



The Real Brazilian Permanent Blow Dry now available from Hair by Mitch

You've heard about this new treatment but is it right for you and are all treatments the same? This document explains our treatment and answers many frequent questions.

Salon consultations are free and without obligation, simply call for an appointment.

We are certainly not the first salon to offer "The Brazilian". We've spent four months placing various different products on trial to ensure we recommended the best to our clients. We chose the product that not only lasted the longest, but produced consistent results across the widest range of hair types.

The leading products are expensive to purchase and time consuming to apply correctly so it was critical our team gained experience working with various clients and we were completely confident with the results before offering the treatment to you.

"I've just had your new treatment – "Brazilian Blow Dry" to smooth down my curly hair. Just wanted to let you know the treatment is amazing, my hair is so easy to control - no more frizz and lovely and straight at last! Thank you so much I love my new hair"

Julie Kraunialis*

What is a Brazilian Blow Dry?

Called “The Brazilian” or “permanent blow dry” the process is actually a hair treatment using Keratin and Collagen to restore a natural condition. It is a revolutionary process that can dramatically transform the hair. Keratin is the primary protein of the hair, skin, and nails. This natural substance gives hair the ability to return to its original healthy, shiny, smooth state while collagen improves its elasticity.

Unlike other products available on the market, such as crème relaxers or the Japanese straightening system, our treatment with Collagen replenishes the condition of the hair without damage or change to the molecular structure. The treatment can be used on all hair types such as chemically treated hair, colored, permed, relaxed, straightened, highlighted, and bleached. Hair by Mitch only uses the original formula not the cheaper alternatives now appearing on the market.

The application process takes anywhere from 1.5 to 4 hours depending on the length and thickness of the hair. After application of the product, it is carefully infused with a 230°C flat iron, which seals in moisture, hydrates the hair, and creates a glossy finish. Results are visible immediately after treatment is completed. Clients will be amazed to say the least. Hair looks shiny and beautiful resembling the hair of a young child.

The treatment restores hair resiliency so daily management of hair after the treatment becomes effortless. The amount of time required to style hair will decrease dramatically. Humidity, rain, or perspiration will no longer affect the hairstyle. No more frizzy “bad hair days”!

The results last two to four months; the treatment dissipates gradually as hair is shampooed so we specifically recommend use of specific shampoos and conditioners. As clients repeat the treatment every two to four months, they will be able to observe a continuous improvement of their hair.



Why chose Hair by Mitch?

As the only salon awarded the 5 Star Good Salon Guide in Surbiton we have established a reputation for offering our clients the highest standards of service. We do not aim to be the cheapest (although we are far from being the most expensive) and prefer to claim that we always give our clients exceptional value for money.

This means we never cut corners and we will never jeopardise quality by reducing costs on cheap wholesale hair products. We only chose those that will perform to our expectations; from the organic shampoo and conditioners we use at our basins to our herbal colour range and the complimentary fresh real coffee served when you arrive.

Rather than offer just any permanent blow dry product, we made sure we were going to recommend the best available in the market. We also invested in training so none of our customers were experimental “guinea pigs”! As a result, our team is fully trained in using the treatment that offers you the longest lasting performance. The treatment should take a number of hours to apply, regardless of your length of hair. If you are offered a treatment that takes less than two hours it is highly unlikely to be an equivalent product or applied correctly.

Even though we use one of the leading products the cost of our treatment is significantly lower than prices we have been quoted both locally and in central London which can be around £200 for using what we believe to be inferior product. We also include the after care products you need at no extra cost as these are essential if the treatment is to last.

*Average price for shoulder length hair, subject to consultation

Frequently Asked Questions

Can you do the treatment over a Japanese straightener?

Yes, you can do the treatment over any kind of straightener. We recommend waiting two weeks.

Is this treatment a relaxer?

No, it is a treatment based of Keratin and Collagen that naturally softens, shines, smoothes, eliminates frizz, and gives instant manageability.

Can you do the treatment after colouring?

Yes, we recommend immediately after you color hair.

Can you do the treatment on top of relaxed hair?

Yes, this treatment can be done on any previously relaxed hair. Sodium Hydroxide Thio Chemical etc., but only after two weeks.

Can you do the treatment on previously chemically treated hair?

Yes this treatment can be done on any previously chemically treated head of hair.

Can you do the treatment on highlighted hair?

Yes, you can do the highlights and this treatment immediately after.

Can you do the treatment on virgin hair?

Yes, it can be done on virgin hair.

Can you do the treatment on children? If yes, what ages?

Yes, we recommend on children 7 and over.

Can I color my hair and do the treatment?

Yes, we recommend you colour first and immediately follow up with the treatment

Can I color my hair after the treatment?

Yes. We recommend doing so two weeks after you have done the treatment.

Can I shampoo my hair after the treatment?

Yes, but only 4 whole days after you have done the treatment.

Can I wear a ponytail or tie my hair?

No, only 4 days after doing the treatment.

What should I do if my hair gets wet during the first 4 days?

Blow dry immediately and flat iron if necessary.

Can I go into the pool or Ocean after my treatment?

Yes, but only after 4 days.

How long will my treatment stay on my hair?

2 to 4 months on all types of hair.

What shampoo can I use after doing the treatment?

We recommend our shampoo because it does not contain Sodium Chloride, and it also has Keratin and UV protection.

Do I have to touch up on my next visit or the whole head?

Yes, the entire head from roots to ends.

When should I have the treatment done again?

2 to 3 months, or as needed.

Can I do the treatment every month?

Yes.

Should I cut my hair before the treatment?

Yes, if you are changing your style. No, if you are needing a trim only.

Can I use my hair spray, gel, mousse, or any other hair products on my hair during the 4-day period?

No.

If I get any ridges in my hair while I sleep, what should I do?

Use either a blow dryer or flat iron to straighten the ridge in the hair.

Can I do the treatment while pregnant or nursing?

We do not recommend doing any treatment chemical or not.

