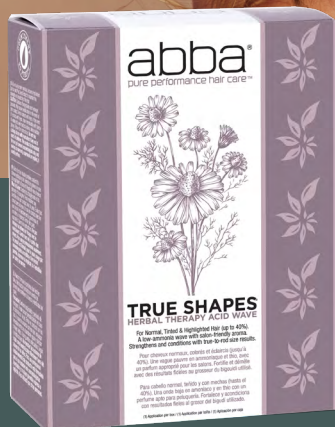




abba[®]
 pure performance hair care™



REVENUE OPPORTUNITY GUIDE: TEXTURE SERVICES

As the thought leaders in healthy hair,
ABBA continues to push the boundaries of
clean beauty and continues to deliver
performance and purity.

CLEAN INGREDIENTS

WITH UNPARALLELED PERFORMANCE



100% Vegan



Gluten-Free



Paraben & Sulfate
Free



Cruelty
Free



No Synthetic
Color Additives



Commitment
to Purity

#ABBAancedLife

Perm Menu



Curls, Waves & Volume

Resilient, long-lasting curls with a natural, silky-soft shine.



TRADITIONAL PERM

Bouncy, shiny curls that last—full of life and style!



BEACH WAVE

Soft, tousled curls for an effortlessly chic look.



CURL ENHANCEMENT FOR MEN

Achieve the trendy look effortlessly.



Scan to download the menu.

ABBA True Shapes Acid Wave

Our newly enhanced ABBA True Shapes formula is enriched with Sodium Hyaluronic and Panthenol to condition and deeply moisturize the hair. The result is always true-to-rod size, resilient, longer lasting curls with a natural-looking, silky soft shine. It is 100% Vegan and cruelty free.

Features that deliver the ultimate curl experience:

- **New dual protein formula** features Hydrolyzed Quinoa and Pea Seed Extract to maintain the **strength and elasticity of the hair**.
- **New Innovative Bonding Neutralizer** works to reform and strengthen all three chemical bonds of the hair. Curls are firm and long lasting allowing you to curl, color and shampoo all in the same day.

Superior Performance:

- **Longer-Lasting Curls** with improved definition.
- **True-to-Rod Size:** Consistent, natural-looking results every time.
- **Enhanced Conditioning:** Deep hydration for silky, soft shine.



New Bonding Neutralizer

- Reforms all three chemical bonds of the hair (disulfide, hydrogen, salt)
- Creates stronger, longer lasting curls
- Allows stylist to curl, color and shampoo all in the same day
- No down time

CLEAN INGREDIENTS WITH UNPARALLELED PERFORMANCE



HYDROLYZED QUINOA

Rich in amino acids to promote shine, reduce breakage and frizz while restoring moisture.

PEA SEED EXTRACT

Improves hair density while adding fullness, volume, and strength, with biotin-rich support for keratin production.

SODIUM HYALURONIC

Improves the porosity of the hair while reducing frizz and adding hydration.

PANTHENOL & GLYCERIN

Strengthens and smooths hair while enhancing resilience, softness, and soothing the scalp to reduce irritation. Glycerin helps hair retain moisture and curl.



Stylist Tip:

Think beyond traditional curls and create new revenue streams by offering beachy waves, curl enhancement for men or simply add volume to the crown!

100% Vegan & Cruelty-Free: Always kind to hair and animals.

More Texture, More Earnings

The ABBA True Shapes Wave Opportunity



Add immediate revenue to your book of business by offering texture services to your existing clients, tapping into new growth opportunities and maximizing profitability— no new clients required!

EXPAND YOUR SERVICE MENU

- Beachy Waves
- Curl Enhancement for Men
- Traditional Curls
- Crown Volume



REVENUE BREAKDOWN

The calculation is based on the average cost for a texture service: \$125.

\$375/week

1 Stylist performing
3 texture
services per **week**

\$1,500/month

1 Stylist performing
12 texture
services per **month**

\$18,000/year

1 Stylist performing
3 texture services
per **week**,
12 months/year

\$72,000/year

4 Stylist performing
3 texture
services per **week**,
12 months/year

ADDITIONAL REVENUE

- Adding 3 supporting products per service can generate **\$8,640/year per stylist**
- For 4 stylists, this means an extra **\$34,500/year**, bringing the total potential new revenue to **\$106,000/year**.



ABBA True Shapes

Ready-to-Wear Natural Beach Waves How-To

ABBA True Shapes

Ready-to-Wear Natural Beach Waves How-To



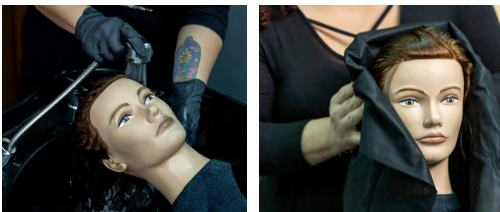
SCAN FOR
PROTOCOL VIDEO.



CLIENT CONSULTATION

1. Assess hair for texture, porosity, condition, chemical processing history, and client's lifestyle and hair routine.
2. Discuss expectations with client. Determine the desired style and texture results.

PRO-TIP: To determine correct processing time, rod and wrap choice, curl pattern, and overall hair integrity, perform a preliminary strand test prior to starting the perm service. Based on results, determine if or how the perm should be performed.



PREPARATION

STEP 1: Gently cleanse and rinse hair thoroughly. Do not apply conditioner.

STEP 2: Towel dry.



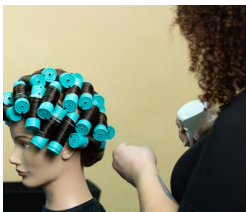
WRAPPING

STEP 1: Wrap towel-dried hair smoothly with even tension.

STEP 2: If hair dries during wrapping, lightly mist with water:

DO NOT wrap with the wave lotion.

STEP 3: After wrapping is completed, lightly mist entire head with water prior to wave lotion application.



PRO-TIP: Select rod size based on desired curl pattern. Consider direction, volume, length, and density when wrapping. These will have an impact on final perm results. For best results when wrapping, section size should not exceed the width of the chosen rod size. Make sure not to overwrap the hair on the rods. This will effect the strength of the final curl pattern.

ABBA True Shapes

Ready-to-Wear Natural Beach Waves How-To



APPLICATION

STEP 1: To create Wave Lotion, mix Part A with Part B and shake gently for 15 seconds.

STEP 2: Apply cotton around hairline.

STEP 3: Gloves should be worn. Apply Wave Lotion (Parts A & B) to the top and bottom of each rod, saturating evenly and thoroughly.

STEP 4: After applying Wave Lotion, re-apply fresh cotton around hairline.

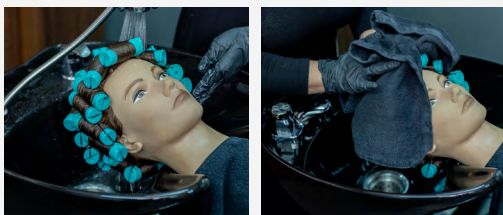
STEP 5: Cover hair with plastic cap and process accordingly.

PROCESSING TIME:

All processing times are approximate. Processing is complete when hair has a firm "S" pattern and curled ends. Factors such as hair type and varying porosities may affect actual processing time. A test curl during processing is recommended to ensure predictable results.

	Regular Results Process at Room Temperature	Extra Body Results Process Under Pre-Heated Dryer
Normal/Resistant Hair	25 min	12-15 min
Color Treated Hair	15 min	5-10 min
Highlighted Hair	10-20 min	Do not use dryer

**not recommended for highlift tinted hair or more than 40% highlighted hair.

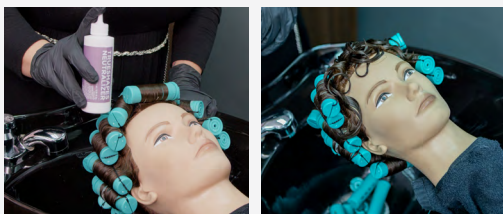


RINSING

STEP 1: Upon completion of processing, rinse hair thoroughly with warm water for 5 minutes.

STEP 2: Towel blot each rod. Thorough rinsing and blotting helps reduce perm odor.

OPTIONAL STEP : Let hair oxidate for 5 - 15 minutes. Recommended for long hair.



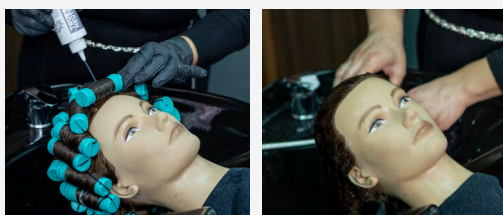
NEUTRALIZING

STEP 1: Shake Neutralizer well and thoroughly saturate each rod. Save 1/2 oz. of Neutralizer for later use.

STEP 2: Wait 5 minutes, then gently remove rods from the hair.

STEP 3: Gently work remaining Neutralizer through hair for one minute.

STEP 4: Rinse hair thoroughly for 5 minutes with warm water.



POST PERM INSTRUCTIONS

ABBA True Shapes Acid Wave offers same-day styling and requires no downtime for coloring & shampooing.



FINISHED LOOK



#ABBAIancedLife  