



5 Common Hair Mistakes Clients Make

If your client's hair looks and feels:

- Dry & Dehydrated
- Split Ends
- Thin and Worn Away
- Course feeling at the middles to ends.
- Middles to the ends of the hair are not shiney

1. Sleeping on Cotton: All of the above

Cause A cotton pillowcase is a thief in the night. The absorbent fabric drinks in all the moisture in your hair and pushes up the cuticle.

Solution Switch to a high quality thread count, satin or silk pillowcase, and your hair will stay smooth and hydrated. Avoid cotton and flannel.

2. *Using Hot Air while blow drying: All of the above

Solution The hot air setting on a blow dryer should only be used when hair is 100% dry, and you're styling the hair. For drying your hair, use **only** the **warm air** setting for damp hair. Your hair will retain its moisture, and won't break from overstretching.

Warning: avoid using a round brush on wet-damp hair!!! This causes overstretching and breakage. Use round brushes on 100% dry only. You'll see more shine, less breakage. See how to choose your Brush Video.

***Using Hot Heat:** Styling tools like flat irons and curling irons turned up too high can, over time, burn the cuticle and all the natural protection for your hair needs to be soft, shiny, and flexible will vanish. Keep the temperature down to 350 and under.



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3. Squeaky-Clean Hair:

Cause If your hair feels tight when you shampoo, you're over-shampooing or your shampoo is too astringent.

Solution Keep your shampoo only to the scalp, and let it drip through the ends or switch to a hydrating higher quality shampoo grade.

4. Not Using Protection: Avoid the scalp area. This is would be used only if you have any kind of chemical & color treated or fragile hair.

Solution Your hair needs a leave-in conditioner, oils or styling cream applied to the ends each day to keep them from splitting and breaking.

5. Not Checking the Weather: Your hair adjusts with the temperature and moisture level, so you need to pay attention to what your hair is asking for. If it's dry out, use a deeper conditioner.

Test Hair Health: Float Test: Cut off one hair strand that looks and feel compromised and place in a color bowl of water room temperature. Next watch if it floats or sinks. Floating on top of the water means healthy happy hair. Sinking hair means the hair needs a deep conditioner and more prep protectors everyday.