

#EmbraceYou 

## Straight Hair: Nothing To Hide The **NATULIQUE** Ultra Shine Finisher



Straight hair, despite enjoying the reputation of being **low maintenance**, can be a bit difficult to deal with. If it's good it's really good; The hair is **shiny, smooth, looks and feels nourished** with healthy ends. But when straight hair hasn't been taken care of properly it will show you its worst sides; whether it is brittle, dull, frizzy or otherwise damaged straight hair will lay it all out there. Because its **texture** doesn't allow for kinks and curls to hide the little issues we all deal with, we've decided to help you stop hiding and start solving them! Thankfully we have the perfect **solution** to keep

### Nourishment

Our Finisher contains many **nourishing, protective and calming properties**, mostly due to the contained Rose Flower and Goji Berry Extracts. **Rose Oil** is actually **anti-inflammatory, antiseptic, antiviral, antibacterial, and antifungal**, making it ideal for an irritated scalp. The extract also **adds shine, strengthens the hair** and has **anti aging** properties. The latter is due to the fact that rose oil is an

astringent toner, which is why the extract has **rejuvenating effects** on the scalp and hair! The Goji Berry Extract has very similar properties for your client, as it is a rich source of valuable **Amino Acids, Vitamin C and Antioxidants**. For your clients with straight hair this means that they can obtain the **lightweight, moisturising, everyday nourishment** their hair needs with an extra **revitalising** boost all in one product.

## How does it work?



The NATULIQUE Ultra Shine Finisher dries onto the hair, and covers each strand in a **protective and reflective veil**. This veil **attracts and reflects natural and artificial light** to add gloss and shine all day and night. **It also helps to protect the hair against harsh environmental elements, while calming flyaways and frizz without compromising hair volume.**

As far as nourishment goes the condition of **your client's straight hair is more determinative than the fact that their hair is straight**. The Ultra Shine Finisher supplies the hair with the necessary maintenance without taxing or weighing down the strands. But if your client tends to have oily or very dry hair you may want to use some **Dry Shampoo or Argan Oil in combination with the Finisher**. As to not weigh down the hair too much you might also want to try a **leave-in conditioner** that provides extra nourishment and moisture, but dries with and into the hair instead of just laying on top.

# Other influences



Did you know there are a lot of other influences that need to be considered when caring for straight hair? **You may want to advise your clients to...**

- ...wash their hair with a **mild shampoo** that doesn't dry out the hair too much. For example the **NATULIQUE Everyday Shampoo**
- ... make untangling their hair as easy as possible by
  - **finding the right conditioner** for their specific hair type (e.g.: dry hair) preferably with detangling properties such as the **NATULIQUE Moisture Conditioner**.
  - **not overusing that conditioner** as that can not only lead to a greasier scalp but can also leave straight hair looking limp and reduce its shine.
  - combing their hair through with a **wide-tooth comb while conditioning** it to make detangling easier later and avoid brushing or **combing it again until it is dry** as that increases breakage.
- **...watch the amount of care or styling product they use on their hair** because you run the risk of making straight hair appear flat, heavy, limp and dull by weighing it down with too much product
- **...get their hair cut frequently** as straight hair is prone to split ends and prevention is better than damage control, right?
- ...take some **cautionary measures against static fly-aways** by for example spraying a type of 'anti-static'

spray on their brush before styling or alternatively combine the Ultra Shine Finisher with NATULIQUE's **Hygge Hair Spray Wax** or **Medium Hold Hairspray**.

**-...go for a more daring haircut or style** that shows off the best features of their straight hair. For example a cut including bangs, or a deep side part.