Digital Perm London

Category : ColourNation

Published by Andrew on 2012/5/24

Digital Perm London / Hot Perm/ Boho Cur

'It's the new wave! Say goodbye to frumpy sets - the new **Digital Perm** is the secret to getting curls like Kate Middleton' - Daily Mail Online.

Digital Perm, Boho Curl or **Hot Perm** is all the rage having arrived in Europe from Japan. It is very popular with women of all hair types because of the loose curls which it creates, which will last approximately three to six months depending on the condition of your hair. **ColourNation London Hairdressers** has been a **European Leader in Japanese Hair Straightening for ten years** and now brings this wealth of experience to **Japanese Digital Perm**.

'The Digital Perm is a new technique discovered in Japan that is now being used by top stylists here in the UK to introduce wave and body to the hair, giving, they say, the sort of relaxed, tousled waves that celebrities have made so desirable.' - Daily Mail Online A **Digital Perm, Boho Curl** or **Hot Perm** is very popular because it replicates the effect you can achieve with a curling tong or straightening iron used to curl the hair but without the need to use them every day (which protects the health of the hair). ColourNation London Digital Perm At **ColourNation London Hairdressers** we want you to maximise your investment in a Digital Perm, so we include a **FREE Haircut with every Digital Perm worth up to Â£66** and a **Free Diffuser for your home hairdryer worth Â£9** to help you gently dry your curls at home. We have professional hairdryers and a complete aftercare product range available for sale in salon to ensure you have everything you need to maintain your curls. Digital Perm: How it works. The Digital Perm thermally reconditions the hair, so that the stylist can **create any hair texture â€“ from loose, boho waves to retro style curls while hair feels softer, smoother and looks shinier** following the treatment. With five roller sizes for different size curls which are digitally temperature controlled and a special serum is used (not perm solution) to achieve the results. There had been no new development in treatments to curl hair for decades but the latest technology from Japan is set to make 2013 the year of the curl. Since the 1970â€™s the word â€˜permâ€™ conjures up images of wet looks, poodle curls. The old style â€˜cold permâ€™ was limited in how it could be executed and fraught with potential problems. However, the new **Digital Perm**â„¢ promises to bring the curl out of the closet with a high tech makeover.

[redacted]

Digital Perming is a new curling technique that originated in Japan and is now becoming increasingly popular worldwide. Using chemicals to change the structure of the hair isnâ€™t new (ColourNation has 10 years of Japanese Straightening Experience), but unlike a traditional perm, **Digital Perming** uses a refined chemical process along with digitally controlled thermal heating. Electric rollers are individually connected to a special unit which uses infra-red heat to help

â€˜setâ€™ the curl memory. Unlike the old style perm, **Digital Curls** are most prominent when dry, which reduces the need for heat styling, and the curls produced using the digital process are larger and softer, which is more in keeping with current hair trends. The treatment isnâ€™t just for poker straight hair, those with coarse, frizz prone curls can turn to this treatment to smooth and relax their hair into more manageable waves. Results last for approximately three months.

Digital Perm Home Care/Styling. You'll just love the **Digital Perm** as hair is very easy to style at home. Depending on the look youâ€™re after, you can simply roll the curls in your fingers and allow to dry naturally or use a diffuser on a hairdryer. We recommend using aftercare products specifically designed for Digital Permed, curly hair. Book your Digital Perm today! We're offering **special introductory** pricing for a limited period. Digital Perm Pricing

Stylist	Normal Price	Introductory Price 30% off	FREE Hair Cut Included	Free diffuser included 1st Visit
Conrad (Senior Stylist)	Â£330	Â£231	Â£55 Free	Â£9 Free
Grant (Style Consultant	Â£380	Â£266	Â£66 Free	Â£9 Free

We offer a free hair cut worth upto Â£66 with every digital perm and a FREE diffuser for your hairdrier to help you maintain your curls at home. ColourNation is proud to be one of the first salons offering

Digital Perm in London

.

Call us for your London Digital Perm on 0845 88 88 333 / +44(0)207 580 3669. Your Questions Answered

Q. Will the Digital Perm process damage my hair?

It is likely that straightening and curling your hair at home to get the same result over 3 -6 months will damage your

Q. Is Digital Perm uncomfortable during processing?

No. All the digital perm rollers are heat shielded during processing and the actual heated part of the processing is only

Q. How long does the Digital Perm take?

Normally Digital Perm processing takes about 3 hours. This will depend on the length, thickness and density of your h

Q. How long does the Digital Perm result last?

This will depend on the condition of your hair before Digital Perm. The healthier the hair the better it will hold the cur

Q. I have bleached hair will Digital Perm work for me?

The Digital Perm system has special protectors built in which will allow the processing of bleached hair but because

Q. My hair is Short can I have a Digital Perm?

Digital Perm is best for medium to long hair. This is because the hair has to wrap around the rollers, if we can't wrap

Q. Will Digital Perm give me volume at the roots?

Digital Perms will not give curls too close to the roots because for safety reasons we cannot roll, rollers too close to th
Q. Can I have straight hair at the top and curled at the bottom with a Digital Perm?
If your hair is straight naturally this is simply done by curly lower down as in the example pictures here. If your hair is n
Digital Perm Demo

Model's hair before treatment.

Here you can see the Digital Perm machine in action. Each roller is connected to the Digital Perm Machine and the temperature digitally controlled and monitored as the curl is set.

Colour

After the digital perm the hair is twisted by hand and dried to create curls. Digital Perm like any naturally curled hair will require some care to define the curls.

WELLA

Here you can see the amazing results which will last 3-6 months. Note that our system allows us to produce this result where the top is straight but the bottom is curled. It's a very Hollywood red carpet look which not all systems can produce. Call us for your **London Digital Perm** on 0845 88 88 333 / +44(0)207 580 3669.