

꾸에롱, CUELONG'S



The most beloved hair brand in Korean hair salons! Cuelong
 The Art & Science of Hair Permanent & Straightening will come true with Cuelong!

Empress Digital perm



Before



Empress perm



After

Badly damaged hair digital perm



Before



After

Products of Cuelong can be applied to all type of hair, from malicious curly hair to severely damaged hair by dyeing and de-colorization.

(악성 곱슬과 가늘고 힘도 없어 손상되고 거칠어진 모발 한올 한올을 의사나 양사처럼 처방 시술하는)

Cuelong Hair Permanent & Straightening



'Emu' shampoo

Alkaline Shampoo (pH8.0)

Effective for hair that is not dyed, thin and weak hair & hair doesn't soften well. It is better for the person who has the greasy hair.

- Capacity : 1,000ml/Bottle
- Package : 16 Pieces/Box



'MPI' Hair Treatment & Moisturizer

Positive (+) Ion Natural Moisturizer
Reduces Natural Moisture Loss from Hair

- Capacity : 500ml/Bottle
- Package : 30 Pieces/Box



'Wide-Normal' Hair Straightening Cream

Alkaline (pH 9.2)

For Healthy Malicious Curly Hair When used with water, it Softening faster.
To use: Apply this product to hair and then spray with water.

- Capacity : 500ml
- Package : 16Sets/Box



'Wide-Mild' Hair Straightening Cream

Alkaline (pH8.9)

For Damaged Curly Hair by Dyeing or De-Coloration Ingredient :
Argan Oil, Collagen, Silk, Ammonium Thioglycolate, Etidronic Acid

- Capacity : 500ml
- Package : 16Sets/Box



'Cuelong' Weak Acid Permanent

The core product of the Cuelong Products. This product is the product that connects the Ionic bond. This product can be obtained at the same time the elasticity and softness and shine when used for hair damaged by a lot of dyeing and straightening.

- Capacity : 500ml/Bottle
- Package : 30 Pieces/Box



'Strong' Hair Permanent Lotion

For General Healthy Hair (Including Gray Hair) Contains Argan Oil

- Capacity : 250ml
- Package : 30 Sets/Box



'Weakness' Hair Permanent Lotion

For Damaged Hair Contains Argan Oil

- Capacity : 250ml
- Package : 30 Sets/Box



'Re-Close' Hair Conditioner

Contains Argan Oil & Keratin Protein
Improve & Protect Damaged Hair

- Capacity : 160ml
- Package : 80 Pieces/Box



Perfect Stain Remover

Eliminate Skin Contamination by Dyeing Eliminate the irritation and odor Hydrolyzed Keratin and Silk gives moisture to skin

- Capacity : 170ml/Bottle
- Package : 80 Pieces/Box

• How to Dye and Apply Hair Permanent at once Preparation Materials



- ① Dye the hair with 'Hairdye'
- ② Wash the hair thoroughly with water
- ③ Apply MPI evenly over hair
- ④ Apply 'Cuelong'
- ⑤ Wind the hair with hair rod
- ⑥ Scatter the water and wait for 5 minutes
- ⑦ Apply 'Strong' 1st part (main substance) on hair carefully and wait for 20 minutes
- ⑧ Test the curl
- ⑨ Apply 'Strong' 2nd part (neutralizer) 2 times, (1st – 4 minutes Second – 7 minutes)
- ⑩ After rinsing thoroughly and apply Re-close and finish

• How to Adjust PH on The Basis of Hair Damage Degree

Classification	Strong	Weakness	Cuelong	MPI	PH
Healthy Dyed Hair	1	1			9
Damaged Dyed Hair	2	1	1		8
Damaged Hair		1	1	1	7.5
Severely Damaged Hair		1	2	1	7

How to Apply Hair **Straight** and **Volume Straight** for Healthy Hair



Before



After

● Preparation Materials



● How to Apply

- ① Emulsify the hair using EMU shampoo
- ② Wash the hair thoroughly with water
- ③ Squeeze the water from the hair
- ④ Apply Wide-Normal 1st part (main substance) on hair carefully and heat for 5 minutes
- ⑤ Spray Water on hair and Apply Heat Treatment for 10~20 minutes
- ⑥ Check the condition of softening of the hair and if it is entirely soft, wash your hair thoroughly
- ⑦ Apply 'Cuelong' and wait for 5 minutes, wash thoroughly the hair
- ⑧ Straighten with strainer (Pressing)
- ⑨ Apply Wide-Normal 2nd part (neutralizer) twice (1st – 4minutes / 2ND – 7minutes)
- ⑩ Wash the hair thoroughly with water and dry the hair
- ⑪ Apply Reclose evenly a small amount (2~3g) on hair

How to Apply Heat Perm for Severely Damaged Hair



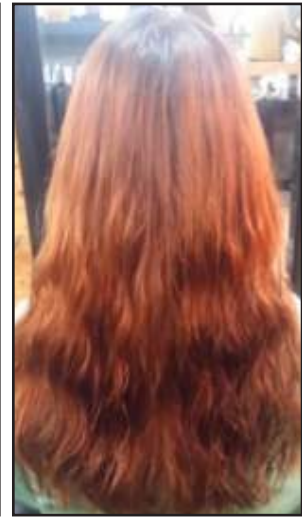
Before



After



Before



After

● Preparation Materials



Emu Shampoo

M P I

Wide mild

Cuelong

Re-Close

● How to Apply

- ① Emulsify the hair using EMU shampoo
- ② Wash the hair thoroughly with water
- ③ Apply MPI evenly over hair and Heat Treatment for 10 Minutes
- ④ Mix with Cuelong(2) + MPI(1) + Water(1) and Apply to severely damaged hair(Mixing Rate)
- ⑤ Dry the hair with a drier
- ⑥ Mix with MPI(2) + Cuelong(1) + Wide-Mild 1st part(1) and Apply to severely damaged hair(Mixing Rate)
- ⑦ Check the condition of softening and if it is entirely soft, wash your hair thoroughly
- ⑧ Apply 'Cuelong' once again while lying on shampoo stand and wait for 5 minutes
- ⑨ Wash the hair thoroughly with water
- ⑩ Dry the hair with a drier and apply Reclose evenly over a small amount (2~3g) to hair
- ⑪ Straighten with strainer (Pressing)
- ⑫ After pressing, use Wide-Mild 2nd part (neutralizer) 2 times (1st - 4 minutes Second - 7 minutes)
- ⑬ After rinsing thoroughly and apply Re-close and finish

CUELON'G Hair Color Cream



Color recommend

- For perfect gray coverage : 10 colors from level 1 ~ 5 are recommended !!
- If you have a few gray hairs and do not want to cover the gray too dark : 4 colors of Level 6 are recommended
- If you want to darken your previously lightened hairbut not too dark : 7.6 recommended
- If you want to make a shiny color : 7.3, 6.3, 5.3(Gold series) are recommended

LEVEL	N Natural	A Ash	M Mat	G Gold	C Copper	R Red	V Violet	F Fast Color
ON B R O W N H A I R	12.0 Lightest Blonde							
	11							
	10.0 Very Light Blonde							
	9.0 Light Blonde							
	8.0 Medium Blonde		8.2 Mat Medium Blonde					
	7.0 Dark Blonde	7.1 Ash Blonde		7.3 Gold Blonde	7.4 Copper Blonde	7.5 Red Blonde	7.6 Violet Blonde	
	6.0 Light Brown			6.3 Light Gold Brown	6.4 Light Copper Brown	6.5 Light Red Brown		F6 Chestnut
ON G R A Y H A I R	5.0 Medium Brown			5.3 Gold Brown		5.5 Red Brown		F5 Medium Brown
	4.0 Dark Brown							F4 Soft Black
	3							
	2							
	1							

Numbering System

About Levels

Level is indicated by the First number(1~10) : The higher the number, the brighter the color.

About Tones

Numbers below the decimal point indicate tones of color or reflects.

.0	.1	.2	.3	.4	.5	.6
Natural	Ash	Mat	Gold	Copper	Red	Violet

※ For Fast color, the first letter F means fast color (5 ~ 10 minutes) and the number is the Level which indicates how dark the color is.

CUELON'G Hair Color Cream



- Refined and deep color shades deliver luxurious result.
- Soft texture cream makes color application easy.
- Green Tea Extracts and Protein Complex allow even dry and damaged hair to be colored beautifully with less fades.
- apply with a brush and leave for 30 minutes / 5 to 10 minutes for fast color

Colorant/120g, Developer/1000ml(20vol)
Mixing ratio: 1:1 / 1:1.5(for 12.0)

LEVEL	N Natural	A Ash	M Mat	G Gold	C Copper	R Red	V Violet	F Fast Color
12	12.0 Lightest Blonde							
11								
10	10.0 Very Light Blonde							
9	9.0 Light Blonde							
8	8.0 Medium Blonde		8.2 Mat Medium Blonde					
7	7.0 Dark Blonde	7.1 Ash Blonde		7.3 Gold Blonde	7.4 Copper Blonde	7.5 Red Blonde	7.6 Violet Blonde	
FOR GRAY HAIR COVERAGE	6	6.0 Light Brown		6.3 Light Gold Brown	6.4 Light Copper Brown	6.5 Light Red Brown		F6 Chestnut
	5	5.0 Medium Brown		5.3 Gold Brown		5.5 Red Brown		F5 Medium Brown
	4	4.0 Dark Brown						F4 Soft Black
3								
2								
1								

※ Depending on the hair, the results may be different.

색치커버가능 레벨 • ON WHITE HAIR

Try creating your own personal color!

Natural	Natural and neat
Ash	Calm and dandy
Mat	Chic appeal, eliminate red tone of the hair
Gold	Give luster to create a fresh image
Copper	Lively and youthful
Red	Unique and lively
Violet	Mysterious and elegance
Fast Color	Quick and easy gray coverage

■ How to use Hair Color Cream

Mix

Colorant : developer = 1 : 1 / 1 : 1.5 (for 12.0)

Application and Shampoo

- Apply evenly on dry hair with a brush
- Leave in for 35 minutes. (Speed color : 5 to 10 minutes)
- When the hair color has well maintained, add a small amount of warm water (5 ~ 10 ml) to the remaining mixture 5 minutes before the end of the processing time and apply from roots to ends.
- When the hair color has slightly faded, add a small amount of warm water (5 ~ 10 ml) to the remaining mixture after 20 minute processing time and apply from roots to ends.
- When the hair color has fully faded or if it has brightened over one level, immediately add a small amount of warm water (5 ~ 10ml) to the remaining mixture and apply from roots to ends.
- Shampoo after leave-on time

■ Gray Coverage

- Gray Hair : Completely covered with the desired color
- 0 to 50% Gray Hair : Apply directly with the desired color
- 50% to 100% Gray Hair : Desired color 1/2 + Natural color or Golden color(.3) 1/2 + 20vol. Developer 1
 - : For cool tones (.1, .2) : Mix with the Natural color
 - ex) 7.1 1/2 + 7.0 1/2 + 20vol Developer 1
 - : For warm tones (.3, .4, .5, .6) : Mix with the Golden color
 - ex) 7.4 1/2 + 7.3 1/2 + 20vol Developer 1

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