

Damage limitation

Sun-drenched holidays and lazing in the sun are bound to be on your client's agenda right now. But come autumn, the results of this can make your work a little tricky. *Kirsty Doolan* spotlights the effects sun, sea and chlorine can have on hair and how you can work to limit or undo the damage.

Just thinking about summertime conjures up images of glowing vitality, but one thing that certainly won't be radiating health throughout the warmer months is your clients' hair. Endless exposure to the sun's rays and dipping in and out of salty or chlorinated water can undo a winter of committed conditioning treatments, well before your client can say 'mine's a strawberry ice-cream.' Summer pursuits can ruin the most perfect cut or beautiful colour in an instant, leaving you with a dry, porous disaster to deal with the next time your freshly-holidayed client sits in your salon chair.

"More damage can be done to hair during a two week holiday in the sun than the combined environmental assaults through the rest of the year," says Winchester salon owner, Guy Kremer. "Ultra-violet rays that change the colour of skin have an effect on hair too, depleting it of natural oils and sapping moisture. While strong winds in coastal areas can whip unprotected hair into a tangle, causing breakage and split ends."

FADING AWAY

Coloured hair becomes one of the first victims to fall prey to summertime, especially if it's bleached or highlighted, because it is already somewhat damaged. The combination of the sun's rays, with other elements such as sea and pool water, can leave coloured hair faded, or render it a completely different colour to its original shade. Blondes particularly suffer, with many a fair-haired client heading back on the aeroplane with newly acquired green or brassy hues.

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"To avoid colour fade caused by sea and sun, make sure you recommend clients cover their hair," says London's Webster Whiteman Soho salon owner, Lisa Whiteman. "The sea won't bleach hair but combined with the sun it will definitely cause damage. The sun can be particularly harsh to highlighted or bleached hair because the colour is delicate in the first place. Even short bursts of exposure can result in colour shift, highlights turning brassy yellow, the most common undertone in blondes. The other common problem is blonde hair becoming too green or 'ash', making hair look dull and lifeless."

SOMETHING IN THE WATER

As well as the sun, another major enemy of glossy hair during summer is the humble swimming pool. Clients may be swimming laps to keep their figure trim, but unless they take precautionary measures to protect hair from the chlorine, they may be left with a 'perfect 10' figure – but a frazzled head of hair.

"Chlorinated water leads to colour fade and curl droop," explains Guy Kremer. "Chemicals in swimming pools can be absorbed into the hair shaft (particularly on bleached hair) causing it to take on a greenish tinge. But clients can combat this by thoroughly wetting hair before swimming – as this means it absorbs a lesser concentrate of chemicals and salt – and rinsing straight after. Chelating shampoos or deep-cleansing ones will help remove chlorine and chemicals from the hair and 'blue' shampoos and

conditioners or rinses will also help combat chemical build-up and restore the hair's natural colour."

And taking a dip in the ocean rather than the pool to save their hair isn't an option for clients either, as sea water can cause just as much damage. "In terms of sea water, salt grains act as a prism, magnifying the effect of the sun's harmful rays while ripping away at the cuticles which leads to dry, lifeless hair," explains Guy. "Salt water should always be rinsed from the hair immediately after swimming and never be allowed to dry in." ❧ 52

Hair: Lucie Doughty, Editorial Director Paul Mitchell, assisted by Noogie Thai and Eric Janssen
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PLAYING IT SAFE

But all these negativities can be overcome and precautions can be taken to limit the damage. Clients should be encouraged to treat their hair like their skin, using hair protection products (re-applied regularly) or stay out of the sun altogether. And working in the USA sunshine state of California, Beverley Hills, A.T Tramp salon owner Lucie Doughty, knows a thing or two about sun damage.

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"As a general tip, before entering a pool, lake, ocean, or any body of water, it's a good idea to drench hair with fresh water and apply a dose of conditioner or a cream protector product all through the hair," advises Lucie. "This water/conditioner mixture will fill the gaps in the hair shaft and act as a barrier."

There is also no point in your clients trying to battle any frizz caused by sun and sea; trying to combat such issues by using heated straightening irons just creates more problems. "Never use heat styling on holidays," says owner of Errol Douglas salon in Knightsbridge, Errol Douglas. "I advise clients to simply prep the day or night before instead; for example, if they want curls, then put hair in soft tissues, twist or plait and let it out when you're ready. It's all much more natural, but with a style that'll hold."

TACKLING THE WAVES

Curly or wavy hair can especially suffer the effects of summer sun, becoming frizzy and out of control, such hair being difficult enough to manage in the best conditions. So curly-haired clients will be looking for extra advice when heading off on their holidays.

"For really curly hair it's important to keep it moisturised," advises London salon owner Richard Ward. "Humidity will cause water to be absorbed and therefore create frizz, just like a drizzly day does. Advise clients to use a lightweight conditioner and tame new, fine hair (hair that grows around the hairline) with a slick of leave-in conditioner to make it look groomed. Some leave-in conditioners are too heavy

and will do no justice to the curl, so make sure clients pick a product that's suitable for their particular curl. As a rule – go for a stronger hold factor for ultra curly hair and a gentler, lighter type for softer waves."

Overall, when it comes to protecting hair in the summer, as ever, prevention is the best cure. Explain to clients heading for their summer break that if they want to keep their fresh colour and glossy mane, they need to protect their hair. "Once it's damaged, it's damaged and cannot be repaired," concludes London salon owner and colour specialist Jo Hansford. "People may think they can repair damaged hair with a treatment after a holiday in the sun, so they don't bother to take enough care. And although products can help to moisturise, rebuild, smooth and soften, ultimately, nothing can fully repair damaged hair." X

Creating beach chic

So how do you convince clients to be hair sun care aware? Our line-up of top hairdressers share their tips for beach hair Cameron Diaz would be proud of...

"For curly or wavy hair, clients should apply loads of conditioning product, comb through then divide into sections and twirl each around their finger into a ringlet. Pin in place and leave all day. Then, when the sun sets, unravel for undulating waves. Long hair can also be plaited in sections and left to dry or smoothed into a bun at the nape of the neck. Shorter hair can be gelled back and slicked into place, as this gives protection and keeps hair looking good. Hats are also brilliant. As well as protecting the hair, they protect the scalp and face from over-exposure to the sun."

Guy Kremer, Guy Kremer salon, Winchester

"In order to limit the damage caused by sun exposure, the very best thing clients can do is cover the hair with a hat or a headscarf. While on holiday, they should apply a rich moisturising masque or conditioner at the end of each day, preferably a leave-in one, as this will help to protect hair the following day, as well as nurture it overnight."

Jo Hansford, Jo Hansford salon, Mayfair, London

"The best way for clients to create sizzling summer styles is to go with the flow and work with what they've got. Enhancing and embracing hair's natural texture will create winning beach babe looks. Suggest using products that provide shine, moisture and UV protection, and teach them to cocktail these hair treats to work to their advantage."

Lisa Whiteman, Webster Whiteman, Soho, London

"There are some gorgeous UV filter headscarves currently on the market you can recommend to clients. Hats are also great, but it should be made of something like straw or have holes for ventilation to prevent a sweaty head! Ponytails and slicked back styles are fantastic for holidays because you can use UV protection products to style them and leave to dry naturally. Top knots, rolls and anything that tucks hair away from sunlight is also great."

Errol Douglas, Errol Douglas, Knightsbridge, London

"Beach hair is all about finding a fantastically casual look, so use a spray on, leave-in conditioner to create texture on hair with minimal wave or to tame frizz on curly hair and leave to dry naturally in the warm beach air. Go for a plait on the beach which is a great way of protecting coloured, damaged or aged ends. Plaits are also a key look this season and create a fabulously natural sun-kissed look when worked into beach hair in random sections."

Richard Ward, Richard Ward Metrospa, Chelsea, London

"Clients should apply a protector cream, gently comb through with a detangler comb, smooth hair to one side, and then pull it back to the nape of the neck, and secure with grips. Accessories are also hot this summer. Whether your client is going to a summer wedding or beach party, they should try bands, clips, combs, slides and a whole lot more to make hair look sassy and sexy in the sun."

Lucie Doughty, A.T Tramp salon, Beverley Hills, California, USA

