



air wave vita



Lock in beauty
Achieve beauty
For the long-lasting curls
you have always dreamed of



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The industry's first* unique ozonic glass transition technology locks in beauty to maintain beautiful curls. *Surveyed by Takara Belmont in March 2013

Air Wave, the third-generation perm that uses airflow to set the curls, is now more advanced with the Air Wave Vita. The process of ozonic glass transition uses ozone and vitamin C** at the time of glass transition to instantaneously set the curls. The new Air Wave Vita creates soft, bouncy curls in about the same time as required for a conventional cold perm. The system creates long-lasting curls that are easy to take care of so that clients can enjoy the curly hairstyle they have always dreamed of.

Ozone

Lock in beauty

Vitamin C** & Hair Treatment Ingredients in

The hair treatment ingredients are locked in to create beautiful hair from the inside.

Long-lasting

Less Damage & Effortless Recreation of Curls up

Easy-to-maintain, long-lasting, beautiful curls.

Vitamin C

Effective use of ozone

Ozone has been used because of its exceptional oxidation power for deodorization, sterilization, bleaching, and organic decomposition in recent years and is put to practical use to maintain food freshness in a cool box, purify tap water, and purify the air, among other uses. Ozone in particular differs from chemical substances, such as chlorine, and can be restored to a form of oxygen through spontaneous decomposition, allowing for safe, eco-friendly cleansing with no residues. Ozone is more common and used in washing machines, refrigerators, and other household appliances.

**Stabilizing ingredients: Sodium Ascorbate

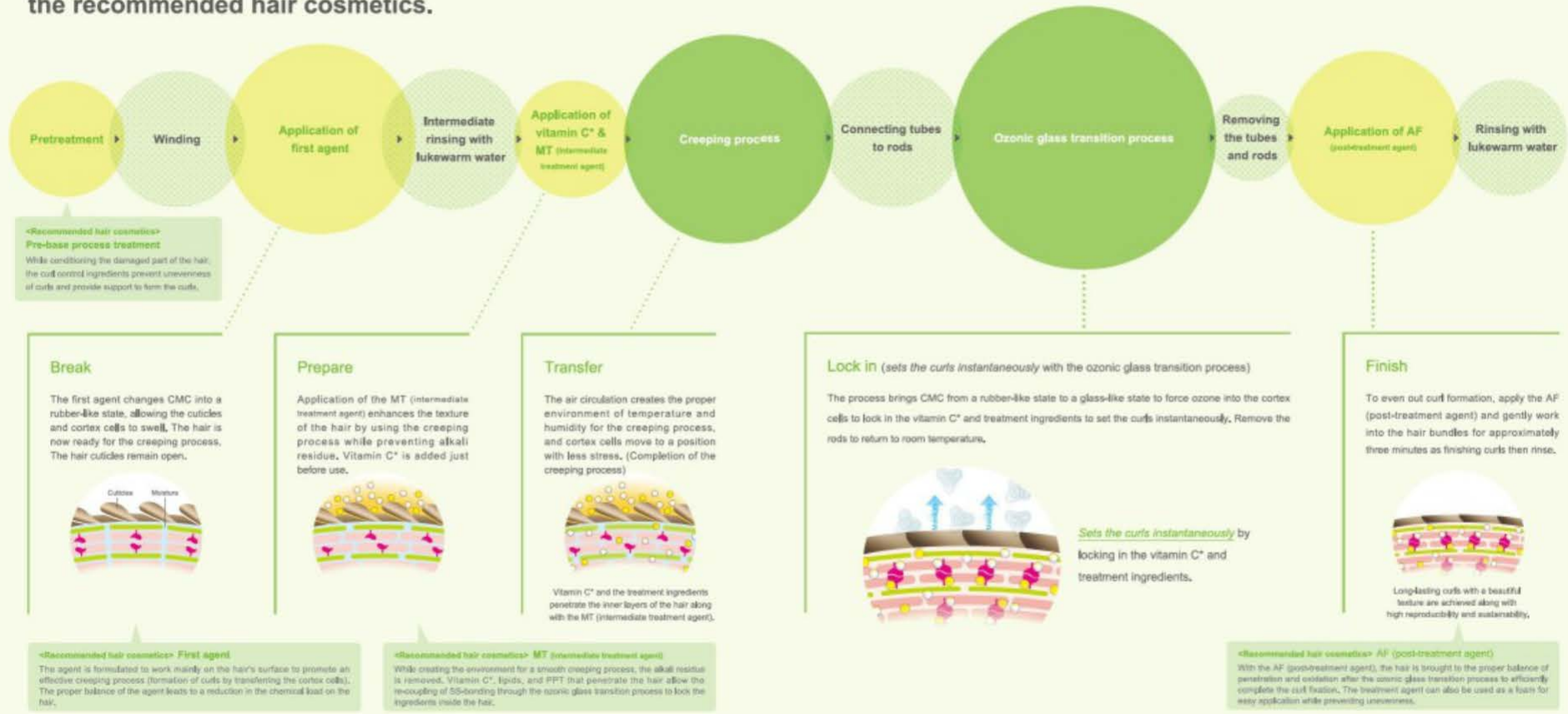


*Air Wave Vita shown in the images is a prototype and may differ from the actual product.

Introducing the advanced Air Wave Vita system—curls are set *instantaneously* with the integration of the creeping process, ozonic glass transition process, and the recommended hair cosmetics.

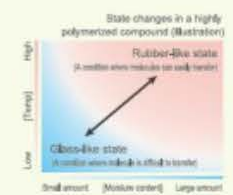
In the Air Wave Vita system, the ozonic glass transition process is integrated with the force of ozone and vitamin C* and sets the curls *instantaneously* without having to rely on bromic acid so much.

1. With the unique mechanism of air circulation, the system adjusts the temperature and humidity appropriate for the creeping process and the ozonic glass transition process.
2. During the ozonic glass transition process, curl shapes are set *instantaneously* by evenly distributing ozone throughout the inside of the hair wrapped around a rod.
3. The integration of recommended hair cosmetics delivers beautiful, long-lasting curls.



Creeping and glass transition

In general, creeping is the deformation caused when a certain temperature or force is continuously placed on a substance. And, the glass transition is where a substance becomes soft to a hard glass-like state due to a decrease in temperature and humidity. The locking of the curl system for Air Wave Vita puts these elements into practical use,



**For illustrative purposes only.

***The recommended hair cosmetics draw out the best performance from the Air Wave Vita system.

*Moisturizing ingredients: Sodium Ascorbate

The capability of the Air Wave Vita system enhances reproducibility and sustainability with less damage to the hair.

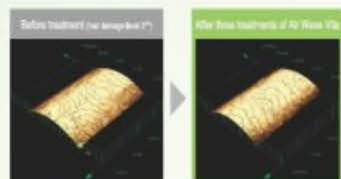
The Air Wave Vita system effectively accelerates the formation of curls with less damage from the creeping process and the ozonic glass transition process. The system also leads to the creation of curly hairstyles that can be recreated effortlessly while keeping heat damage to a minimum without overly and insufficiently processing the hair and with less damage to the hair.

Lock in beauty

The treatment ingredients of vitamin C* and the MT (intermediate treatment agent) penetrate the inner layers of the hair during the creeping process and are locked in during the ozonic glass transition process, achieving beautiful hair from the inside.

*Manufacturing ingredients: Sudine Associates

Condition of cuticles (Photographs using confocal laser scanning microscopy)



**The hair has been treated with coloring two times (level 8) and a cold perm.

The process does less damage to the cuticles even though Air Wave Vita has been used three times on standard damaged hair (damage level 3).

Hair breakage strength test*** (Damage impact on untreated hair)

Check the severity of damage by studying hair strength.

Hair strength after Air Wave Vita
Hair strength before Air Wave Vita



Air Wave Vita locks in the treatment ingredients so that the hair retains elasticity and prevents the decline of hair strength, causing less damage to the hair.

***Hair breakage strength: Stress at the time of breakage during a tension test

Long-lasting

The ozonic glass transition process allows the hair to instantaneously set while the hair is dry. The process leads to soft, bouncy waves with less loosening to maintain beautiful, long-lasting curls. The process also limits damage, so it can be used more frequently.

Reproducibility test

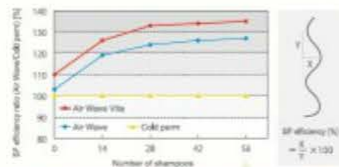


There is little difference in the curls when wet and dry, making it easy to design curly hairstyles and create beautiful curls.

Test environment: The same first agent (leave on for 5 minutes) and 26 mm rods are used.

Sustainability test

After treatment, the condition of the curls is checked after each 14 shampoos (14 times, 28 times, 42 times, and 56 times). (When the curls created with cold perm are 100, the changes in curl efficiency from the Air Wave Vita (equivalent with SP efficiency) are shown graphically in percentage figures.



The ozonic glass transition process sets the hair instantaneously into curls, so that the curls can withstand 56 shampoo treatments.



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- Actual color may differ from color in printed catalog.
- The manufacturer reserves the right to change models, descriptions, and specifications without prior notice.