

CHI Enviro

American Smoothing Treatment

- 100% Formaldehyde free -

Today's fashion dictates healthy, smooth and shiny hair. Smooth hair is very desirable to most people, easier to work with for hair artists and is easier to upkeep and maintain at home. Curly frizzy hair takes more styling time and is more difficult to manage.

Do you wish to make your hair:

- More manageable?
- Softer?
- Smoother?
- Shinier?

CHI Enviro – American Smoothing Treatment is the answer!

What is it?

It is a revolutionary **safe** treatment that is **formaldehyde free**. The treatment is easy, simple, fast and can eliminate up to **95% of frizz while making curly hair more manageable**. CHI Enviro is guaranteed to leave the hair healthier, stronger and smoother, while adding amazing shine.

CHI Enviro is formulated with amino acids, proteins, silk and pearl. The combining of **cysteine** can synergize with hair's natural cysteine, thus rearranging cysteine proteins in the hair's natural fiber. There is **no bond breaking** with this invention only elongating bonds.

The new protein rearrangement can be cured to last for up to **4 months** by applying unique formula and sealing it with heat. Thus sealing and bonding hair to produce smooth, silky, strong and shiny hair.

How does it work?

The smoothing system infuses the unique formula of amino acids, proteins, silk and pearl into the hair's cuticle. This process dramatically improves the condition, shine and smoothness of even the most unruly hair types. Results typically last up to 4 months depending on hair type.

Unlike other salon services, the more often hair is treated, the healthier it becomes. With each treatment, the absorption of amino acids, proteins, silk and pearl make the hair:

- Regenerate natural proteins
- Repel humidity
- Smoother and silkier
- Straighter and shinier
- Blow-dry faster and easier

How does heat work to bond the hair?

The power of ceramic heat combined with the amino acids, proteins, silk and pearl in the CHI Enviro American Smoothing Treatment create a thermodynamic heat reactions. This reaction bonds the formulation of these ingredients into the hair, while repairing the cuticle and adding moisture and shine. This process will keep hair smooth and shiny while eliminating up to 95% of frizz while making curly hair more manageable.

Home Care Maintenance

Smoothing Shampoo (Sulfate and Paraben Free)

CHI Enviro Smoothing Shampoo contains pearl and silk complex to provide maximum moisture and smoothness to frizzy, uncontrollable hair. Silk proteins penetrate hair to condition and create incredible shine.

Smoothing Conditioner (Paraben Free)

CHI Enviro Smoothing Conditioner contains pearl and silk complex to provide maximum moisture and smoothness to frizzy, uncontrollable hair. This leaves hair free of tangles with incredible body and exceptional shine.

Smoothing Masque (Paraben Free)

CHI Enviro Smoothing Masque with pearl and silk complex treats and replenishes dry, damaged and overworked hair with proper elements needed to moisturize and reconstruct. Hair will feel soft and have incredible shine.

Tip: After shampooing leave on for 3-5 minutes and rinse. For intense treatment, apply heat or a hot towel and leave on for 15 minutes.

Smoothing Shine Spray (Paraben Free)

CHI Enviro Smoothing Shine Spray is a weightless spray with pearl and silk complex that provides instant brilliant shine to all hairstyles. This smoothing spray will help repair split ends and eliminate frizz.

Smoothing Serum (Paraben Free)

CHI Enviro Smoothing Serum is a lightweight leave-in treatment with pearl and silk to moisturize all hair and skin types. It will reduce frizz and at the same time provide shine and nourishment.

Frequently asked questions.

Q: What Is the CHI Enviro American Smoothing Treatment?

A: This revolutionary treatment eliminates up to 95% of frizz, reduces curl and instantly adds amazing shine and silkiness to the hair. It is a protein restructuring complex with pearl complex and silk added to increase shine and strength. CHI Enviro Is free from formaldehyde and formaldehyde releasing chemicals. It's protein and amino acid complex allows temporary change in the structure off hair fibers, leaving hair easier to comb and hair that is silkier, smoother and shinier.

Q: Can I color my hair?

A: Yes, permanent hair color or highlights can be done on the same day.

Q: Can the CHI Enviro Smoothing System be used on chemically treated, previously relaxed or straightened hair?

A: Yes, it may even help to restore hair's moisture, leaving hair silky and shiny.

Q: Can I wash my hair after the treatment?

A We suggest waiting 1 day (24 hours) before you shampoo. If you accidentally get your hair wet, dry hair immediately and smooth with your iron set to the correct temperature.

Q: Can I use hair ties?

A: You must not use ponytail bands, clips, headbands, or anything that would stifle the hair's smooth pattern for 7 days after the treatment.

Q: How long will this treatment last?

A: The treatment should last up to 4 months depending upon hair type and maintenance provided at home from client. Client is recommended to use the CHI Enviro Home care Maintenance Shampoo and Conditioner for prolonged results.

Q: How much time should be allowed for this treatment?

A: The length, density and amount of a person's hair will determine the time spent during this service. Average time is usually 90-120 minutes.

Q: What is rearranging bonds?

A: Rearranging bonds means that there is a temporary realignment of the cysteine proteins. Results are temporary and no permanent changes take place. The bonds will go back to their natural state within 4 months.

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

A: Use either a blow dryer or flat iron to straighten out the ridge in the hair.