

#EmbraceYou 

Thin Hair: Many Issues - One **Solution** The **NATULIQUE** Heat and Sun Protector



Nourishment

Caring for any **hair** type can be **tricky**, because even the same texture type can be very unique from client to client. **Thin hair** calls for especially precise care. It's **important** to meet not only the clients' but also the hair's needs while maintaining the right balance between **care** and 'laissez-faire'. **Thin hair** needs to be supplied with enough **nourishment** to sustain itself, yet not too much to undermine the hair's **natural** care system - it's a **balancing** act! And NATULIQUE's **Heat and Sun Protector** is the **ideal product** to manage and master this challenge!

The kind of **nourishment** thin hair needs is **lightweight, deep-penetrating** nutrients that go directly into the hair follicles and scalp, rather than **heavy oils** that aim at coating the hair shaft but end up weighing down and greasing thin hair. Because of this, except for the **Heat and Sun Protector** generally mousses and sprays are **best for thin hair** as they are more **lightweight** than creams and serums,

which would be better suited for thicker hair. The Heat and Sun Protector is full of **Omega Fatty Acids, Vitamin B and Ricinoleic Acids** that do just that; nourish the hair from within. Moreover, the hydrolyzed Wheat Protein, which is derived from natural Wheat Germ and Wheat Starch, conditions and **increases** the overall **strength** of the hair. The Himalayan Goji Berry extract contained in this product provides a lot of **Vitamin A nourishment**, which additionally encourages **blood circulation**. Also the Jasmine Flower extract works with the natural hair care system to maintain its **ideal level of moisture** and elasticity, preventing breakage and promoting the self-healing processes every client's hair already has.

How does it work?



The **NATULIQUE** Heat and Sun Protector dries onto the hair, gives it enough texture for **easy styling, protects the hair from sun and heat, controls frizz and flyaways**, as well as provides the hair with just the right amount of nourishment to encourage, but not undermine the hair's caring system. **It is an all-in-one product that offers long-lasting, everyday protection, care and style perfect for clients with thin and fine hair!**

Balancing acts

For you, as hairdressers it is **vital** to be aware of the **complexity and delicacy** of those processes for each client. Some people have very dry hair, others tend to get an oily scalp or a mix of both. On the one hand if the hair gets too dry it will promote breakage and frizz, which can be detrimental for the health of already fine

hairs. On the other hand if it receives too much external moisturisation the hair will get greasier faster and be weighed down by the abundance of products. For **thin hair** in general it is advisable to go with **“less is more”**

You should **advise your clients** to not only use the **NATULIQUE Heat and Sun Protector** when they are planning on heat styling their hair - which by the way really shouldn't be done too often and mostly on the 'cool setting' (for blow dryers). The product should also be used **for normal styling and protection**, especially in the summertime.

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...**

- **...not wash their hair too often** (not every day) to give the naturally cleansing scalp oils time to generate and do what they do best
- **...use clarifying shampoo once a week** to remove the build up from excessively heavy oils and styling products or simply use the **NATULIQUE Everyday Shampoo** and Conditioner to avoid it in the first place
- **...focus conditioning on their ends**, as to not add to the build up and over moisturise. It would be better to deep conditioner once or twice a week for that extra nourishment, if they feel they aren't getting enough from the little conditioning
- **...dry their hair gently!** Meaning no rubbing just dabbing, preferably with a microfiber towel or satin hair wrap

- **...only comb/ brush their hair when it's already dry** to reduce breakage
- **...get haircuts regularly to prevent split ends** - it's better to be safe than sorry!
- **...try a layered style** - like a layered mid-length bob - as that adds 'natural' volume while still showing off the best in your straight, shiny hair
- **...use the NATULIQUE dark or light Dry Shampoo** if their hair and scalp still get oily too quickly instead of washing the hair too often