

COSME RELAXER

PILIA

SWEEQUE

SWEET&UNIQUE Cosmetic Straightening Agent for Designs

“PLIA SWEEQUE”

Sweet Straight

“Sweet” in every sense of the word
Soft to the touch and shiny look

Soft natural finish that expresses excellent texture and easiness to handle even with damaged and aging hair, while leaving the roundness along the head.

You can also propose it for menu as “Sweet Straight” and “Sweet Touch (new texture).”

PLIA SWEEQUE

Give customers with unruly hair a possibility to change their hair style!

In addition to an excellent texture, PLIA SWEEQUE makes unruly hair “soft, light and flowing.”

Have more fun making design proposals to customers!

PROCESS

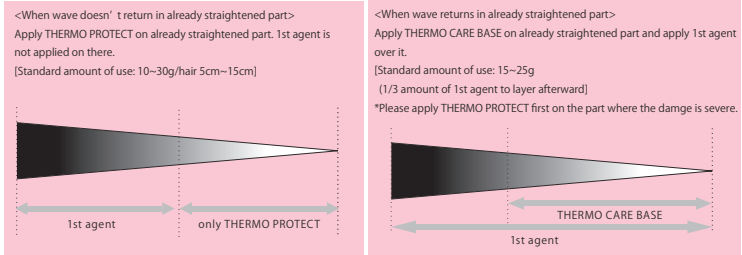
1 Counseling / Hair diagnosis and pre-shampoo

2 Application of THERMO CARE BASE THERMO CARE PROTECT

Gently improves the texture of damaged hair



Apply a pre-treatment product according to hair condition.



- * Pay attention not to apply tension when combing.
- * Apply evenly and rub it into hair.

3 Application of SWEEQUE H1/1/S1



Apply THERMO CARE PROTECT by pulling the strongly unruly part (nape, etc.) out perpendicular to the scalp. Keep 1 to 2cm distance unapplied from root to prevent root hair breakage or bend. After application, lift up the hair root and attach plastic wrap, leave it at room temperature.
[Standard amount of use: 80 g]
● Apply a slightly larger amount of the agent to unruly parts.



Point!

Check the effect by two ways

Take a small amount of a hair strand, rub off the SWEEQUE H1/1/S1 carefully with your fingers and check the newly grown part. After that, check the entire hair.

1. Bending check (Newly grown part)
2. Straightness check (Entire hair)

(See below for standard See below for a indication of the desired process time.)

4 Process time and check

5 Midway rinsing and drying

Texture improves after fully rinsing off

Fully rinse off and dry hair about 90% (hair does not get bunched).

6 Application of iron



Set the temperature of the straightening iron below 180° C (140 to 160° C for the damaged part). Take about 1.5 cm wide slice and iron while paying attention to hair flow and avoiding any tension.



1. Beginning-through

Quickly stroke the root once or twice to remove moisture.



2. Straight-through

Stroke the strand from the root to end at a constant speed without stopping at the middle.



3. Designing-through

While imagining the finish, create volume on the strand or flow at the end.

7 Application of SWEEQUE 2 & process time



Apply from the root, float the root and keep hair flow, leave it at room temperature.

[Standard amount of use: 80 g / Process time: 10 - 12 minutes]

8 Rinsing and styling



Point!

Check the effect by two ways

SWEEQUE is "double action" on both the cortex and cuticle. Because a natural sense of elasticity remains in the hair, it is important to check the effect by two ways.

1. Bending check (Newly grown part)

Pinch a hair strand with your fingers and check the rebounding angle.



Bending check Not effective enough Effective (80~90°)

2. Straightness check (Entire hair)

Check that the hair is fully straightened from the root to the end. At this time, check the part of strongly unruly hair (nape, etc.), too.

■ SWEEQUE H1/1/S1 process time

Healthy hair - Slightly damaged hair	▶10~25min	Strongly damaged hair	▶5~10min
Moderately damaged hair	▶10~15min	Severely damaged hair	▶Within 5min

※Please check within 7 minutes.

(Regarding fine hair, please check within 5 minutes by referring to a corresponding table on the inside page.)

MECHANISM

※Figures are conceptua images.

Simple process

Straightening support

Improves texture, while protecting the hair from heat damage. At the same time, it functions as a standby agent for gentle straightening action.

■Cyclodextrin protects hair from heat denaturation, while thermal-reactive soy PPT* helps repair the damaged part using the heat of the straightening iron. Formulated with a straightening support component (acetylcysteine), it prepares hair for softening and straightening.




THERMO CARE PROTECT/BASE

*Hydrolyzed soy protein pg-propyl methylsilanediol

Double action

Acts on two kinds of SS bonds involved in straight hair formation to softly unravel unruly hair. Also, its HBC component* also conditions hair not susceptible to the effects of moisture.



*Supple component: Glycerin

Hybrid liquid crystal cream

SWEEQUE H1/1/S1

Soft wrapping formula

Efficiently acts on hair with the wrapping effect that thinly and evenly wraps hair. Gently keeps hair straight.



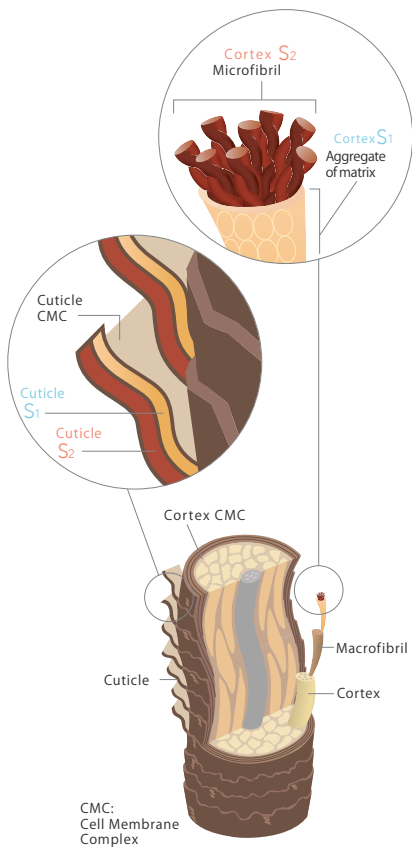
Hybrid liquid crystal cream

SWEEQUE 2

Hybrid liquid crystal cream / Fine emulsified particle cream with regular sequence structure that enhances permeability and treatment ability

Double Action Part 1

SS bonds involved in straight hair formation and “double action”




SCMC Hydrophilic property

SS bonds in the hydrophilic area. Exist in keratin proteins of cortex CMC and cuticle CMC, and function as pathways for water and agents.


S1 Hydrophilic property

SS bonds in the hydrophilic area. Mainly connect matrixes into tubes around microfibrils to bundle them. Also exist in the cuticles in a plate-like form.



S2 Hydrophobic property

SS bonds in the hydrophobic area. Mainly have a spring-like structure and fix microfibrils that are involved in elasticity. Also exist in the cuticles in a plate-like form.



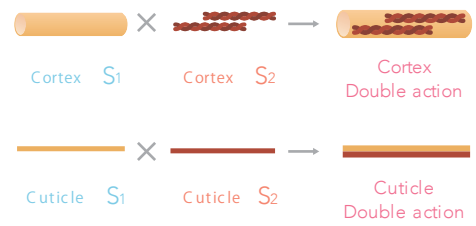
Response to heat damage

(THERMO CARE BASE/PROTECT) Straightening support

Double action (SWEEQUE H1/1/S1)

Hydrophilic straightening components (thioglycolic acid/cysteine) act on S1, while hydrophobic straightening components (cysteamine / thioglycerin) act on S2. With the action to both S1 and S2 that are involved in straight hair formation, creates soft, flowing straight hair, while maintaining lightness and elasticity.

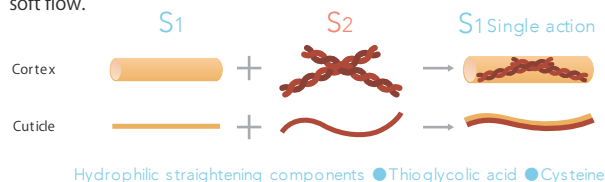
S1 × S2 = Double action



In the case of single action

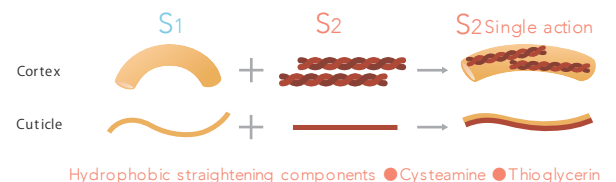
Single action only by hydrophilic straightening components

Because the components act mainly on S1, straightened S1 and still unruly S2 are both existing within hair. Since S2 is not straightened, it is necessary to straighten hair by applying excessive action or heat to S1. Thus, it is hard to achieve elastic and natural lightness, and soft flow.



Single action only by hydrophobic straightening components

Because the components act mainly on S2, straightened S2 and still unruly S1 are existing within hair. Since S1 is not straightened, it is necessary to straighten hair by applying excessive action or heat to S2. Thus, it is hard to achieve elastic and natural lightness, and soft flow.



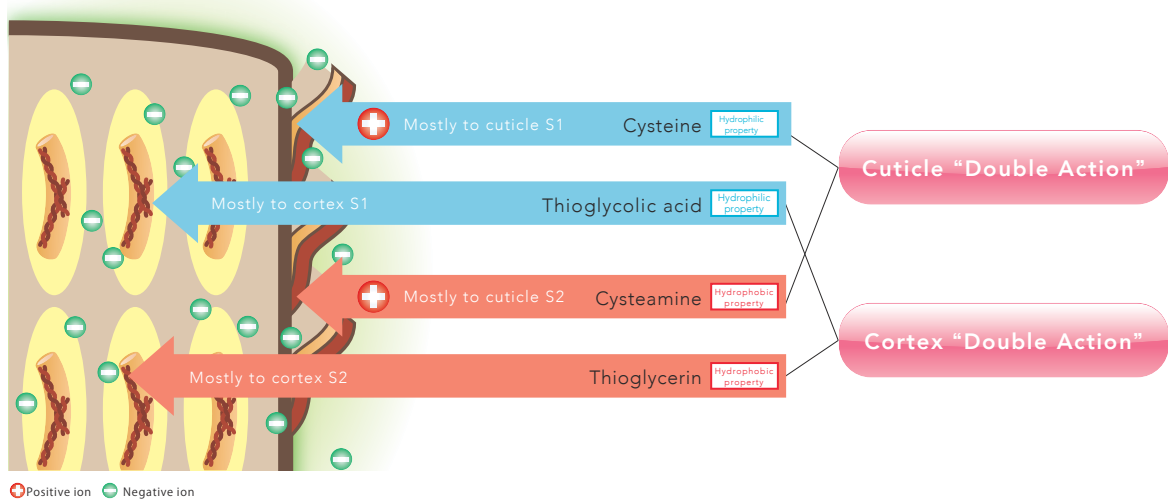
Double Action Part2

■ “4 components mixture” is the key! “Double action” of ionic property

Some of the straightening components have + (positive) ions (amino groups) and others do not. Because **cysteine** and **cysteamine**, which have + (positive) ions, are absorbed into the surface of negatively charged hair when Agent 1 is applied, they act mostly around cuticles.

On the other hand, **thioglycolic acid** and **thioglycerin**, which do not have + (positive) ions, are not absorbed into the hair surface, thus penetrate inside the hair.

By mixing these 4 straightening components and applying their ionic properties, PLIA SWEEQUE acts on both cuticles and cortices, while controlling excessive stress, to create shiny, beautiful straight hair.



Penetration experiment of straightening components

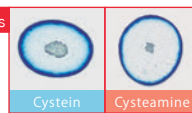
As a result of penetrating a blue dye after allowing each of the 4 straightening components to act on human hair (gray hair)

*The site where the straightening components acted turns blue.



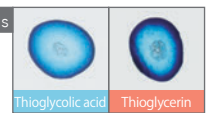
With + (positive) ions

Because the straightening components acted by being absorbed into the hair surface, the hair turned blue on the outside.



Without + (positive) ions

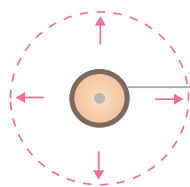
Because the straightening components acted by penetrating inside the hair, the entire hair turned blue.



Characteristics of unruly hair

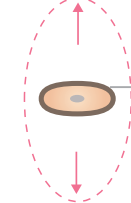
① Movement

[Straight hair]



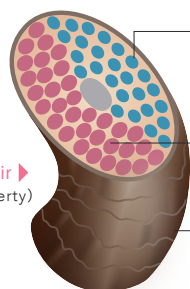
The cross-section of a straight strand of hair is close to a perfect circle, therefore it can easily flow in any direction.

[Unruly hair]



The cross-section of unruly hair is irregular in shape, i.e., elliptical or triangular, therefore it does not flow freely because movement is limited.

② Property



Inside unruly hair ▶
(Hydrophobic property)

◀ Outside unruly hair
(Hydrophilic property)

Ortho-type cortex (Outer side of unruly hair)

- Microfibrils are lined in a crossed and twisted manner.
- Because there are not many SS bonds but many acidic amino acids, it is easy to absorb moisture.

Para-type cortex (Inner side of unruly hair)

- Microfibrils are lined in regular manner.
- Because there are many SS bonds, hair is stiff and does not readily absorb moisture.

Cuticle

- Cuticles around the cortex are crooked.
- Because each cuticle has unruliness in spots, the hair surface is not well conditioned.

Non-homogeneity between cortices and cuticles is the cause of unruly, wavy and rough hair.

PLIA SWEEQUE for enhancing designs

Natural finish
and easy to handle

Soft

Soft texture to blend
in through to ends

Easy to style

Light

Light finish that does
not spoil the form

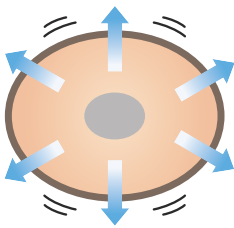
Style arrangement
is possible

Flowing

Bangs and ends can
flow as you like

[A feature common to SWEEQUE]

With double action, SWEEQUE allows hair to become closer to a perfect circle and flow naturally.



◀ Hair while being ironed

Hair becomes closer to a perfect circle, which is physically stable, because water vapor is equally applied from inside to outside in unraveled hair.

The "double action" acts on cortices and cuticles by controlling excessive stress. It unravels the entire hair evenly and gently, while keeping elasticity and making hair free flowing. Also, an HBC component* is replaced with moisture inside the matrix to make the hair unsusceptible to the effects of dampness and moisture.

▼ *Supple component: Glycerin

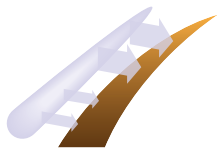
While ironing, equal force is applied from inside to outside as water vapor escapes from the hair, allowing the hair to become closer to a perfect circle, which is physically stable. This action conditions the entire hair neatly and creates soft, free flowing straight hair.

[A feature of SWEEQUE H1 (hard type)]

A hydrophobic point sensor* that enhances penetration is combined

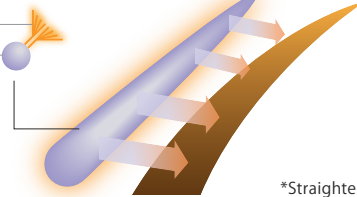
■ Normal cream

Because the surface of a cream base is hydrophilic, it easily penetrates hydrophilic parts such as damaged hair.



■ Cream combined with a hydrophobic point sensor

Super hydrophobic point
Hydrophilic point

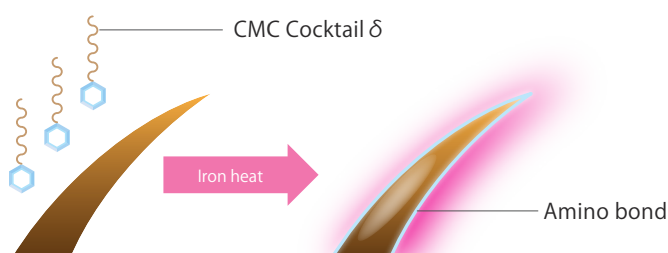


With a cream base combined with a "hydrophobic point sensor" which has both hydrophilic and super hydrophobic properties, SWEEQUE H1 successfully enhances penetration into hydrophobic parts such as newly grown part, while suppressing the excessive action on hydrophilic damaged parts.

*Straightening support component: PEG-30 Dipolyhydroxystearate

[A feature of SWEEQUE S1 (soft type)]

Effect of CMC cocktail δ (delta)*1 for long-lasting texture



The low-pH/low-alkali*2 formula responds to already straightened area and damaged part. With iron heat, CMC cocktail δ attaches to hair via a strong amide bond that is resistant to daily damage, and keeps hair soft to the touch and treatment effect immediately after straightening.

*1 Hair-repairing component: Meadowfoam- δ -lactone
*2 pH7.9/alkali 1

LINE UP PLIA series LINE UP

Straight

PLIA SWEEQUE

[PLIA SWEEQUE]

“Soft, light, flowing”
Cosmetic straight
for Designs



PLIA SWEEQUE H1
400g/5 applications <Cosmetic
straightening agent/Cosmetic>



PLIA SWEEQUE 1
400g/5 applications <Cosmetic
straightening agent/Cosmetic>

For already
straightened/damaged parts



PLIA SWEEQUE S1
400g/5 applications <Cosmetic
straightening agent/Cosmetic>



PLIA SWEEQUE 2
400g/5 applications <Cosmetic
straightening agent/Cosmetic>

[SWEEQUE Correspondence Table]

		0	1	2	3	4	5
		Healthy hair – Slightly damaged hair (Not colored)	Moderately damaged hair	Heavily damaged hair	Severely damaged hair	Extremely damaged hair	
“Unstraightened” area	Hard hair · very unruly hair		H		SWEEQUE	S	
	Hard hair · slightly unruly hair		H		SWEEQUE	S	
	Soft hair · very unruly hair		H		SWEEQUE	S	
	Soft hair · slightly unruly hair				SWEEQUE	S	
“Already” straightened area	Hard hair					S	
	Fine hair					S	

- For severely or extremely damaged hair, use THERMO CARE PROTECT as needed.
- Troubled hair such as frizzy hair and heat-denatured hair are not targeted.

■ SWEEQUE Hard ■ SWEEQUE ■ SWEEQUE Soft



THERMO CARE BASE
150g <Hair treatment>

* **THERMO CARE PROTECT**
(For highly damaged part) 150g <Hair treatment>

* Common to PLIA SWEEQUE

Lebel

ALL YOUR OWN



ISO 14001
認証番号: 0772695