

The Evolution of Hair Care

We've heard truisms about hair all our lives like, "Trim it regularly to help it grow," or, "Go easy on the heat and hot tools," and the classic, "Use a toner to get rid of that brassiness." While these are good general rules to follow, hair care has evolved significantly. In fact, industry leaders like Kevin Murphy suggest we view our hair much like we view our skin, using solutions that exfoliate, open the hair shaft, and nurture our scalp and hair with essential oils.

Here are Four Ways to Improve Your Hair Health:

1. Environmental Damage: Whether it's good 'ol southern Louisiana humidity or a lot of processing over time, damage to our hair is inevitable and often results in frizz. Seeking out specific products high in keratin protein and amino acids is key. Re-infusing these essential elements into our hair helps restore its overall health and combat the creation of frizz from the get-go. Additionally, serum or dry oil-based products help control it, and applications like Keratin treatments provide frizz relief for several weeks.

2. Hair Thinning & Loss: Thinning hair and hair loss can be attributed to a variety of factors such as age, stress, and medical conditions or treatment. Effective solutions to strengthen hair and prevent ultimate loss, that don't break the bank and live on late night TV, can be a challenge to find.

The Kevin Murphy hair care line has addressed this issue with two treatments that are easy to use and affordable:

- *Body Mass Plumping Conditioner:* Removes DHT, oil our scalp produces. DHT builds up within the hair follicle and ultimately kills it, resulting in hair thinning and loss. The Body Mass Conditioner removes DHT and incorporates lash-thickening technology to strengthen and thicken hair and prevent breakage.

- *Plumping Wash & Rinse:* This product removes DHT so that thinner

and finer hair follicles can reproduce and regrow.

3. Blondes and Greys: Maintaining a blonde color that suits you and doesn't turn brassy, as well as nurturing grey hair so it's its best version of grey, can be tricky. If you struggle with this, it's important you wash your hair with a purple-tinted shampoo and conditioner. This counters the pull toward brassy blonde and combats grey's pull toward a dull grey versus a white grey. Kevin Murphy's Blonde Angel Wash and conditioning Rinse offers these benefits with color enhancing and brightening properties.

4. Not Getting the Most Out of Our Products:

When it comes to our appearance, we spend a lot of money on the hope of products to work. Women, alone, spend more than \$426B a year on beauty products.

We can increase the chances of a product delivering by preparing its canvas. Just as we exfoliate our skin to prime it for lotion, oils, or even a tanning product, we need to exfoliate our hair so that it can most effectively receive and react to any additional product. Detoxifying shampoos and rinses do just that! They're intended to be used occasionally to remove build-up and dead layers from the scalp, making the hair shaft more accessible to product and allowing you to receive its full effect. Check out Kevin Murphy's Maxi Wash for these benefits!

Remember, healthy hair begins with a healthy scalp – take care of yours just as you do your skin, and you'll be pleased with the results.

A Bit About Blush: Located next to Que Pasa restaurant on Nelson Road, this blow dry and beauty bar is a first for Lake Charles, specializing in scalp massages, blowouts and styling, airbrush tanning, custom make-up application, and waxing services. The salon also carries the Kevin Murphy hair care line as well as Jane Iredale cosmetics.



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4080 Nelson Road, Suite 300 • 337.602.6627



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everygirlneedsalittleblush.com



@blushbeauty.co