

[IHR Hair Straightening Introduction](#)

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An introduction to IHR Permanent Hair Straightening

London Permanent Hair Straightening! Have you ever dreamed of smooth straight, sleek and sexy hair? You're not alone! So did many of our satisfied customers.

'It's been a life changing treatment, I can't thank you enough.'

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ELLE Magazine

Are you sick of mornings spent fighting your curls and kinks? How much precious time are you actually spending each day, month or year to achieve your dream straight look? **What would you do for an extra half hour in bed every morning?** Not to mention the damage you do to your hair by constant use of straightening irons on your hair. ColourNation London Hairdressers can deliver poker straight hair where others falter. Trust a **European Leader in IHR Permanent Hair Straightening**. We have one of the most experienced hair straightening teams in London with customers regularly visiting from across Europe. 100% Proved Success - 100% Guaranteed! Your stylist will be fully trained and extremely experienced in IHR Permanent Hair Straightening. Our service has been reviewed by, [ELLE Magazine](#), [The Independent On Sunday](#) as well as by London's [Urban Junkies](#) website and the results 100% proved by them and our many, many happy customers. Our customers tell us that [this service will change your life - read what they've said](#) and for our very latest salon reviews [read our client comments](#). Only through extensive experience can **we 100% guarantee our results**. Permanent Hair Straightening: How it works. **IHR Permanent Hair Straightening** is designed specifically to straighten and improve everyday care of your hair. It can be used to straighten frizzy, curly, coarse, damaged and dry hair to restore vitality and sheen. Here's some amazing examples where you can clearly see the power of the IHR straightening process as used in the **ColourNation** salon:-

before treatment





after treatment



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[more examples in our online Hair Straightening Picture Gallery](#)

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IHR Permanent Hair Straightening should not be confused with other straightening or perming systems on the market today. It's entirely different and unique in the way it works. **IHR hair straightening** delivers amazing results for clients without damage to the hair, this is because of the **ten years experience ColourNation** has as a **specialist hair straightening salon**. The IHR hair straightening system includes a unique ionizing system which improves the texture and condition of hair once treated. Clients are frequently amazed by the results and can't believe it's really their hair that feels so soft and manageable. Here's the [hair straightening science](#). Why Choose IHR Permanent Straightening? While **Yuko** was the first widely available straightening system available in Europe it was unable to treat coloured hair and the results of the system were in, our experience often stiff, rigid and unnatural. The hair looked straight from a distance but as soon as you touched it, ran your fingers through it or looked closely at it, it just didn't look or feel natural. The **IHR straightening** system was the first system to have a 'protector' right from the start. This meant that coloured and even highlighted (with some bleached sections - NOT for whole head bleach) hair could safely be straightened. The results were also much softer, flowed naturally and felt... well just like naturally straight hair. IHR isn't as well known as Yuko but is in our view a much, much superior straightening system. That's why we use it... and [our results have been 100% Proved](#). Also check out our new [Brazilian Keratin Hair Straightening System](#) a break-through technology which doesn't guarantee straight hair as an IHR does or last as long but is quicker and cheaper to apply AND works on ALL hair types. Your Questions Answered The most important questions we get asked are:- ->**How long will my hair remain straight?** The answer is that the treatment lasts forever on hair that has been treated*, BUT you'll need a new treatment every 6-12 months to straighten any regrowth since your last session. We've even had customers who have been able to wait over 12 months before retouching. ->**What should I expect?** The hair

straightening result is like having naturally straight hair - people with naturally straight hair sometimes need to do a little work to get that dead straight look. If you sleep on your hair you may need to straighten a little with irons or style a little to get that poker straight look. Some customers have hair that after straightening is just 'wash & go' but some may need a little work to achieve that look (but certainly a lot less than before straightening). There are many types of hair, many conditions of hair and many previously applied treatments or colours which can affect the results. We have extensive experience and therefore know how best to adjust the straightening treatment to achieve best results for your hair type.

->How long will it take? The service can take four or more hours with our fastest time being around three hours. It will depend on how, frizzy, curly, thick and long your hair is and the experience of your stylist. Unlike others we won't rush or compromise your straightening process in any way. Bring a book to read is our advice.

->Does it work on coloured hair? Yes but it must have been at least two weeks before having your hair straightened and do not colour your hair for two weeks after your straightening. In fact the straightening process can work better on coloured hair because the cuticle has already been opened during the colouring process and so the system can penetrate the hair much more deeply leading to better results.

->Does it work on bleached hair? Yes and No. If you've had bleach applied all over your hair (or for highlight sections throughout your hair) to make you blonde for example IHR will **NOT** work. If you've had a little bleach applied during highlights for example sometimes (not for all-over highlights) we can achieve great results but you will need to come in for a free consultation for our assessment.

->How much will it cost? Our pricing is based on the level of stylist who will perform the straightening for you. All our stylists are very experienced - the main difference you will see is in the time they take to complete this complicated process. There may be an additional charge of up to £50 on the listed price based upon how frizzy, curly, thick or long your hair is. An accurate price can only be given in person during a consultation in our salons - we can't tell you over the phone. Prices are listed here [Hair Straightening Prices](#).

->Do you charge for consultations? No our consultations are 100% free, can be booked in advance and you are under no obligation to buy. We know that for many people hair straightening is a big step and we want you to be 100% confident you're making the right choice.

->Will it work for afro hair? This treatment has been used successfully on Afro hair but please remember a) it can take longer to perform and therefore may cost more, b) the hair must not have been treated with any more common Afro hair straightening techniques recently and c) results may vary depending on previous treatments used.

->What should I do after treatment? Don't wash your hair for 48 hours and don't tie or bend your hair as this can cause kinks. Ask your stylist for ColourNation recommended after care shampoos and conditioners. Do NOT use supermarket brands we have had many reports of the damage they do to straightened hair. Do not colour or apply treatments to your hair for two weeks after straightening. Ask your stylist for further advice.

Book Your Free Consultation Today Call us today for your FREE no obligation consultation on **0845 88 88 333** (int +44 (0)207 580 3669) or just [contact us](#). Too far to travel? Increasingly we see customers flying in to us for hair straightening and a consultation isn't always practical before hand. If this is the case you can post us in a sample of your hair for us to assess before you book an appointment. It's not perfect but it does help us get a feel for the condition of your hair. To send a sample cut just a few hairs (perhaps twenty) right from the root so we can see the condition of your hair through your whole length. If you've had any colour send us the sample from that area. Tie the sample together perhaps with tape and send in an envelope along with a photo if you have one (you can email us digital pictures). Mark your envelope **Hair Sample** and post to: **IHR by Post, ColourNation London Hairdressers, 5 Winsley Street, London W1W 8HG.**

Prices

technical services

(excl. cut &/or finish) graduate stylist stylist senior stylist style consultant

ionic hair straightening (IHR) - from* £280 £330 £380 £420 *

Occasionally we see a client with huge amounts of hair (this could be length or thickness) so we reserve the right to charge an additional £50 in these cases (ask your stylist if you have any concerns that this might apply to you during your free consultation). Deposit

This treatment takes four or more hours to complete so our stylists are booked out for a major part of the day just for you. It's therefore a big problem for us if occasionally a customer doesn't make their appointment. We therefore charge a **deposit of £80 which is only refundable if you give us 48 working hours (two working days) notice that you will be unable to attend** in which case we will cancel your appointment and refund your deposit without question.

LIMITED TIME EXCLUSIVE WEB CUSTOMER OFFER:



Back by popular demand:

FREE Head Jog Ionic Brush (RRP £12) with your first IHR hair straightening

replenish moisture to the hair cuticle to leave it soft, smooth and shiny. Minimising breakages and split ends. The perfect colour for long time and we only use it to emphasize that you won't need the same sections of hair done again, just anything new that's

Please note: Student discounts and other concessions

do not apply
for this treatment.

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