

BE AN INFORMED CONSUMER

Be an Informed Consumer, Read Labels, Ask Questions, Do your Research

This weeks topic:

Professional Shampoo vs Over the Counter Brands, whats really in them and how does it affect your hair health?

Not everyone will care much what shampoo they use, but i do hope you start simply thinking about it as a product you apply to your skin because it is important to steer clear of unnecessary chemicals where you can. There should be some additional thought put towards what shampoo you use. If you colour your hair, its a commitment, a journey, and it takes valuable time and money. Dont waste it. The investment should be insured with a matching shampoo and conditioner. Colours will not last with cheap shampoos. On the flip side, if you have a bad colour you want to strip out, maybe you should use it a few times.

I have included an interesting and yet disturbing video explaining some reasons to stay away from non-professional brands, and to read more about what is in these products. Just review the labels at minimum.

Firstly, I would like to discuss the concept of pH levels. The natural pH in the hair is 4.5-5.5. The scale is like this...

0-6.9 (acidic) 7 (neutral) 7.1-14 (alkaline)

Natural acidity in hair helps prevent fungi and bacteria, while keeping the cuticle closed and healthy. Too much acidity, however, causes the cuticle to contract. If your hair is too alkaline, the cuticle is open. This is what happens when we colour the hair, the shampoo we use at the salon as a post colour method, brings pH levels back to normal and closes the cuticle.

Shampoo you use at home can either help your hair, or harm it by making it too porous, stripping the hair of natural oils and moisture, losing colour molecules, and also allow pollution to enter into the hair shampoos with too high acidity will inevitably damage the hair. It should keep the hair within then natural pH levels.

A visual to help you understand - think about blinds - closed the light and environment is shut out, open allows everything in. Silly analogy perhaps, but i think it gets the point across.

So like i said, read the labels and ingredients.

Now for a sample ingredient listing...(a generic shampoo brand to remain nameless claiming to be nourishing) - just the first few items;

Water, Sodium Lauryl Sulfate, Sodium Laureth Sulfate (sulphates are foaming agents), Cocamidopropyl Betaine (derivative of coconut oil, adds thickness to shampoo), Glycol Distearate (emollient) , Sodium Citrate (sodium salts of citric acid), Cocamide Mea (apparently carcinogenic) , Sodium Xylenesulfonate (helps shampoo spread more easily)

In a Framesi shampoo...again first few

Water, Cocamidopropyl Betaine (derivative of Coconut oil, adds thickness to shampoo), Disodium Cocoamphodiacetate (cleansing agent), Cocamidopropylamine Oxide (hair conditioning agent), PPG-2 Hydroxyethyl Cocamide (foaming agent), Hydrolyzed Quinoa (extract of quinoa), Soy Protein, Superoxide Dismutase (enzyme that helps break down possibly harmful oxygen molecules in cells)

**Framesi shampoo is sulphate free, sodium chloride free, gluten free, DEA free, also 100% vegan

I also used <http://www.wikihow.com/Balance-pH-in-Hair-Naturally>

Food for thought...be considerate about what you use on your skin and hair. Enjoy the video ☺