

The
GOOD



HAIR

Guide

BY THE HAIR CONSULT



THE HAIR CONSULT EXPERTS HAVE
CREATED THIS HAIRCARE GUIDE TO
ANSWER SOME FREQUENTLY ASKED
QUESTIONS ABOUT HAIR.

Whether you are looking to learn how to manage and maintain your hair, get the latest trends on colour and style, or understand more about why your hair is misbehaving, our Haircare Guide will provide you with the expertise you need to solve your primary hair issues.

QUICK

Hair Tips

1.

Top tips for
HEALTHY
HAIR





FOLLOW OUR FIVE GOLDEN RULES FOR HEALTHY HAIR AND YOU CAN SAY GOODBYE TO BAD HAIR DAYS FOREVER!

1. GET YOUR HAIR WET LESS OFTEN

When water hits your hair, it swells up from the inside. This makes the cuticle more exposed, which can cause problems like frizz and breakage. Wash your hair every two or three days and you're automatically protecting it.

2. ALL SHAMPOOS CONTAIN DETERGENTS, SO YOU NEED TO COMPENSATE

Ideally use a shampoo that contains proteins and lower amounts of detergents. Ammonium lauryl sulphate (ALS), sodium laureth sulphate (SLES) and sodium chloride can strip natural oils, leaving hair brittle and frizzy, while sodium lauryl sulphate (SLS) can affect oestrogen levels and over time may have an impact on health. Many alcohols also strip and dehydrate, and may best be avoided if possible to keep your hair hydrated and healthy.

3. GET REAL ABOUT CONDITIONERS

If you use a hairdryer or straightening iron, you'll be relieved to know that conditioner actually protects against heat. Leave your conditioner in for a few minutes and then rinse with cool water. This allows for more residual amounts of conditioner on the hair and seals moisture into the outer hair cuticle, meaning greater protection from damaging heat.



4. DON'T FRY YOUR HAIR

After drying your hair with a hairdryer or straightening iron, be aware of any burning smell as this may mean your heat is set too high. Clean the surface of the iron to ensure residue product does not build up as this can also result in hair damage under heat.

5. REGULAR SCALP TREATMENTS ARE KIND TO YOUR HAIR

This is because they clean the hair follicles, which may stop hair from thinning in later life. Try a treatment containing salicylic acid for a gentle scalp exfoliation and to promote healthier hair growth over time.

2.

Hair tips for
**COLOUR
TREATED
HAIR**



COLOURING YOUR HAIR MAKES IT MORE SUSCEPTIBLE TO DAMAGE DUE TO THE CHEMICAL PROCESS, BUT MAKING THESE TIPS A HABIT WILL KEEP HAIR SHINY.

SHAMPOO LESS FOR BETTER RESULTS

It's a good idea to shampoo your hair two or three times a week at most if you have colour-treated locks. Shampoo removes oil and residue from hair, but it will also gradually remove colour pigment and tone from hair, resulting in dull, washed-out strands. Where possible, use a dry shampoo to prevent greasy hair between washes if your hair gets oily, or use a dry conditioner to refresh the ends of your hair between washes to maximise conditioning and reduce colour fade.

GET REGULAR HAIR TRIMS

This will ensure you have clean ends and better-looking hair. If you get split ends, you can't repair the damage, but trims will help to prevent them. We recommend a trim every six to eight weeks.

STAY OUT OF THE SUN

Not all of the time but it's a fact that UV rays can damage your hair by breaking down the bonds that keep it strong. They can also fade your colour by breaking down the chemical bond inside the dye molecules. Wear a hat or use products that have UV resistance and/or protection to prolong your colour.



HEAT HURTS

Avoid the over-use of heat-based styling for your hair. The heat from straighteners and hairdryers break down colour molecules over time, resulting in brunettes looking brassy, blondes looking yellow, and reds and coppers losing their vibrancy. Add sunlight to the mix and things get even worse. Try a style that doesn't need heat to create, and keep the heat sources to a minimum. Washing hair and then air-drying before finishing with heat is a good way to reduce the amount of heat over time.

CHLORINE IS A NO-NO

Chlorine can really damage colour-treated hair. Initially it will start to break down colour pigment resulting in dull colour. On blonde hair shades, in particular, exposure to chlorine can leave your hair with green tones. In addition, chlorine will dehydrate your hair, so avoid that swimming pool.

3.

Hair tips for
**STRAIGHT
HAIR &
LIMP HAIR**





Regular shampooing

STRAIGHT AND FINE OR LIMP HAIR BENEFITS FROM REGULAR SHAMPOOING, BECAUSE NATURAL OILS ON THE SCALP CAN WEIGH HAIR DOWN, MAKING IT LOOK GREASY AND FLAT:

Wash every two or three days with a gentle shampoo so that your hair doesn't dry out. Remember that shampoos containing ammonium lauryl sulphate (ALS), sodium laureth sulphate (SLES), sodium chloride and sodium lauryl sulphate (SLS) will dehydrate your hair and can irritate skin.

Use a clarifying shampoo once a week so that there is no weight build-up from product residue or mineral deposits from hard water. For best results, massage into the roots and then leave for two minutes before rinsing through the lengths of the hair, without rubbing the lengths of the hair too much to avoid tangles.

Boost your volume

STRAIGHT, FINER AND THIN HAIR BENEFITS FROM A VOLUME BOOST:

Use texturising spray to create instant lift. Before applying, use a hairdryer to dry the hair by 50%, particularly at the roots. Then work the spray into the root area for maximum lift as the product will build better body on semi-dry hair.

After drying by using a brush or your fingers to lift the hair away from the scalp, use a cool heat setting at the end of styling to ensure your volume holds. This will 'set' your volume and prevent your hair from going flat.



Don't over-condition

BE CAREFUL WITH CONDITIONER ON STRAIGHT HAIR:

Avoid thick and creamy conditioner formulas because they will weigh down fine and very straight hair. A good lightweight conditioner will nourish without adding too much weight. Use one for coloured hair if you need to protect your colour from fade and tangling.

Always apply conditioner to the ends of your hair first, working upwards from there, ideally using a wide-tooth comb or detangling brush to distribute evenly.

Use your hairdryer's settings

IT'S NOT ALL ABOUT HEAT:

With straight hair, rough dry a little first with your fingers, then use a gentle heat setting at the roots for added lift and body. For added shine, finish with a blast of cool air, which will also help to retain body.

Watch the frizz

FRIZZ HAPPENS TO STRAIGHT HAIR TOO:

Calm the frizz by using a conditioner that contains moisture as well as protein to ensure the ends are strengthened and hydrated. Use a mixed bristle brush (as this will not create static and will smooth the hair) to run dry oil through your hair when it is wet for added smoothness.



Finally, use the right brush

FOR STRAIGHT HAIR, USE A PADDLE BRUSH OR A
DETANGLING BRUSH:

Before washing your hair (it is stronger when it is dry), gently detangle and brush from the ends of your hair up to the roots to minimise tangles and breakage during shampooing. When you condition your hair, repeat the brushing process in the shower before rinsing out the conditioner as this will reduce tangling.

4.

Top 10
**CURLY
HAIR
TIPS**





1. DRY LONGER CURLY HAIR UPSIDE DOWN

If you have shoulder-length or longer curly hair, dry your hair upside down on a low heat using a diffuser at the root area to shrink the curls more and achieve lift and separation. Longer curly hair tends to go flatter near the scalp as the weight of the hair pulls out curls, which can result in a 'triangle' shape hairstyle. To make life easier, visit a salon that specialises in curly hair and incorporate soft layering to remove some of the weight and to allow more movement and bounce.

2. DON'T SHAMPOO TOO MUCH

Curly hair benefits from being left alone, and shampoo should be used only every two or three days. If your hair is very thick, once a week may be enough. If you have naturally dry curly hair, opt for a co-wash instead of a shampoo, as this doesn't strip natural oils (it lathers less, which is an indication that it is not heavily cleansing your curls). If you prefer to wash your hair every day, rinse with tepid water and run conditioner through the mid-lengths two to three times a week to cut down on shampooing.

3. CONDITIONER IS YOUR BEST FRIEND

It's important to use plenty of conditioner on your curls. Use one that moisturises (for hydration) as well as adds protein (for strength), and leave it on for five minutes. If your hair is extremely tangled, use a wide-tooth comb, as a brush will upset the curl formation. For best results, use a second 'leave-in' conditioner, focusing particularly on the ends where curls tend to become drier.



4. USE KERATIN AND AVOID CERTAIN INGREDIENTS

A keratin hair mask should be applied to curly hair once a week to strengthen and add shine. The conditioning elements in the mask will keep out moisture and prevent dreaded frizz. Avoid hair masks that contain phthalates, parabens or silicones as these block the cuticle from absorbing moisture, resulting in dull, dry curls over time.

5. AVOID TOWEL-DRYING YOUR CURLS

Rubbing your hair will mess up your natural curl formation. Instead, squeeze out excess water before wrapping your hair in a micro-fibre towel, which will draw out the water in minutes. Alternatively use a soft cotton T-shirt to wrap the hair (not rub) and this will do a similar job.

6. BANISH FRIZZ USING ANTI-HUMIDITY STYLING PRODUCTS

If you can keep the cuticle of every strand sealed, moisture won't get in, which is what an anti-humectant hair cream is designed to do. Use anti-frizz cream for best results, and look for styling products that contain natural anti-humectant ingredients such as shea butter, coconut oil and avocado oil rather than silicones.

7. AVOID OR REDUCE HEAT

Heat is never really kind to hair, and with curly hair it can be terrible. Use your fingers to wrap sections of your hair in curls once you have used conditioner and anti-frizz products. Then leave it to dry naturally, or use low heat through a diffuser, starting at the root area if you want added lift and bounce.



8. USE A SOFT DEFINER

Many curl-definer gels and products are tough and leave curls feeling hard and crunchy. Use a soft definer to achieve softer curls that simply look better. Also use products that define curls while hydrating, avoiding alcohol-based styling products that will dry out your hair.

9. CREATE SOFTER CURLS AND WAVES WITH A BUN

If you want more control over your curls, so they are looser or even more in a waved style, apply leave-in conditioner and draw through the hair with a wide-tooth comb. Next, pull your hair to the top of your head to create a high ponytail, secure with a ponytail elastic and then twist all of the ponytail in a clockwise rotation. Finally wind the ponytail around the elastic and secure with hair-pins. Sleep with the bun in (or leave it in all day) and then unpin to set your looser curls free. If your hair is very thick, you may need to create several smaller buns to enable the hair to dry completely.

10. USE A CURLING IRON FOR ADDED DEFINITION

You can do this to emphasise curls particularly around the face (but watch the heat). Curls are tighter underneath at the back of the head, so to create more of a dramatic and defined look use a medium-size barrel tong on a low heat setting to create added bounce. Always apply a heat protector spray beforehand, focusing on the ends of the hair.

5.

How to add volume

*NATURALLY
TO HAIR*





USE A CLARIFIER

Maximise volume by working with squeaky clean hair that is free from oil and product residue. Styling products and hard water build-up can leave hair feeling dull and flat. For more voluminous styling, every week or two use a clarifying shampoo that is designed to open up the hair cuticle and remove excess oil.

TRY RINSING UPSIDE DOWN

When taking a shower, flip your hair forward to apply conditioner, and use a wide-tooth comb to comb it thoroughly and rinse. Avoid applying conditioner to the root area. By rinsing your hair upside down, you will ensure that all traces of product are rinsed out before styling, for maximum volume.

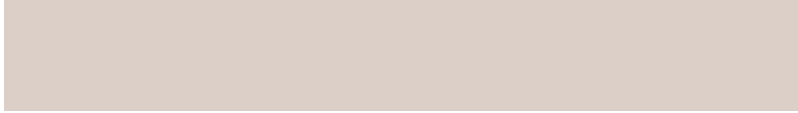
DIFFUSE OR DRY UPSIDE DOWN

To maximise root lift, the goal is to dry and set the hair lifted up from the root. Whether your hair is straight or curly, drying your hair upside down allows gravity to do the work of lifting your hair whilst the dryer or diffuser removes excess water. For lasting volume, apply cold air at the roots to set the volume in place.

USE YOUR FINGERS

Use your fingers at various times during the day to fluff up your hair. When you do this, you are essentially fluffing out the roots. Applying a texture spray to the roots and working it in with your fingers will also give grit and hold for added volume.

Caring for
DAMAGED
HAIR





TEXTURE PROBLEMS

If the hair feels different from root to end, it probably has outer cuticle damage or even a partial fracture or 'split'. Protein treatments temporarily fill or flatten the damaged cuticle layer, but sometimes you can repair from the inside with the right nutrition and hair vitamins as well as using bond-repair products.

POROSITY

Your hair won't absorb moisture if it is highly porous, resulting in dry, brittle locks. A few things can help you improve its health, working on the outer cuticle layer to reduce porosity. Avoid protein-based conditioners as they can create a harder build-up to the outer cuticle and make it less supple. Instead, opt for conditioners containing glycerine, which softens and hydrates the hair. Finally, apply a warm towel when you put on conditioner as this will enable better absorption.

MATTED HAIR

With damaged cuticles, each hair strand tends to get more tangled and can easily result in a knot. If you experience a bad knot, rinse your hair (do not shampoo as this will create further tangles) and apply conditioner, using your fingers to gently release the tangle. If it is still hard to unravel, use a detangling brush, starting from the ends and working up to the matted section. After detangling, apply a gentle shampoo to the root area, minimising any rubbing of the hair lengths, before rinsing and conditioning. When rinsing in a shower, tip your head upside down to remove any final remnants of product as these can cause further matting. Finally, use a hair oil on wet hair to gently lubricate and protect before drying.

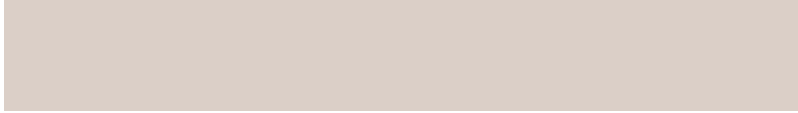


LOSS WHILE COMBING OR BRUSHING

The next time you brush your hair, check a loose strand. Having a root bulb attached at the base potentially shows poor nutrition, a hormonal imbalance (for example an underactive thyroid), a scalp issue (such as dandruff or dry scalp) or an auto-immune issue (such as alopecia). No bulb means damaged or weak hair that has fractured, which may be the result of poor nutrition, chemical damage to the hair or mechanical breakage from styling.

DULL HAIR

If your hair has lost its shine, there's a chance damage has set in, affecting the outer cuticle so that it is raised, dry and non-reflective. This can be caused by too much heat or harsh brushing, chemical damage from relaxers, harsh boxed hair dyes or over-processing from colour. By minimising heat and over-exposure to chemicals, and by using more naturally derived ingredients, you can restore lustrous shine to your hair.





How do you treat damaged hair?

REDUCE HOW FREQUENTLY YOU SHAMPOO

When hair is wet, it is weaker and more likely to break during brushing or styling, so reduce the frequency of your shampoo regime.

TREAT YOUR SCALP WITH CARE

Use a gentle exfoliating shampoo once a week to remove product residue and dead skin cells and promote good blood flow, ensuring your new hair growth is healthy and strong.

USE GLYCERINE-BASED SHAMPOOS AND CONDITIONERS

These will moisturise and condition damaged hair (glycerine is often used in skin products to improve hydration).

USE A GOOD HAIR MASK ONCE A WEEK

For deep conditioning, use a warm towel to infuse the conditioning ingredients further into the hair shaft.

APPLY DETANGLERS, SERUMS AND LEAVE-IN CONDITIONERS

These products offer multiple benefits, adding shine and smoothing the hair as well as reducing tension on hair strands during wet brushing.



RUB MOISTURISING OILS INTO YOUR SCALP ONCE A WEEK

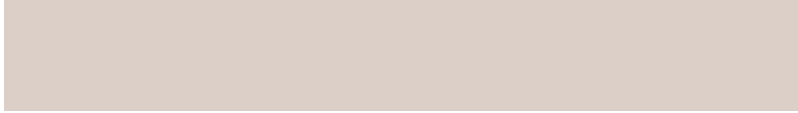
Oils boost circulation, promote hair growth and thicken hair. If your hair is fine or limp, apply the oils and massage in before you shampoo, preferably even the night before.

GET REGULAR HAIRCUTS

Trims will prevent further damage by removing split ends as well as making hair look thicker.

AVOID CERTAIN INGREDIENTS

Products that contain sulphates, parabens, alcohol, artificial dyes and fragrances will further leech moisture from your hair and can be detrimental to health.





VITAMINS

Vitamin deficiency can cause hair loss or weaker hair. Taking a supplement for hair growth will support your body's natural ability to produce healthy hair. Most supplements contain a wide range of vitamins and minerals, including iron, magnesium, vitamin B, vitamin E and protein strengthening ingredients such as biotin.

COCONUT OIL

Oil from coconuts are renowned for penetrating deep into the hair shaft, preventing protein loss. It reduces hair damage caused by physical trauma such as styling and harsh products.

AMLA (INDIAN GOOSEBERRY) OIL

Amla (*phyllanthus emblica*) has a hair growth promoting effect. The substance stimulates the growth of dermal papilla cells in hair follicles.

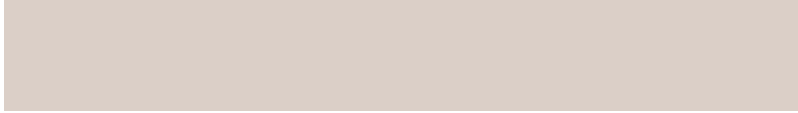


SCALP MASSAGE

A scalp massage might be the easiest method of getting thicker hair, and there are no side effects. You can encourage blood flow in your scalp by gently pressing your fingertips around it while washing your hair. If you want even more benefits, you can use a handheld scalp massager to remove dead skin cells, although be careful when using on longer hair as it may become more tangled.

ANTI-THINNING SHAMPOO/ HAIR-LOSS SHAMPOOS

These shampoos work on two aspects of your hair to make it fuller. First, they give your hair a thicker appearance by adding volume. Second, most hair loss shampoos also gently remove dead skin cells that block the hair follicles, and contain stimulating ingredients such as caffeine for better blood flow as well as vitamins and amino acids to support healthier hair growth. The best results come from using these products every two or three days. Your doctor may recommend a prescription shampoo.





LIMIT YOUR CHEMICAL TREATMENTS

Since chemical treatments have already damaged your hair, repeating the process will just continue to weaken it further. Take more time between treatments if possible; instead of colouring your hair every six weeks, try waiting eight to ten weeks to allow more time for your hair to recover, and use bond-strengthening treatments in between chemical treatments.

REDUCE THE AMOUNT OF DIRECT HEAT

Straightening irons and curling irons can cause damage on their own. High heat and tension can cause breakage, so when using heat on already damaged hair be as careful as possible or allow hair to air dry naturally.

PREPARE HOT OIL FOR YOUR HAIR

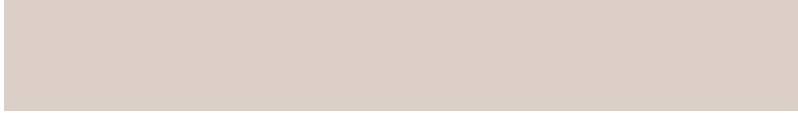
A hot oil treatment can hydrate and nourish hair strands. By opening the cuticle, the healthy oils can penetrate the hair deeply and improve its quality and softness. Choose a natural oil like castor or avocado oil, focusing on where your hair gets the most exposure to heat (normally the top and ends of the hair).

DEEP CONDITION WEEKLY

Deep conditioners are among the best ways to restore health and beauty to your hair. You can add moisture with your favourite deep conditioner and some steam, or a warm towel for a few minutes.

USE PROTEIN RECONSTRUCTION TREATMENTS

Damaged hair can benefit from protein-based treatments that rebuild it by affixing themselves directly to the hair shaft. The proteins mimic your natural hair proteins to fill holes and support the hair structure.





1. Too much heat styling

Using hot tools dehydrates the hair, which over time can result in dull and broken strands. When you can, air dry your hair rather than blow-drying it, and experiment with twists, buns and braids every week.

2. No heat protectant

Heat protectants work in much the same way as a sunscreen for protecting your skin. Besides sealing in moisture, heat protectants help boost shine and create a heat shield to reduce damage.

3. Brushing wet hair

Wet hair is fragile and prone to damage. Prior to washing your hair, brush it to dislodge any knots and tangles. When you condition, use a wide-tooth comb to work the conditioner into the hair and dislodge any further knots. After washing your hair, squeeze the moisture out of your hair – or use a microfibre towel for 10 minutes to draw out the excess water – and leave your hair to partially air dry (and strengthen) before attempting to brush it.



4. Using the wrong shampoo and conditioner

There are different shampoos for different hair problems, so identify your hair goals before shopping for products. For example, using a clarifying shampoo every day on coloured hair will result in faster colour fade, or using a hydrating shampoo on a scalp that has dandruff can exacerbate a clogged scalp.

5. Using the wrong towel

Consider this the next time you wrap your hair in a towel turban after stepping out of the shower. Towels made from regular fabric are coarse and can tangle the hair when rubbing, which leads to habitual detangling and breakage. Using a microfibre towel will reduce stress on your hair.



6. Washing daily

For shiny, healthy hair, our scalp produces natural oils. If you can, wash your hair only every two to three days. Try a good dry shampoo if your roots become oily within a day to refresh your hair and absorb excess oil.

7. Sleeping on a cotton pillowcase at night

Here's an excuse for luxury. In the same way that towel-drying your hair can lead to tangled hair, sleeping on a cotton pillow can cause breakage. The smaller fibres in silk pillowcases prevent excessive pulling, resulting in softer hair in the morning.

8. Avoiding haircuts

Even if you want long, healthy hair, avoiding regular haircuts is actually the opposite of what you should do to achieve that. A general rule of thumb is that women should trim their hair every three months. And it's time to visit the salon if you notice your ends are feeling brittle or if you can see white tips on the ends of the hair which indicate burning from heat styling.



9. Using the same old hair products

Your hair needs different products at different times in the year, reflecting your lifestyle. If you love the sun, your hair will benefit from a UV protecting range of products, and in winter your hair may require more hydrating shampoos and treatments to counterbalance the dehydrating effects of central heating. Try switching up your hair products with the seasons to support its requirements.

10. Sleeping with wet hair

If you sleep with wet hair, breakage will be a major issue. Because your hair is weak when wet, the friction of tossing and turning can cause serious damage. When hair dries, the bonds in the hair become harder and the hair is stronger. Also avoid tying hair up soaking wet as the tension will cause more breakage than when it is dry or semi-dry.

Caring for
**COLOUR
TREATED
HAIR**

1.

How to maintain

*HAIR
COLOUR
AT HOME*





WASHING WITH CARE

Using the right shampoo is the key to maintaining your hair colour and reducing colour fade, dryness and potential damage. Harsh detergents in shampoo will strip out colour and tone, leaving your hair looking dull and brassy.

Avoid frequent use of shampoos containing ammonium lauryl sulphate (ALS), sodium laureth sulphate (SLES) and sodium chloride as these strip the hair of colour pigment as well as natural oils. Instead choose a shampoo with gentler cleansing agents, such as sodium lauryl sulphoacetate (SLSA), sodium cocoyl glycinate, disodium / sodium cocoyl glutamate, decyl glucoside and lauryl glucoside.

ALWAYS USE CONDITIONER

Shampooing raises the hair shaft cuticle, which leaves the hair in a more fragile state and allows colour pigment to escape more easily, resulting in dull or brassy hair. Always follow your shampoo routine with a conditioner that is suitable for your hair texture, as this shuts down the hair shaft, leaving it smooth and reducing the risk of colour fade.



MAINTAIN YOUR COLOUR AT HOME BETWEEN SALON VISITS

Use a colour balancing shampoo and conditioner once a week to preserve your hair colour. For blonde or silver hair that turns yellow, opt for a purple tone shampoo and conditioner, as this neutralises yellow tones and leaves your hair colour looking more natural. For mid-tone brunettes, use a blue tone shampoo and conditioner to neutralise orange brassy tones, and for darker brunette shades, use a green tone shampoo and conditioner to neutralise unwanted red tones.

PROTECT YOUR HAIR FROM UV

If you are a sun lover, use a UV protector on your hair to reduce colour fade. Some shampoos and conditioners designed for colour-treated hair already contain these, but in addition use a UV hair protector spray when going in the sunshine.

STOP COLOUR FADE FROM HEAT STYLING

When you subject your hair to daily heat styling, oxidative stress causes hair colour to fade, resulting in unwanted brassy tones. Use a heat protector on your hair every time you expose it to styling tools to ensure your colour is not damaged.

2.

How to protect hair

***BEFORE
& AFTER
COLOURING***





PROTECT YOUR HAIR BEFORE COLOURING

The colouring process changes the structure of your hair and can result in gradual damage each time you colour it. In between colour treatments, use a hair-bond strengthening product to reconnect the bonds in your hair, ensuring it is as strong as possible beforehand.

Several options are available in the market.

AVOID WASHING YOUR HAIR BEFORE COLOUR TREATMENTS

Not washing your hair within the 24 hours before a colour treatment will leave natural oils that help to keep the hair moisturised, and will also reduce scalp irritation from any hair colour applications. If you have a sensitive scalp, use a scalp treatment once a week to reduce irritation.

AVOID SHAMPOOING THE DAY AFTER COLOURING

Colouring your hair alters the bonds, and it can take up to 48 hours for these bonds to stabilise. Washing before this may mean your hair colour is more likely to fade, resulting in unwanted brassy tones.

3.

How to manage
ROOTS





IF YOUR HAIR GROWS QUICKLY OR YOUR ROOTS BECOME NOTICEABLE TOO SOON, OPT FOR A TEMPORARY ROOT COVER TO DISGUISE THE NEW GROWTH.

USE HAIR MAKEUP

Hair makeup is ideal for disguising grey regrowth or blending dark root regrowth. These clever products are available in different forms, primarily a coloured spray applied where you need coverage or a powder shadow with a brush applicator that allows precision application where required.

USE DRY HAIRSPRAY

Dry hairspray will create more body at the roots, disguising the regrowth tide mark. This works particularly well if you lighten your colour and need to blur darker roots.

CHANGE YOUR PARTING

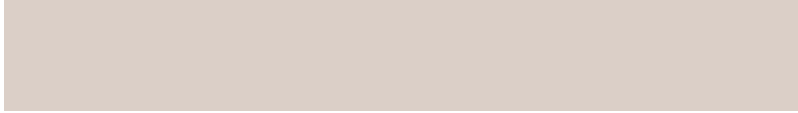
Parting your hair with a central or straight parting will mean that your regrowth is more obvious as it grows out. Instead opt for a zig zag parting that will disguise any tell-tale roots.

GET A FRINGE

If your regrowth becomes very noticeable around your hairline and face, a stylish fringe will make roots less noticeable.



Avoiding
HAIR
THINNING





FIND OUT WHY YOUR HAIR IS THINNING

Hair thinning can be the result of several factors so it is worth investigating what your hair needs. It may be hereditary, hormone-related (for example after having a baby or going through menopause), an autoimmune issue (such as alopecia), from chemical damage resulting from hair services (for example, chemical relaxing) or due to stress. If you are unsure why your hair is thinning, it is best to see a trichologist who can analyse your scalp and identify the main issues.

TREAT YOUR SCALP FOR STRONGER HAIR GROWTH

Healthy hair requires a healthy scalp. Using a gentle exfoliating shampoo will ensure that you remove dead skin cells that might block your hair follicles. Using your fingers or a scalp brush to massage the scalp will also stimulate blood circulation, allowing nutrients and minerals to replenish the hair follicles.

USE A SCALP SERUM

Regularly apply a scalp serum to stimulate hair growth. Look for serums containing biotin, keratin and zinc to support the hair's growth phase and slow the rate of hair shedding.



REDUCE STRESS ON YOUR HAIR

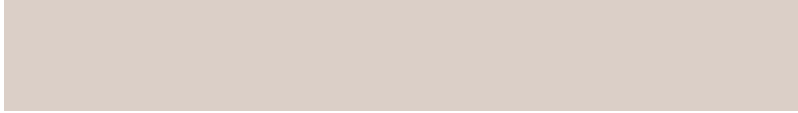
Chemical treatments, hair extensions, tight braiding or ponytails and harsh brushing are all easy ways to damage your hair, which may result in hair loss over time. Reduce the frequency of chemical treatments such as hair colouring, and look at leaving your hair loosely tied or untied to reduce tension on your hair follicles.

TAKE HAIR SUPPLEMENTS

Good hair starts from the inside. Try to support your hair by taking a supplement that provides the building blocks it needs. Most good supplements contain biotin, zinc and a range of vitamins to strengthen your hair. It may take a few months before the effects are noticeable, but this is a great route to strengthen your hair naturally.

2.

How to make
THIN HAIR
LOOK
THICKER





USE THE RIGHT SHAMPOO

Opt for a thickening shampoo that will remove product residue and the build-up of oils which weigh hair down and can make it look thinner.

Once a week, use a gentle clarifying shampoo to remove mineral deposits that are present in water, ensuring that you maximise the thickness of your hair.

USE CONDITIONER STRATEGICALLY

Apply conditioner to the ends of your hair, avoiding the finer hair around the face. Choose a conditioner designed to swell the hair shaft and create a plumping effect without weighing the hair down.

USE STYLING PRODUCTS SPARINGLY

The more product you apply to your hair, the more you will weigh the hair down, resulting in thinner, flatter-looking hair. To build body in your hair, partly dry it before applying any hold sprays or gels as this will allow the hairs to separate and swell.

FINISH STYLING WITH A COLD SHOT OF AIR

When blow-drying, to ensure your style holds with added body, finish by setting the volume with a blast of cold air.

USE A DRY SHAMPOO THAT CONTAINS TEMPORARY COLOUR

If you want your hair to look fuller, use a dry shampoo spray, directing it at the roots. The spray will give the illusion of thicker hair at the roots and add grit to your hairstyle.

The
HAIR
CONSULT

www.thehairconsult.com
enquiries@thehairconsult.com