

PROADDICTION FAQ:

What is a ProAddiction treatment?

ProAddiction is a treatment unlike any other on the market. It is a multi-level strengthening system made up of amino acids that chemically restructure the bonds in your hair. It is non-toxic and fume-free. It is permanent and customizable.

How long does it take and how long does it last?

A typical treatment takes about 2.5-3 hours to do and it is PERMANENT on the hair that is treated. That means when your hair grows out, your roots will come in as your original texture. Most people will touch up their roots every 4-6 months.

How do I take care of it?

It's recommended to use sulfate free professional shampoo and conditioner.

Can I color my hair with it?

Yes. You can even color it the same day! Please note: Since this product is restructuring the bonds in your hair, if you get highlights, you **MUST** tell your colorist that you want to add a bond-strengthening product to the bleach. We recommend Olaplex but there are many other similar products on the market!

Will it damage my hair?

No. This treatment actually strengthens your hair, resulting in shiny, silky, hair.

Will it straighten my hair?

It can. But it doesn't have to! This is the beauty of this treatment. It is completely customizable to each individual. If you have curly hair and simply want to just remove the frizz, while keeping the natural texture- you can. If you have curly hair and want to remove frizz and also open up the curl to make it more of a wave- you can! If you have curly/wavy hair and want to remove frizz AND completely straighten your hair- you can! The choice is yours. The formula is the same. The price is the same. But keep in mind, this is a permanent decision. Once it is in your hair, it will not come out unless you eventually grow it out/cut it out.

How long do I have to leave it in?

You don't! You will leave the salon with the product completely removed from your hair!

What is the process?

We clarify your hair with a special shampoo. We completely dry your hair. We apply the solution from roots to ends and comb it through. You will then let it sit to process (this time varies from person to person based on the desired end result). We rinse out the solution. We blowdry your hair (& depending on the desired end result, we will flat iron your hair as well). We then go back to the shampoo bowl, and thoroughly shampoo your hair and put on a treatment that needs to sit for 5-10 minutes. After that, the treatment is complete. You can choose to leave with your hair wet, rough dried, or totally style.