

A WORD TO THE WISE ON WAVING

Katherine Potter, head of the beauty and grooming department of Procter & Gamble, gives some useful tips on permanents. The end papers for Lilt, as well as for other permanent kits, are made here at Ecusta, and are shipped to Procter & Gamble in booklet form.

When you use a home permanent—and who doesn't these days?—you want your hair to look like naturally curly hair. You want it to be soft, you want your curl to be long-lasting, and the finished job mustn't take too long either.

That's quite an order. But there's no reason why your hair shouldn't look the way you want it to after a permanent. Take tips from those who know, says Katherine Potter who is head of the beauty and grooming department for Procter & Gamble. The old adage that what's worth doing at all is worth doing well applies to home waving as well as other items on your grooming schedule. So select a permanent by a reputable manufacturer as your first step toward a successful wave and then follow the accompanying instructions to the letter.

Before starting your permanent, divide your hair in sections as wide as the curls you intend to roll, then bind these sections with rubber bands, or hold them out of the way with aluminum clips or hairpins until you are ready to roll them. This will give you a better chance of making neat and even curls because it prevents the unpermanented hair from getting in your way as you work.

You may find a strip of cellulose sponge handy for applying the curling solution and fixative. Cotton will do, but the sponge holds more solution and speeds saturation.

Hairdressers say that one of the most frequent mistakes made by women who permanent hair at home is that of rolling untidy or bunched curls. Use the entire width of the curler when winding your hair. Bunching hair to the center of the curler gives an uneven wave.

Experts don't wind "fish-hook" curls. Neither will you if you start your permanent at the tip of the strand of hair you are curling. This is easy if you place one or two of the end papers that come with the permanent wave kit over the hair before you begin rolling. If your hair is very uneven, place one paper above and one under the section you are rolling to prevent any stray hairs from escaping.

Here's another hint for home wavers. Turn your hair one twist above the place you want your

first wave to appear, if you want only an end curl. But always roll neckline curls to the scalp. For Poodle cuts or all-over curl, all hair should be rolled close to the scalp.

After the hair is all rolled, tie a plastic turban around your curls. This turban is part of a Lilt permanent kit and is important because it keeps your hair near body temperature while it is curling. This gives you assurance of the same kind of wave in either cold or hot weather. The turban also prevents evaporation from the surface of your curl and thus helps produce an even wave.

Always take test curls. Unless you are absolutely certain of the texture of your hair, the test curl is your only control over the amount of curl you'll get. Follow the time chart provided with the kit for hair of the texture you believe yours to be. But take a test curl to be sure your judgment is right.

The second step in permanenting at home is the most important. It is the fixing of the curl and is accomplished with a second or fixative solution. It is this solution that makes your curl permanent, that gives it the bounce and appearance of soft, naturally curly hair. The fixative stops the curling of your hair exactly when you want it stopped, so you know how your hair looks and the amount of curl it has. Do not hurry this process. It takes only a few minutes and immediately afterwards, you may unroll your hair and set it in the style you like. If you are skillful enough to brush your hair into a definite hairstyle, a setting may not be necessary, but usually hair looks prettier when unrolled from the permanent wave curlers and set in pin curls or on larger hair curlers. This cuts down on drying time, too.

It is difficult to say how long it should take from shampoo to combing out of the hair after a permanent because some women manage their hair easier than others. However, 2½ to 3 hours is average if your hair isn't unusually heavy or long. This means you can give yourself a permanent in the afternoon and be beautifully coiffured for an evening on the town.

Comforting thought, isn't it?