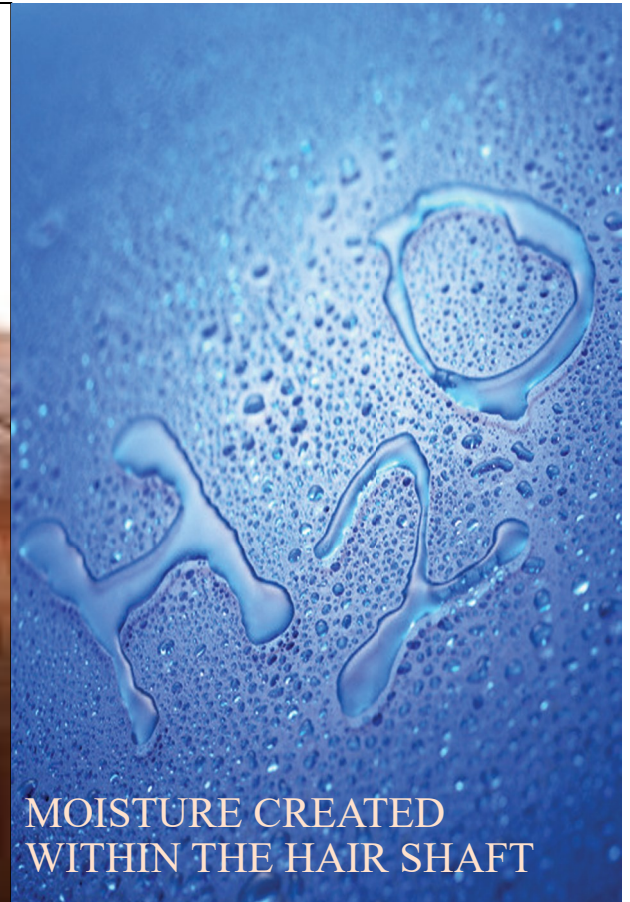


HOW THE CONDITIONING/STYLING SYSTEM WORKS

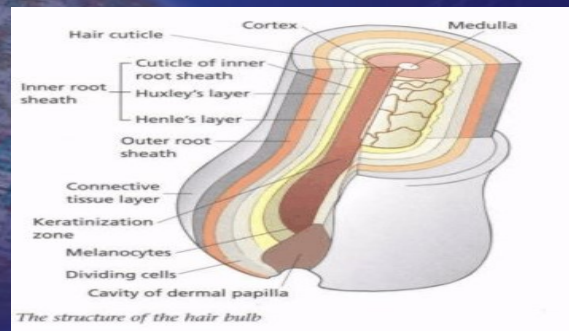


MOISTURE CREATED
WITHIN THE HAIR SHAFT

Forever Silk Conditioning System

•Hydrates the hair follicle to the cortex of the hair shaft.

The shape of the follicle depends upon the hair type: Flat, Round, Oval Celled, or a mixture of these.



Cross Section of the Hair Follicle

FOREVER SILK CONDITIONING SYSTEM

•Self adjusts for ALL 3 HAIR TYPES.

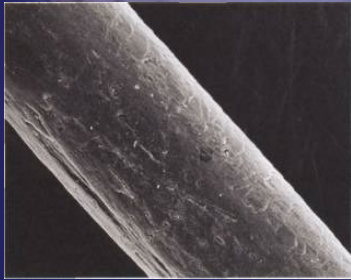


Round Celled
Asian

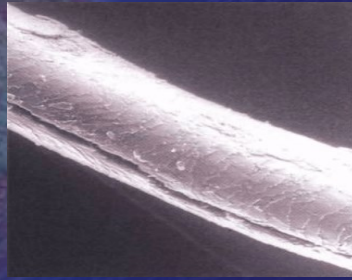
Oval Celled:
Caucasian

Flat Celled:
African Descended

The Longitudinal Groove allows precious moisture to escape from the cortex. This loss of moisture causes the over-keratinization (kinkiness) of the hair shaft.



Bi-Racial African Influenced Hair
Note the Partial Longitudinal Grooving running parallel to the length of the hair shaft.



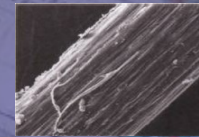
Flat Celled African Descended Hair

FOREVER SILK DEEP CONDITIONING SYSTEM PREVENTS BREAKING OF THE HAIRSHAFT.

The Progression of Weathering to Split Ends



Stage 1
Cuticle shows erosion.



Stage 2
Cuticle shows advanced erosion.



Stage 3
Cuticle layer now completely eroded. The cortex is compromised.



Stage 4
Cortex ruptures. Hair shaft breaks at site of weathering.

Over-porous hair is dry, and tends to develop split ends.

Forever Silk Step 2 Penetrating Leave-In Conditioner replaces sebaceous oils lost to chemical services and Longitudinal Grooving. Leaves hair soft and silky.



Forever Silk Step 3 Leave-In Moisture Treatment controls porosity by closing the cuticle layer of the hair shaft. This helps to prevent weathering, split ends, breakage, and leaves hair shiny and healthy.

Call or Click Today!

888-351-SILK OR www.forever-silk.com