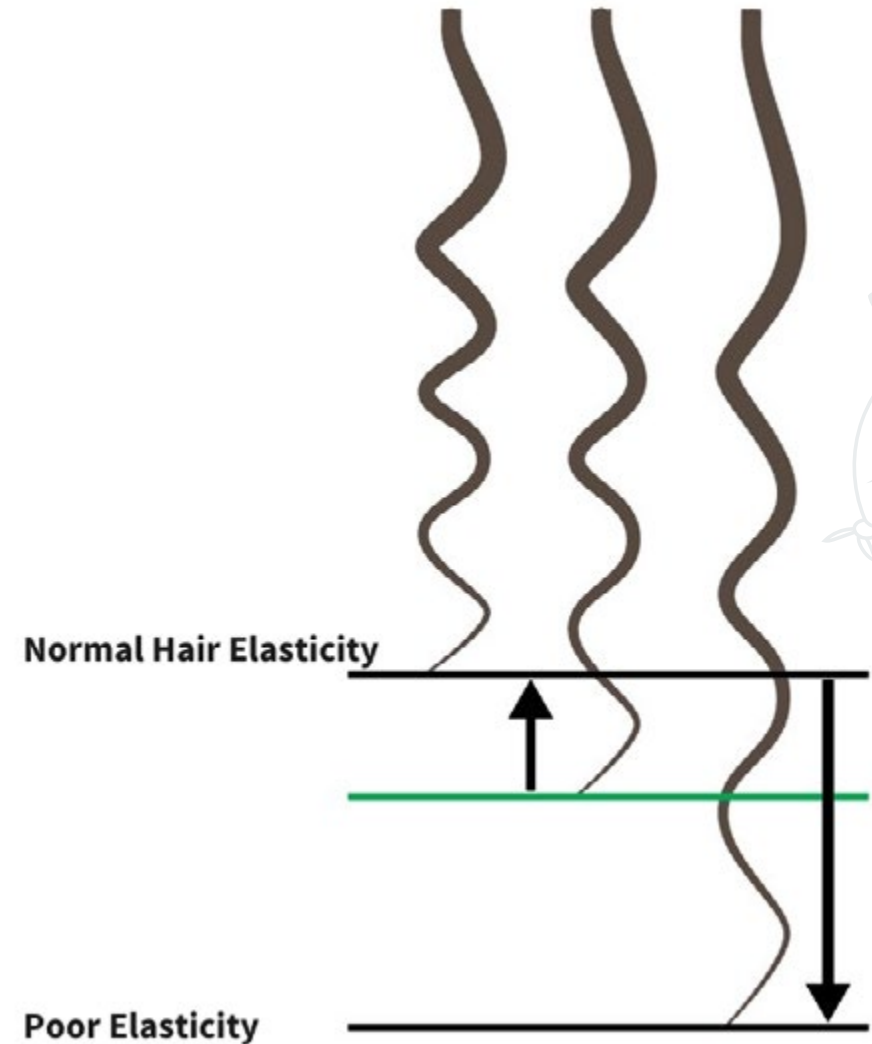
To test elasticity, stretch a hair strand between 2 fingers:

**Good condition:** Hair will stretch and return.

*You may proceed with your 311 perm.*

**Poor condition:** Hair will not return and also break/snap

*Only use 311 FS 'Fine/Sensitive' solution if hair is able to be permed after you have assessed using your professional opinion.*



# Hair *porosity*

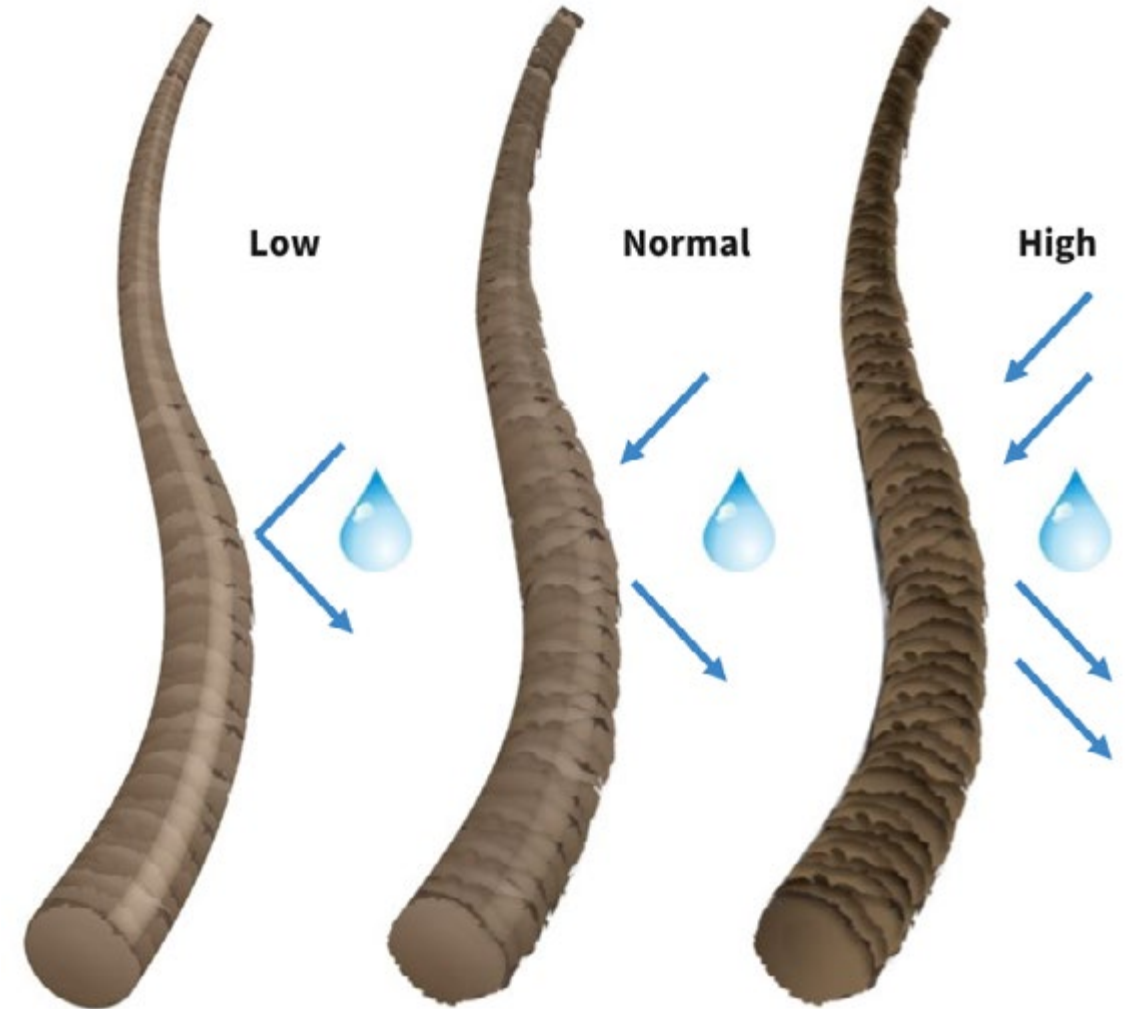
## Absorption & Retention

Porosity refers to how well your hair is able to absorb & hold moisture. It is affected by the cuticle, which determines how easily moisture and oils pass in and out of hair. Porosity often varies from root to tip. Healthier hair at the roots will likely be less porous than hair towards the ends.

**Low:** Compact cuticle. Hair is resistant.

**Normal:** Healthy hair with normal absorption & retention

**High:** Absorbs easily, but does not retain.



# 311 Creative Styling *strengths*



## **R** For Resistant Hair

Coarse, thick or grey (White) hair.

## **N** For Normal Hair

Even porosity, not chemically damaged.

## **FS** For Fine/Sensitised Hair

Sensitised hair from highlights, colour or perming.

# 311 Creative Styling

## *selecting the strength*

**Before starting, read manufacturer instructions on the carton & inside the box.**

**Conduct a consultation to determine which 311 solution strength to use:**

- Home haircare products used. *If concerned about product build-up, detox hair before starting*
- Condition of scalp / previous sensitivity
- Previous perm, colour, chemical straightening history.
- Hair texture – Fine, medium, coarse, Hair elasticity, Hair porosity, Hair length

*NOTE: Not recommended on highly porous, highly coloured or bleached hair*



# 311 Creative Styling

## processing times

Since 311 eliminates the rinsing step, as soon as you apply your neutraliser, the curl formation stops instantly. When checking that processing is complete, you are looking for a **FIRM & CRISP** “S” bend.

**Checking your processing time:** Check after 5-minutes then continually check at regular intervals until you have reached your ‘S’ bend.

**Tip: FS Solution processing time:** In most cases, 5 minutes processing time is adequate. For very sensitized hair check in 3-minutes.

### Strength

**FS**  
fine/sensitised

**N**  
normal hair

**FS**  
resistant hair

### Processing times of Solutions

5–10 minutes average  
\*very sensitised hair from 3–10mins

10–15 minutes average

15–20 minutes average

# 311 Creative Styling

## porosity equaliser

Winding with 311 Porosity Equaliser will balance porosity & help to break the surface tension of the hair.

This then enables the 311 solution to be more easily absorbed into the hair, starting the processing time immediately.

This makes it important to check the 'S' bend formation at 5-minutes.



# 311 Creative Styling

## 3 drip method

**3-drip method Technique:** *(These guidelines are for both Perm Solution & Neutraliser application)*

- Open the lid & turn bottle upside down
- Starting at the nape, evenly applying 3-drips of solution across each styler.
- Once each styler has had 3-drips, then start at the nape again & go over each styler with a 'line' of solution.
- This will ensure even processing for the full head.
- Cover with plastic cap.

**DO NOT APPLY HEAT. DO NOT RINSE !**

**Short hair:** Follow the 3-drip method to apply solution evenly across all stylers.

**Medium length hair:** Apply more generously to ensure even absorption relevant to length of hair.

**Long hair:** To ensure you apply solution from root to tip, unwind one styler at a time & apply using the 3-drip method to the ends of hair.

Then rewind ½ way & apply 3 more drips.  
Finally finish rewinding the styler & apply a 'line' of solution.

Generously apply Solution to the styler to ensure full coverage. Longer hair may require using an extra bottle of Neutraliser and extra pair of hands to work faster.



# Step 1

## *preparation*

- 01** | Gently cleanse hair using CPR Detox Shampoo.
- 02** | Towel dry hair lightly
- 03** | Bring the client to the stylist station.



# Step 2

## *processing*

- 01 | Apply CPR Nourish Hair Booster Crème or CPR Colour Advantage to the forehead & hairline.
- 02 | Spray a small amount of 311 Porosity Equaliser to the perm paper, keeping ends neat.
- 03 | Place your rods/stylers into your client's hair to achieve your desired result.
- 04 | Place cotton wool on skin. Place neck tray securely onto client's shoulders to prevent dripping of solution.
- 05 | Apply 311 Perm Solution. For all hair lengths, always start application at nape.
- 06 | If there is solution in the tray, carefully remove & discard liquid into the wash basin.
- 07 | Cover with plastic cap. DO NOT APPLY HEAT. DO NOT RINSE



# Step 3

## neutralise

### DO NOT RINSE

01

When checking for your desired result, you are looking for a FIRM & CRISP “S” bend.

**Note:** As soon as you apply the 311 neutraliser, the curl formation stops instantly.

02

Once desired result is achieved, lightly towel blot each styler. Important: If too much perm solution is left remaining in hair, neutraliser may not be able to penetrate. Secure drip tray on the client’s shoulders.

03

**IMPORTANT:** Use 3-drip method, apply the 311 Rebonding Neutraliser to each styler starting at nape. Apply 3 x times to each styler. **Long hair:** Follow the long hair application technique described on the previous pages. Be very careful to not disturb the curls.

04

Process for 5-minutes. Then re-apply remaining 311 Rebonding Neutraliser & process for 2 minutes.

05

Gently remove stylers.

06

Gently blot dry hair with a towel. Do not rub.



## Step 4

### *after service*

01

Apply 311 Oxygen Crème Reconstructor, massage through hair. Leave on for 5 to 15 minutes, depending on the pre-perm condition of your client's hair.

02

Rinse out. Style as desired.

03

The entire process is now complete. Clients can shampoo or have a colour service\*

*\* Colour service not recommended for highly sensitised, fragile hair.*

*\* Colour services using 5vol, 10vol & 20vol developer strengths approved. Do not do a colour service with 30vol, 40vol strength developers or Powder Lightener.*

# At home haircare

Recommend at-home haircare maintenance program using the CPR 5-steps to beautiful hair®.

| Hair Type  | Expert Solutions                      | 1 Cleanse  | 2 Condition  | 3 Treatment   | 4 Leave-in  | 5 Style & Finish  |  |
|--|---------------------------------------|--|--|---|---|---|--|
| <b>Damaged hair?</b><br>My hair is very damaged                            | <b>fortify</b><br>repair & strengthen | <b>Repair</b><br>Sulphate Free Shampoo<br>Restructuring & repairing hair to reverse the signs of damage              | <b>Restore</b><br>Strengthening Conditioner<br>For advanced strength & softening                 | <b>Renew</b><br>Omega Rich Treatment<br>Replenish & revives hair                      | <b>CC Crème</b><br>Complete Care<br>Corrects extreme damage from cortex to cuticle.<br>"23 benefits in 1" | <b>Inca Omega</b><br>Healing Serum<br>Prevent breakage & seal split ends<br>Restores healthy hair dynamics            | <b>Shine Mist</b><br>Illumination Shine & Lustre<br>Weightless finishing spray<br>Gloss finish                             |
| <b>Frizzy hair?</b><br>My hair is frizzy, curly, unruly and hard to manage | <b>frizzy</b><br>smooth & control     | <b>Frizz Control</b><br>Sulphate Free Shampoo<br>Smooths, calms & controls frizz                                     | <b>Frizz Control</b><br>Smoothing Conditioner<br>Smooths, softens & provides humidity resistance | <b>Smoothing</b><br>Intensive Masque<br>Intensive repair, smoothness & shine          | <b>Phase 1</b><br>Smoothing Crème<br>A softening, conditioning styling aid                                | <b>Silky FX™</b><br>Treatment Serum<br>Seals in nourishment, eliminates frizz   | <b>Soft &amp; Silky</b><br>Blowdry Crème<br>230°C Heat & humidity protection<br>Hold 2/5                                   |
| <b>Blonde hair?</b><br>My blonde hair goes yellow, brassy or gold          | <b>blonde</b><br>tone & soften        | <b>Always Blonde</b><br>Sulphate Free Shampoo<br>Repair, tone & brighten your hair<br>Balances & refreshes the scalp | <b>Always Blonde</b><br>Toning Conditioner<br>Tone, brighten & soften your hair                  | <b>Always Blonde</b><br>Toning Treatment<br>Intensive conditioning plus toning        | <b>Instant Toners</b><br>Colour Enhancers<br>Detangles, tones & softens hair<br>230°C Heat Protect        | <b>Heat Defence</b><br>Thermal Protection<br>230°C Heat protection<br>Smooth glide with hot styling tools<br>Hold 2/5 | <b>Style &amp; Protect</b><br>Styling Spray<br>Anti-breakage 230°C Heat protection<br>Hold 3/5                             |
| <b>Dry hair?</b><br>My hair is dry, brittle & hard to manage               | <b>nourish</b><br>hydrate & soften    | <b>Hydra-Soft</b><br>Sulphate Free Shampoo<br>Hydrates & repairs hair  | <b>Hydra-Soft</b><br>Moisturising Conditioner<br>Locks-in hydration & softness                   | <b>Hydra-Soft</b><br>Intensive Treatment<br>Intense hydration, silky softness & shine | <b>Hair Booster</b><br>Leave-in Moisturiser<br>with time-release hydration                                | <b>Root Lift</b><br>Foundation volume & body<br>Non-sticky root booster<br>Hold 5/5                                   | <b>Memory Foam</b><br>Conditioning Amplifier<br>230°C Heat protection<br>Non-tacky, long lasting flexible hold<br>Hold 4/5 |
| <b>Coloured hair?</b><br>I want to keep my colour in good condition        | <b>colour</b><br>secure & protect     | <b>Anti-Fade</b><br>Sulphate Free Shampoo<br>Radiance capturing shield   | <b>Anti-Fade</b><br>Everlast Conditioner<br>Seals cuticle & extends colour life.                 | <b>Lock-Down</b><br>Intensive Treatment<br>Intensive repair & colour protection       | <b>Detangle &amp; Shine</b><br>Leave-in Treatment<br>Conditions & reduces breakage                        | <b>Dry Shampoo</b><br>Style Extender<br>Refreshes hair, creates volume & beachable texture<br>Hold factor 4/5         | <b>Definer Paste</b><br>Weightless Natural Finish<br>Non-tacky, touchable control & separation<br>Hold 2/5                 |
| <b>Fine hair?</b><br>My hair is fine                                       | <b>volume</b><br>thicker & fuller     | <b>Amplify</b><br>Sulphate Free Shampoo<br>Energise & amplify hair   | <b>Amplify</b><br>Lite Conditioning Rinse<br>Add body & control                                  |   |   | <b>Hairspray</b><br>Strong, Flexible Hold<br>Professional strength, non-tacky formula<br>Hold factor 4/5              | <b>Flexi-Gelée</b><br>Shape. Sculpt. Texturise<br>Versatile multi-purpose styling aid<br>Hold 4/5                          |
| <b>Specialty Care?</b><br>My scalp is oily                                 | <b>rescue</b><br>balance & restore    | <b>Scalp Balance</b><br>Sulphate Free Shampoo<br>Advanced sebum control to purify & freshen the scalp                |  |   | <b>Reconstruct</b><br>Recovery Complex<br>Porosity equaliser refines cuticle & reconstructs cortex        | <b>styling</b><br>create style & finish   |  |

# Questions & answers



## What is the 'unseen' processing time of traditional perms?

For hairdressers familiar with traditional perms, it's important to calculate the 'unseen' processing time. This 'unseen' processing time could amount to **3 or more minutes** which includes;

- Taking your client to the basin.
- Warming the temperature of water before rinsing.
- Rinsing the client's hair
- Blotting excess water from hair
- Applying the neutraliser solution.

## Is 311 Creative Styling true to rod size?

Yes, 311 is true to rod size.

## How do I achieve a perfect 311 result?

When checking for your target result “S” bend, be sure it is FIRM & CRISP. When you apply the 311 neutraliser, the curl formation stops instantly.

## Can I solution wind for very Resistant Hair?

Yes you can, after conducting a hair consultation & using your professional discretion. After applying Porosity Equiliser you may solution wind. Not recommended for long hair.

# 311 no rinse

## summary

**01** **Cleanse hair**

Gently Shampoo with CPR Detox Sulphate Free Shampoo or any CPR Sulphate Free Shampoo. Avoid aggravating the scalp. Do a second, gentle shampoo if necessary. Towel dry.

**02** **Balance Porosity**

At the stylist's station, liberally & evenly spray 311 Porosity Equaliser from root to tip. Comb to evenly distribute.

**03** **Wind hair with 311 Porosity Equaliser**

Apply CPR Nourishing Hair Booster Crème or CPR Colour Advantage to the forehead, hairline & place cotton wool on skin. Place neck tray or rolled towel securely onto client's shoulders to collect dripping solution. Spray a small amount of 311 Porosity Equaliser to perm paper & wind hair with rollers.

**04** **Apply 311 Perm Solution**

Using the 3-drip method, apply solution evenly across the styler starting at the nape. Cover the hair with plastic cap.

**05** **Processing**

Follow the processing time for your selected solution & hair type. Once your FIRM & CRISP target "S" bend result is achieved, lightly blot each styler with an absorbent towel to remove excess 311 Perm Solution.

**06** **Apply 311 Rebonding Neutraliser**

Liberally apply 311 Rebonding Neutraliser, starting at the nape. Ensure each styler is dampened without causing run off or discomfort to the client.

**07** **Process 5 + 2 minutes**

Process for 5-minutes. Then apply remaining 311 Rebonding Neutraliser solution. Process for an additional 2-minutes.

**08** **At the stylist station + After service treatment**

Remove stylers & put them into the neck tray, then remove the tray. Lightly blot hair with an absorbent towel to remove excess neutraliser. Liberally apply 311 Oxygen Reconstructor throughout hair. Massage through hair. Leave for 5 to 10 minutes, depending on the pre-perm condition of your client's hair. Take the client to the wash basin. Rinse. The entire process is now complete. Dry hair & style as desired.