

Everything You Need to Know About *Perms*.

Your complete before & after perm guide.

◆ WELCOME

Before You Get In The Chair.

Hey — before you get in the chair, I put this together so you walk in knowing exactly what's possible for your hair. A perm is a chemical treatment that permanently reshapes your hair into curls or waves. The results stay until the hair grows out. Done right, it's one of the best things you can do for your look.

"By the time you finish reading this, you'll know more about perms than most people who already have one."

01 Do You Have Enough Length?

This is the first question I ask every client. A perm needs enough hair to wrap around the rod — no wrap, no curl. Here's how it breaks down:

CURLY PERM

4–5 in

minimum length

The sweet spot for the best-defined curl is 5–6 inches. Under 4 inches, hair can't grip the rod enough to form a real curl.



WAVY PERM

6–8 in

minimum length

Waves need more length to form that soft "S" shape — fewer wraps around the rod means a bigger, looser bend. Under 6 inches, you'll get a curl, not a wave.



PARTIAL PERM

Per section

rules apply per zone

Only want curls on top?
That section needs its own 4–5 inch minimum. We can perm just the area you want — but it has to be ready.



◆ THE CURLY-TO-WAVY TRICK

If you only have 4–6 inches but want waves: get the curly perm and style it looser — scrunch it out, finger-comb it, or gently stretch it while damp for a softer, wavier feel. You can always loosen a curl into something wavier. You cannot tighten a wave into a curl. If you're between lengths, going curly first is always the smarter move.

02 Your Hair Type Matters

There's a difference between how thick each individual strand is (texture) and how much hair you have overall (density). Both change how I approach your perm.

Fine Hair

THIN INDIVIDUAL STRANDS

- Takes the perm solution faster and processes more easily.
- Curls will loosen faster over time.

Medium Hair

MOST PREDICTABLE

- The easiest hair type to perm — most predictable results.
- Standard rod sizes and timing work right away.

Thick / Coarse

MORE RESISTANT

- Takes longer to process, may need a stronger solution.
- I'll often go slightly smaller on the rod to push through the resistance.
- Add about an extra inch to your length minimums.

Low Density

SPARSE / FEWER STRANDS

- Curls can look stringy or flat — not enough hair to give them body.
- Still possible — I'll always be honest about what to expect.

High Density — Lots of Hair

The ideal situation — full, voluminous results. If the rod is too tight, results can end up more puffy than defined, so I'll use a slightly larger rod to keep things under control.

03 The Hairline & Front Perimeter



The hairline grows shorter and finer than the rest of the head, wrapping fewer times around the rod — resulting in a softer curl that may loosen faster in those areas. **This is normal, not a flaw in the service.**

04 When We Can't Do It

Not every head of hair is ready for a perm. I'll always be upfront with you — here's the general list of reasons we'd need to hold off:

- 01 Hair under 4 inches — nothing to wrap.
- 02 Bleached, heavily colored, or chemically damaged hair — the perm can cause serious breakage.
- 03 Hair that's already been over-processed — the structure won't hold a new shape.
- 04 Scalp sores, cuts, or irritation — we wait until you're healed.

If any of these apply, we map out a plan to get you there. It's not a forever no — just a not yet.

05 Quick Reference

Everything above at a glance.

GOAL	MIN. LENGTH	NOTES	ROD SIZE
Curly	4–5 inches	Sweet spot: 5–6 in	Small–Medium
Curly styled wavy	4–6 inches	Soft curl, not true wave	Medium
Wavy	6–8 inches	True S-wave shape	Large
Partial perm	Per section	Rules apply per zone	Varies

Getting the perm is only half the job.

06 Aftercare & Styling

How you take care of it after is what keeps it looking intentional every single day.

THE FIRST 48 HOURS

Don't Touch It

- Do not wash, tie up, or put anything tight on your hair for 48 hours.
- The bonds are still setting — getting it wet or pulling it can cause frizz and uneven curl.
- Sleep on a satin or silk pillowcase to avoid friction and frizz.
- First 3 days — no shampoo. If you must rinse, water and conditioner only.
- If you do rinse, restyle immediately on wet hair — leave-in, curl cream, scrunch upward, let it set.

EVERY SHOWER, AFTER

The Routine That Keeps Curls Alive

- Apply leave-in conditioner while hair is still wet — this is non-negotiable.
- Follow up with a curl cream or curl-enhancing lotion to lock in moisture and shape.
- Scrunch upward — don't rub or towel dry aggressively. That's how you get frizz.
- Air dry or use a diffuser on low heat. Regular blow drying flattens and damages your curl pattern.

This is where most people go wrong. What you do on wet hair right out of the shower determines how your curl looks all day.

Styling For What You Want

MAXIMUM HOLD

- Curl gel or strong-hold mousse on wet hair, scrunch it in.
- Let it dry completely before touching — breaking the cast early loses the hold.
- Once dry, scrunch gently to break the cast and reveal defined curls.

Best for: all-day wear, humid weather.

MAXIMUM WAVINESS

- After leave-in, apply a lightweight curl cream — nothing heavy.
- Finger-comb to separate and loosen the curls slightly.
- Scrunch loosely, air dry. Less manipulation = softer wave.

Best for: casual, everyday looks.

MAXIMUM DEFINITION

- Leave-in, then a curl-defining cream or curl custard on top.
- Scrunch firmly upward, don't disturb until fully dry.
- Twist small sections while wet for extra definition.

Best for: special occasions, photo days.

Shine vs. Matte

Shine Finish

Curl oil or gloss serum on dry hair after styling. A little goes a long way.

Matte Finish

Curl creams and mousses without oil. Avoid anything labeled serum, gloss, or shine.

For everyday: a light curl cream with a tiny drop of oil on the ends is the perfect balance.

Between Washes

- On no-wash days, spritz with water + leave-in, then scrunch to revive your curl.
- Avoid touching dry hair — constant handling breaks up the curl pattern.
- Deep condition once a week to keep hair from drying out.

How Long Will It Last?

Most perms last 3–6 months depending on hair type and maintenance. As roots grow in straight, curl starts from mid-shaft — that's natural. Come back every 3–5 months for shorter hair, 6–10 for longer.

Products

USE

- Sulfate-free shampoo
- Moisturizing conditioner, every wash
- Leave-in conditioner, every shower
- Curl cream, mousse, or gel
- Light curl oil for shine (optional)

AVOID

- Sulfate shampoos
- Heavy waxes or pomades
- Heat styling without a diffuser

A NOTE FROM ME

I put this guide together because I want you to walk out of the chair confident and know exactly how to maintain what we built. A great perm is a partnership — I do my part in the chair, you do yours at home. If you ever have questions, just shoot me a DM.

— **Akil**