



DuoLife

# HAIR CARE



## Myths

## Facts

- 1** Frequent shampooing accelerates hair loss

**Washing your hair properly, combined with a gentle scalp massage** and with a suitable washing product, **guarantees that your hair will look better.** Shampooing your hair daily can boost circulation, cleanse the scalp, and strengthen the roots, which in turn boosts hair growth. However, bear in mind that frequent washing your hair with an inadequate shampoo containing too strong detergents, such as SLES or SLS, can weaken the hair.
- 2** Hair can get used to cosmetic products

**Hair can't get used to cosmetic products.** Active ingredients always work the same way, nourishing, hydrating, reconstructing and regenerating. If you feel the product no longer works, it doesn't mean that your hair got used to it, but that the hair condition improved. Changes in the condition of your hair are caused by regular, proper hair care. For example, you no longer feel the effect of hair loss or its excessive dryness. Obviously, if your hair likes varied hair care routine, you can switch between several different shampoos.
- 3** The more shampoo/conditioner you apply, the better the effect

All cosmetic products must be used in line with the manufacturer's recommendations. **Applying an excessive amount of shampoo or conditioner won't improve its effects** – above all, the product will weight down your hair, block hair follicles and build up on the scalp, and on top of that, you will waste a large amount of the product.
- 4** Hair trimming stimulates its growth

Hair growth is caused by cell division processes in the hair bulb. Hair follicle is nourished by nutritional substances contained in cosmetic products. As the most important processes occur in the scalp, **trimming doesn't affect hair growth.** However, regularly trimmed hair might look longer - not because it grows faster, but because it's shiny and the ends aren't brittle.
- 5** Frequent brushing makes hair more shiny

**Brushing with too much force and with inadequate accessories can lead to hair damage.** To avoid hair breakage, gaps between scales or split ends, it is worth choosing an adequate comb/brush. depending of the condition of your hair.
- 6** You need to brush your hair when it's wet

**It is not recommended to brush wet hair!** Wet hair is far more susceptible to damage. Curly hair is an exception to that rule. To brush wet curls, you need a proper wide tooth comb, and you need to proceed very gently. It is recommended to brush your hair after it dries.
- 7** If a shampoo doesn't lather, it doesn't wash your hair properly

**A thoroughly cleansing shampoo doesn't need to lather!** It should contain adequate detergents (not too strong to avoid hair dryness) and substances regulating the function of sebaceous glands, caring for the scalp and restoring its natural pH. An interesting fact is that usually **shampoos that don't lather turn out to be the best, most thoroughly cleansing products.**
- 8** You need to use a shampoo made for your hair type

**You shouldn't use a shampoo destined for your hair type - scalp problems are more important.** If your hair is oily, it is caused by improper functioning of the sebaceous glands in the scalp. If you have dandruff, it is caused by fungi existing on your scalp. You should pay attention to the type of cleansing your scalp needs, as its condition affects the condition of your hair. **However, remember to choose a conditioner made for your hair type!**