

ADVERTISEMENTS. ADVERTISEMENTS.

The Nestlé Permanent Hair Wave

The Nestlé methods and implements are patented.



Before Waving

WHEN recommending our permanent hair wave to the public we feel from time to time compelled to explain what a permanent hair wave really is or ought to be. Here is the explanation in short; but we would recommend all those who have to deal with straight hair to read Mr. Nestlé's booklet which is supplied free of charge to anyone.



Nestlé Waved

A "wave" in our hair is of course produced by thousands of individually bent hairs fitting into each other. If these hairs do not fit, although they are individually wavy, the appearance is one of fluff or frizz. We cannot bend human hair at intervals and fit them into each other and expect them to stay there forever. The flexibility of the individual, the traction of brush and comb, the destruction of the regularity by shampoos and a hundred other means interfering. Therefore, you cannot give a permanent hair wave and guarantee it for a certain time, say six months. A real permanent hair wave is a state of things corresponding with that of naturally grown wavy hair. It is either not permanent at all, or it lasts so long as the hair on the head lasts. The Nestlé permanent hair waving results are permanent and nothing else, and these results are dealt with on the supposition that it is naturally wavy hair that we have given you in place of the former straight hair and nothing else.

Nestlé Permanently Waved Hair means giving this character to straight hair by a steaming process. When finished the wearer must be able to handle it as if it was naturally wavy hair. It must at all times get curlier or wavier under the influences of rainy days, steam, perspiration, tonics, etc. We guarantee these qualities to stay from the day we treated such hair until it has grown away from the head. (Human hair grows at the rate of one-half inch per month.)

Mr. Nestlé first offered permanent waving to the public in 1905 in London. Since then this science has made extraordinary progress. It is applied at practically every European Court and has been recommended by hundreds of medical men as the best hair treatment in existence. (We would warn the public while referring to the Nestlé Wave as a hair treatment that this recommendation does not apply to the production of "Frizz" as done by the machine-working, uneducated imitator.) It costs less money than ordinary hairdresser's waving and saves time and annoyance. Over 50,000 heads of hair were waved at our London establishment since 1905 and this summer's attendance at our New York establishment was so enormous as to break every previous record. It takes about two hours to wave a full head of hair. No chemicals are applied and no unpleasantness or heat is felt by the client. The cost is according to the quantity of hair which we wave, with a minimum of twelve dollars.

Educated young people of either sex are now accepted by Mr. Nestlé for instruction in his exceptionally interesting work.

Also a HOME OUTFIT and a treatment for children's hair to make it grow naturally curly—(THE NESTOL TREATMENT).

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