

Post Party Hair Detox

Repeated styling over the festive season can leave locks less than happy. So we've lined up the best solutions to tackle the hair problems brought on by a toxin overload.

January always proves to be the most popular month for detoxing, thanks to plenty of party food, alcohol and general unhealthy living throughout December. But next time a client starts telling you about their latest seaweed algae concoction, don't forget to remind them that their hair can also suffer as a result of party season indulgence.

Repeated ironing and tonging, colour changing and fast freshen-ups, product over-use and tortured styling demands can leave tresses frazzled and stressed.

Add to all of this seasonal cold weather versus central heating, late nights and a less than sensible diet at this time of the year and even the most well behaved locks can face a multitude of problems, including dandruff, excess oiliness, brittleness and product build-up. < 58

TRY A HEADSTRONG REMEDY

THE Headremedy range by KMS California is suitable for all hair types, and targets specific needs, such as scalp problems. There are five products, which work to control dandruff, remove build-up of product, soothe, calm and moisturise the scalp.

The range includes Dandruff Shampoo to control flaking whilst ensuring gentleness and maintaining moisture balance, Dandruff Conditioner featuring the dandruff-busting active ingredient Zinc Pyrithione, Clarify Shampoo to remove product build-up, excess oils and chlorine whilst being gentle enough to use on coloured hair, Sensitive Shampoo to soothe a sensitive or irritated scalp and Scalp Treatment to Calm and moisturise a dry scalp.

As with all of the KMS California shampoos, conditioners and treatments, the Headremedy range contains IOPS (Inside Out Perfecting System), a completely innovative and patented technology. IOPS combined with native natural ingredients and specific support ingredients targets the individual client's hair needs and creates a fusion never before seen in the beauty industry.

IOPS technology is the ideal combination of penetration enhancers and active ingredients. The penetration enhancers ensure that the active ingredients penetrate



the centre of the hair shaft, reconstructing hair from the inside out. IOPS not only heralds a new age of hair reconstruction, it sets an industry standard for performance and effectiveness.

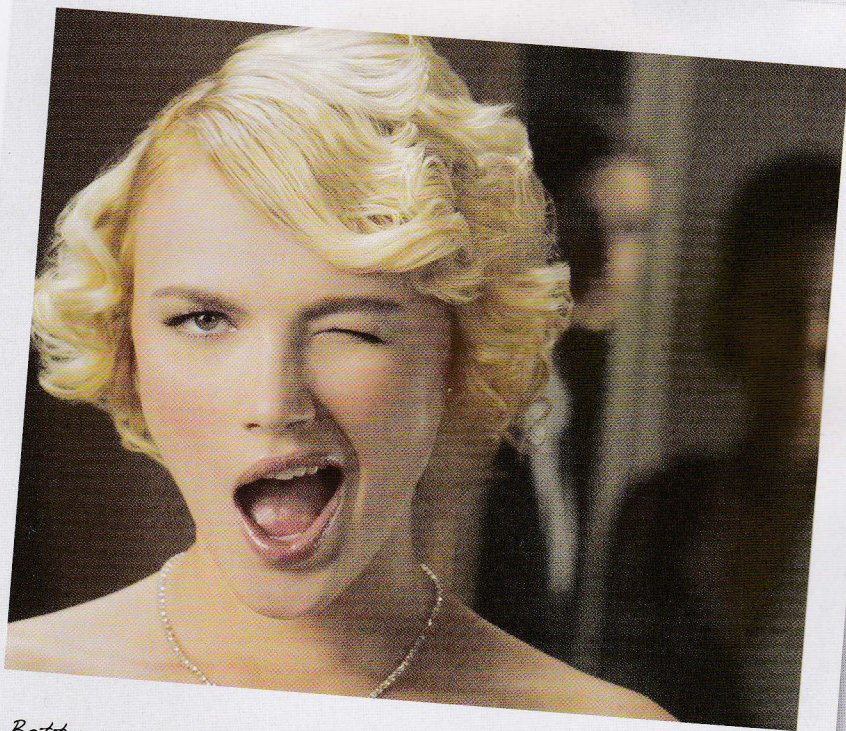
Research has proven that after just three uses of any KMS California shampoo and conditioner combination, hair will be healthier and can reach its ultimate condition. So to solve your clients' scalp problems and prevent build-up opt for Headremedy from KMS California.

Info: Call KMS California on 01323 413200





Sylvia was pleased she remembered that hip flask of vodka to spike the non-alcoholic cocktails



Betty was starting to feel more than a little in pain after accidentally squirting that strong-hold hairspray in her left eye

NOT ALL-WHITE

One post-party condition guaranteed to cause your client's confidence to plummet is the dreaded white flakiness, otherwise known as dandruff. The condition is due to an excessive shedding of dead skin from the scalp.

As the skin cells on the scalp are constantly renewing, the old cells get pushed to the surface by the new ones. For a dandruff sufferer the process of skin renewal speeds up to twice the normal rate, so a greater number of dead cells are shed. Some people, either chronically, or as a result of certain triggers, experience an unusually large amount of flaking, redness and irritation.

Dandruff is a significant medical condition. There are many schools of thought about how people can get dandruff including extreme dryness of the scalp often triggered by cold weather; poor diet; an allergic product reaction or as a result of excessive product usage which could cause build-up on the scalp; stress is also sometimes attributed as a dandruff creator.

LOOKING SLICK

But if your client is not troubled by a flaking scalp they could in fact be faced with the opposite problem – excess oil, or excess sebum as it's medically known.

Often the bugbear of adolescents, an oily scalp can still pose a problem for clients well into their 30s or 40s. Possible causes range from a hormone imbalance to eating greasy food, and repeated use of deep conditioning treatments and conditioning styling products and serum when trying to achieve beautiful party hair can certainly emphasise or exacerbate the problem.

SPLITTING UP

Excessive colouring, bleaching and technical work, over-use of a high temperature hairdryer, aggressive brushing



Headremedy:
Sensible Solutions for beautiful hair

01323 413 200 www.kmscalifornia.com

Post Party Hair Detox

of wet hair, repeated hair curling with heated tongs, daily straightening with heated stylers will all leave hair brittle and broken. Even the most careful hair care routine can't save your client from split ends when they are abusing their locks on a regular basis, which was most likely the case throughout December.

Their brittle locks are most likely to result in split ends, also known as Trichoptosis, which occurs when the hair cuticle is damaged and the fibres of the cortex unravel, so it's important that after the festive period, split ends are cut off and clients use products designed to help prevent them from occurring in the future.

KNOCK DOWN BUILD-UP

Another condition that shouldn't be allowed to see the new year in is product build-up. The first signs of this are your client's hair looking or feeling lifeless, or flaky powder appearing along the hair shaft when the hair is combed or brushed, which can often be mistaken for dandruff.

This problem occurs when products like non-water soluble waxes are used to style the hair, the frequent re-application of hairspray and from using certain shampoos that feature cheaper ingredients to give instant comb-ability. These can form a film on the hair; ie. if hairsprays are applied too close and in too strong a concentration to one area, (for example the fringe,) or if gel is applied in a blob so it cannot spread through the rest of the hair, build-up can be caused.

All of these hair problems will do nothing but aggravate your client's January blues, so we've lined up a selection products for you to consider using on your client to detox their hair into post party perfection. ✕

MORE INFO
see page 130 for
ideas on how to make
post party detox work
in your salon

Raj's sunglasses were the perfect guise to hide the fact that he couldn't care less about his girlfriend's high score on Snake

Pics courtesy of KMS California

New Headremedy Dandruff Conditioner, for superior protection and control of dandruff and other scalp conditions



NEW

KMS
california

express yourself