

Mo Mo Ko

DEFY NATURE.

/ HAIR SHAPING GUIDE /



REACH NEW HEIGHTS OF HAIR SHAPING PERFECTION

Momoko Hair Shaping* is a breakthrough luxury treatment to revolutionise the hair scene. Most hair types, including bleached hair, benefit from the process. Hair is permanently remodelled in structure, intensely restored and deeply conditioned. UK salons now have access, through Momoko, to fully utilise this advancement in hair science – researched and developed in leading Japanese laboratories.

Momoko Hair Shaping is celebrated as a marriage between shaping perfection and conditioning indulgence. Developed specifically to truly improve the hair's condition whilst delivering permanent shaping results, Momoko will become an essential part of a client's hair care regime and integral to your salon's offering.

*Hair Shaping: altering the structure of the hair on a molecular level resulting in a change to the hair's overall shape.

WHY YOUR CLIENTS WILL ADORE MOMOKO

1. Total liberation from straightening irons! Momoko Straightening results in permanently* straight hair, from poker straight to more natural straight results. *Only hair regrowth will require treating.
2. Every curl texture is possible from bouncy curls to gentle waves. Momoko Digital Curling lasts for 3-6 months* (in some cases longer) and is an entirely personalised, creative service. *Gravity over time is the only cause of curls dropping – washing, straightening, and styling will not cause curls to drop.
3. From Pre-Treatment to Fixing the entire process is personalised to specific hair types, and primed with the highest-quality restorative ingredients.
4. Bleached hair and Momoko go hand in hand. The alkali-free formula utilizes the revolutionary new ingredient Spiera®, meaning that bleached hair can be reshaped and its condition restored by the treatment.
5. The protein-rich Pre-Treatments are locked deep into the hair during the process, leaving hair restored in health, shine and elasticity.
6. Momoko surpasses UK & EU safety standards, does not contain formaldehyde or aldehyde, and when administered by a trained stylist is completely safe.

How Momoko completes your salon offering

7. The profit margins are extremely high. Momoko salon consumables only cost around £10 per client, while Momoko typically retails in salons at £180-£250 for Digital Curling and £200-£300 for Straightening.

8. Clients who adore Momoko will revisit to reinvest in top-up treatments. They will return to have their regrowth straightened or for a maintenance boost to their curls, which slowly start to drop after 3-6 months.

9. Clients who were told “no” to curling or straightening can now be told “yes!” Using our application matrix salons are able to tailor the softening stage for any previously untreatable hair type from the coarse and resistant to the weak and fragile (including bleached hair).

10. We're committed to you and your training so much that we offer on-going education support and training seminars through our Education Partners, Trevor Sorbie Salons.

MOMOKO

EXPRESS YOURSELF WITH MOMOKO. WHEN IT COMES TO DEFYING
NATURE WITH A NEW HAIR SHAPE THE CHOICE IS YOURS -

**SILKY
STRAIGHT TO
EFFORTLESS
CURLS AND
EVERY
TEXTURE
IN-BETWEEN.**



A THREE STAGE HAIR MAKEOVER

1 / Softening

First the hair is primed to optimum condition using Momoko Pre-Treatments. Next, a Softening Solution for the client's specific hair type is applied. This releases the structural protein bonds holding the hair's shape, effectively making the hair malleable and ready to be reshaped.

2 / Shaping

The creative stage, where new shapes are established! The protein molecules are rearranged into the desired configuration under the influence of thermal heat tools. Heated Rods of varying diameter connected to the Digital Perm Machine are used to build curls, while heated irons give straight results. The heat forces conditioners to penetrate deep into the hair shaft and renew the hair from within, so the hair is being restored all the time you're shaping.

3 / Fixing

The purpose of this stage is to make the shape permanent, and lock the conditioners into every strand. To reaffirm the structural protein bonds a neutralising solution is applied. The bonds are reformed and fixed permanently into their new shape and are unaffected by humidity or shampooing.

Retouches

As time goes on hair grows, gravity takes hold, and the stresses of brushing, combing and atmospheric pollution cause damage. Clients who love the results become addicted to silky smooth manageable hair in the shape they've always dreamed of. They will return to have their regrowth straightened and their hair's condition restored again. Curling lasts for 3-6 months or longer before curls start to slowly drop out, but a maintenance boost will put them back in shape.



In order to offer the Momoko Hair Shaping Services in your salon we recommend the following Kits:

KIT CONTENT	MOMOKO HAIR SHAPING KIT	MOMOKO DIGITAL CURL KIT	MOMOKO STRAIGHTENING KIT
Digital Perm Machine & Accessories	✓	✓	
Complete Range of Supporting Treatments	✓	✓	✓
Softening Solutions & Neutralisers;			
for Digital Curling	✓	✓	
for Straightening	✓		✓
Approx. Number of Clients Serviced per Kit	48	36	36
Approx. Potential Revenue for the Salon per Kit*	£11,000*	£7,700*	£9,000*
KIT PRICE (RRP)	£4,301	£4,163	£559

All Prices are exclusive of VAT & Delivery.

*These figures are based on approximate values and do not constitute any guarantees of revenues for individual salons.

Note: For ongoing consumables, whether curling or straightening, a pouch of Softening Solution plus a pouch of Neutraliser will cost £46 excl. VAT and should cover up to four treatments. Our specialist Solution and Neutraliser for treating bleached hair will cost £80 excl. VAT and should cover approximately 10-12 treatments.

EXTREMELY HIGH PROFIT MARGINS

The cost of Momoko consumables to the salon (including all supporting Treatments, Softening Solutions and Neutralisers) is approximately just £10 per client service. Salons stand to make extremely high profit margins, with the Momoko Digital Curling service retailing at between £180-£250 and the Momoko Straightening service between £200-£300. For salons offering the full complement of services there is greater flexibility and additional financial benefits, as the consumables can be cross-purposed between Hair Shaping Treatment Processes.

THE LIFETIME VALUE OF A MOMOKO CLIENT

Salons tell us that Momoko converts come back time and again for retouching and regrowth treatments, that they spend more on salon products to care for their new shape, and book regular cuts to maintain it, too. Once their hair is the best it's ever been they want to keep it that way!

A FULL SUITE OF PREMIUM SALON SERVICES

Offering Momoko will attract a new client base for you. We have been praised in the mainstream media, and when people hear of us they'll choose salons offering Momoko over their competitors. These are clients willing to pay well to achieve and maintain their ideal hairstyle, and they believe in us to provide it. We're also unrivalled on the market when it comes to coarse and difficult or bleached and fragile hair. Clients with specific requirements or high expectations choose us.

THE TYPE OF RELATIONSHIP YOU'VE BEEN LOOKING FOR

When your clients are happy you're happy. And when you are happy we're happy too. To make sure this reciprocal relationship is upheld between all of us we do two major things.

First, we work to maintain a strong relationship between our brand and your clients or potential clients. We promote expression of individuality, celebration of creativity and appreciation of luxury in our brand's look and feel.

Secondly, we offer first class training seminars and on-going support to ensure high standards of excellence are maintained across all Momoko salons. Our Education Partner is Trevor Sorbie Salons, and as a Momoko salon you'll have access to their renowned expertise.

“FOR SALON OWNERS, THE PROFIT MARGINS ARE ENTICING...”

Creative Head magazine

“AN EXCITING INNOVATION FOR HAIR”

Professional Hairdresser

“ENCOMPASSES THE LATEST ADVANCEMENTS IN DIGITAL CURLING AND PERMANENT STRAIGHTENING”

HJ

“IN AN EXCITING TWIST MOMOKO IS REVAMPING THE IMAGE OF THE PERM WITH THE DIGITAL CURL, OFFERING CLIENTS A VARIETY OF CURLS AND WAVES THAT LAST THREE TO SIX MONTHS OF FUSS-FREE STYLING... FOR SALON OWNERS, THE PROFIT MARGINS ARE ENTICING”

Creative Head

“SET TO REVOLUTIONISE YOUR MORNING ROUTINE... MOMOKO CURLING AND STRAIGHTENING ARE NEXT-LEVEL TREATMENTS”

The Telegraph

“MOMOKO CAN GIVE YOU A LOOK THAT LASTS WITHOUT HIGH-MAINTENANCE OR THE EXPENSE OF LOTS OF PRODUCTS”

Ultimate Wedding Magazine

“

Momoko Straightening is a revolution in permanent straightening, it's a perfect tool to complete our menu of straightening services. Never before have I had the ability to permanently straighten hair that is bleached.

The Momoko Digital Curl offers the perfect solution for women who spend time curling with tongs, wands or rollers. The treatment creates movement to support the styling of gorgeous bouncy curls and waves and it'll drastically reduce the amount of time you spend styling and ensure your finished style doesn't drop out. You can simply shape it with your hands and blow dry into place.

NATHAN WALKER, INTERNATIONAL TECHNICAL DIRECTOR, TREVOR SORBIE

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I've been waiting over 30 years for a product like this - the results we get with Momoko are outstanding. It leaves the hair in a condition you don't see in any type of perming, it's as natural as you'd expect hair to look if it was naturally wavy. I'm especially impressed with the new formulation for bleached hair: bleached hair loses elasticity and that's why it's difficult to get a result from a standard perm, however Momoko actually puts elasticity into it which is just remarkable.

One of the most incredible features is that it leaves the hair in tip top condition permanently, there's no oxidation or degrading of the hair over a period of months like you get with standard perming, it stays really healthy. I feel confident with the product - with standard perming there's always that risk the hair can be damaged or not come out with the same results as you were aiming for. For years in the hair industry we've seen pictures of wavy hair and thought it could be achieved with a perm product and it couldn't... until now. Finally, this is the product to achieve it.”

ROBERT BRANNON, ROBERT BRANNON SALONS, BURNLEY

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Momoko Digital Curling is increasingly popular in the salon - we're seeing excellent profits from it after costs so it's definitely a great service to add to the menu.

The best thing is that there is a massive amount of clients and potential clients out there who have been waiting for a service such as this - they're bored of their current style and they don't always have the time to spend styling their hair in the mornings - it's a no-brainer really!

We're getting many clients who are 30+ requesting the digital curl; this innovative service has reignited their interest after perhaps being put off by dodgy perms of the past. Younger clients are also really interested as they have no preconceptions of perming; they weren't around in the perm's frizzy heyday - now it's becoming a modern must have treatment it's great to promote it to a new audience.

It's also a valuable new skill for a stylist to learn; Robin Adams, a new staff member has taken to digital perming so quickly and really loves it. It's a really straightforward process; I taught Robin how to do it in a week, she had her first model 2 weeks later and is now doing as many as possible; she really understands the process and the technology behind it and says it just makes sense to her.

The best thing is that as she's only 23 she's never touched perming before so she doesn't have recollections of 80's perms to work from; it's entirely new and exciting for her, so she really knows how to promote it to a client who might be initially wary.

ADRIAN HANLON, OWNER, ONE STEP AHEAD, ESSEX

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TAPPING INTO STYLISTS' TALENT

MOMOKO TRAINING SEMINARS

A full introduction to our product range, styling tools and accessories followed by a complete live demonstration of the treatment processes. You'll be given advice on styling tips and recommendations for homecare products to pass on to your clients.

These half-day sessions take place at the exclusive Trevor Sorbie Covent Garden Salon. The price for your first delegate is £160 with subsequent delegates costing £100 only (excl. VAT). All equipment and training blocks will be provided.

BOOKING A PLACE

To find out dates and book a place please email us at info@momoko.email All seminars must be booked in advance through us and are subject to a 7 -day cancellation period.

Please note: The Momoko Hair Shaping system and training seminars are only available to professionals: either those representing a hair salon or freelance hairdressers.





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*All prices quoted in this document were correct on date of publication

*Please see our website for Terms & Conditions of Sale

*Prices are subject to change without notice