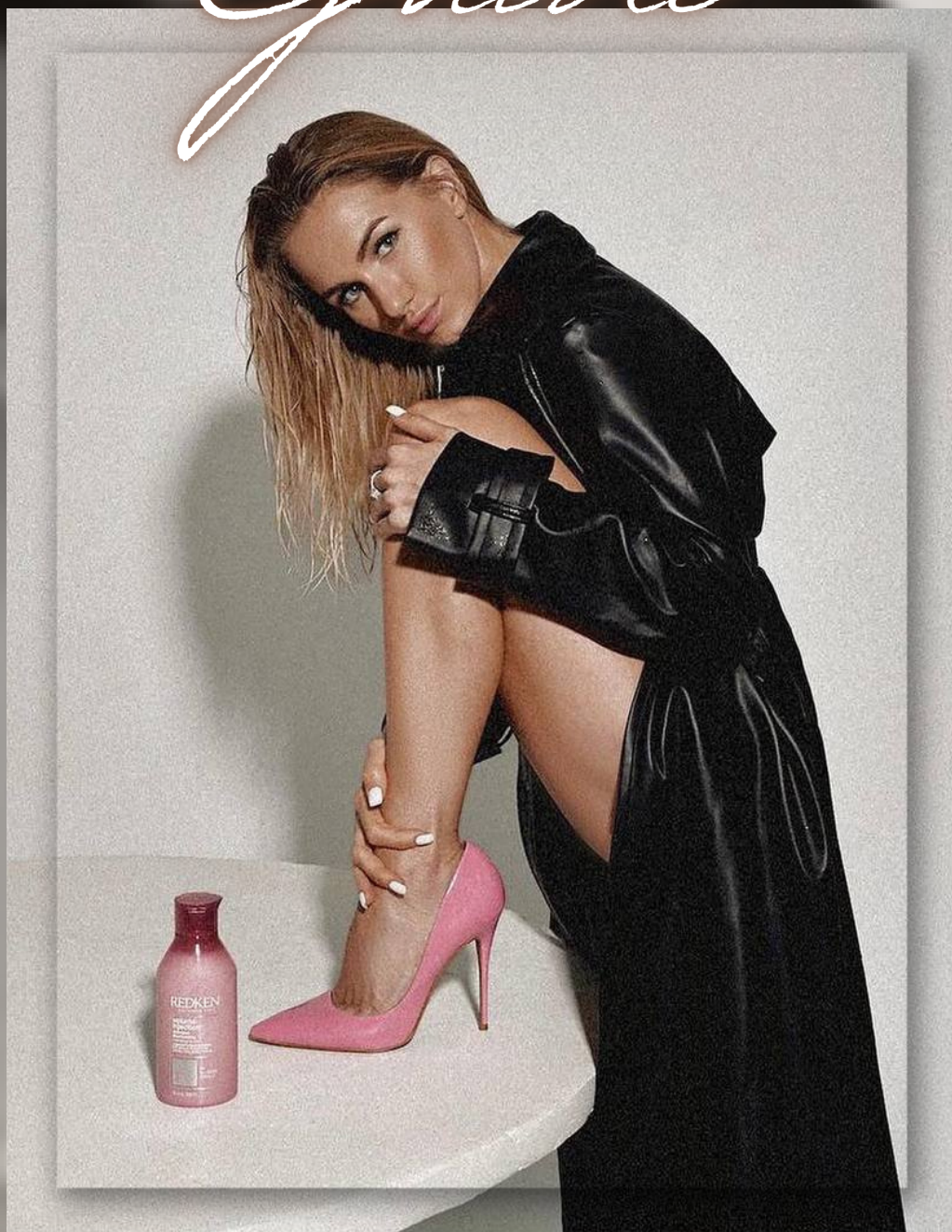


Guide



HAIR CARE GUIDE SHAMPOOS

HI everyone!

my name is Yana and today's guide is dedicated to professional cosmetic products for at-home hair care.

In this elaborate checklist, I will tell you all the rules for at-home hair care, so that your hair always holds a healthy and well-groomed appearance.

LET'S START WITH THE GENERAL RULES:

We shampoo only the scalp, it is not necessary to wash all of the hair with it.

It is always necessary to wash the hair 2 times. For this you will need to apply a small amount of shampoo in the palm of your hands, rub it between your fingers, massage the scalp, rinse it all out thoroughly with water and repeat again.



If deemed necessary, follow up with a **balm or hair mask**, which is applied only to the length of the hair and its ends, while avoiding the scalp.

If your hair is very **tangled** and you need to comb it, you may only do so if there is a mask or balm applied on it. Moreover, when working with a hair mask, it is always necessary to comb the hair so that the mask penetrates it as deeply as possible. After that, rinse the applied product with plenty of warm water.

AN IMPORTANT RECOMMENDATION

is to wash your hair with moderately warm water, up to **40 degrees** Celsius. Any temperature above 40 degrees damages hair and changes its protein such as keratin.

Too hot or too cold improves blood circulation and stimulates blood flow. Thus, it accelerates the work of the sebaceous glands, which means that **your hair will get oily faster**.



HOW TO CHOOSE THE RIGHT SHAMPOO?

Now we will talk about **types of hair** and what products are **recommended** for each of them.

Shampoo is selected primarily according to the **type of scalp skin** and secondarily according to the **type of hair**. But the hair mask, on the contrary, is selected exclusively according to the type of hair, since it is not applied to the scalp at all.

It is worth noting that natural hair requires the least care, but dyed, especially lightened and porous hair requires special care.

SHAMPOO



NATURAL

Hair is considered natural when it has not been treated with colouring, or any chemical product, and also has not been subjected to thermal effects, nor regularly dried with a hairdryer. It is also hair that has not been curled with an iron and was minimally exposed to the sun. Such hair looks the most **healthy and dense** and is thus natural. It does not need additional thorough care; **shampoo and hair balm** (conditioner) are enough for it to look beautiful and well-groomed.

- Shampoo for natural hair is selected according to the type of skin; if the skin is dry, a shampoo for dry and sensitive skin should be used. On the other hand, if the skin is oily, then the shampoo needs to be one that is able to regulate the functioning of the sebaceous glands and keep the skin clean longer. That kind of shampoo is usually called a deep cleansing shampoo, and is used either for oily scalp or for hair volumizing purposes.
- The balm is selected according to the type of hair. For thin and rebellious hair, we pick among balms that are made specifically for fine, curly and shaggy hair.

Natural hair doesn't necessarily mean that it's very healthy. Some hair, even undyed, for example curly hair, is often naturally dry and porous. Such hair will need deep moisturizing, so we pick a nourishing or moisturizing balm to take care of it.

1 Redken Volume Injection Shampoo is truly a salvation for fine hair. It keeps the hair clean for a long time, gives elasticity and volume to each hair strand, enveloping it with smoothness.

2 Frizz Dismiss Redken is good for smoothing the hair. It is suitable for absolutely all women, ranging from those that have light and elegant curls to those with resistant, curly hair that is not easy to style.

3 (NIOXIN) system 2, MAKES HAIR DENSE AND PROTECTS THEM FROM BREAKAGE. This shampoo gives a thick and healthy look to the hair while also protecting the scalp.





DYED HAIR

Dyed hair requires special care since an improperly selected hair care routine can completely wash the color off them, and the colorist's work would have been done in vain. In fact, dyed hair care and repairing hair care are two very different approaches. It is very important to know this!

- **The biggest mistake** girls make is that after dyeing their hair, they start thinking that the dye has severely damaged their hair and they start using repairing care products, as a result of which their color comes off after 2-3 washes ...
- **It is very important to know** that if the hair has not been lightened or bleached, it is NOT necessary to undertake a powerful repairing hair care routine. It will just result in washing off the color.

Toning or coloring dyes do not damage the hair to a point where they need to be urgently repaired. In these cases, a basic care for dyed hair that contains a lot of film-forming humectant components is enough. The color will then stay on the hair longer and will not wash out.

These are my FAVORITES:

1

Redken COLOR EXTEND MAGNETICS, an ionic combo prevents color pigments to be washed out of the hair. Shampoos, balms, masks and two-phase sprays are enriched with UV filters that actively protect hair from detrimental effects of sunlight and color-fading.

2

Blondage High Bright Shampoos and Conditioner illuminates and hydrates blonde hair that has become dull. Its formula based on vitamin C eliminates the accumulations that dull the hair. Hair is instantly brighter. designed to remove impurities that make blonde hair look dark, dull and lacklustre.

1



2





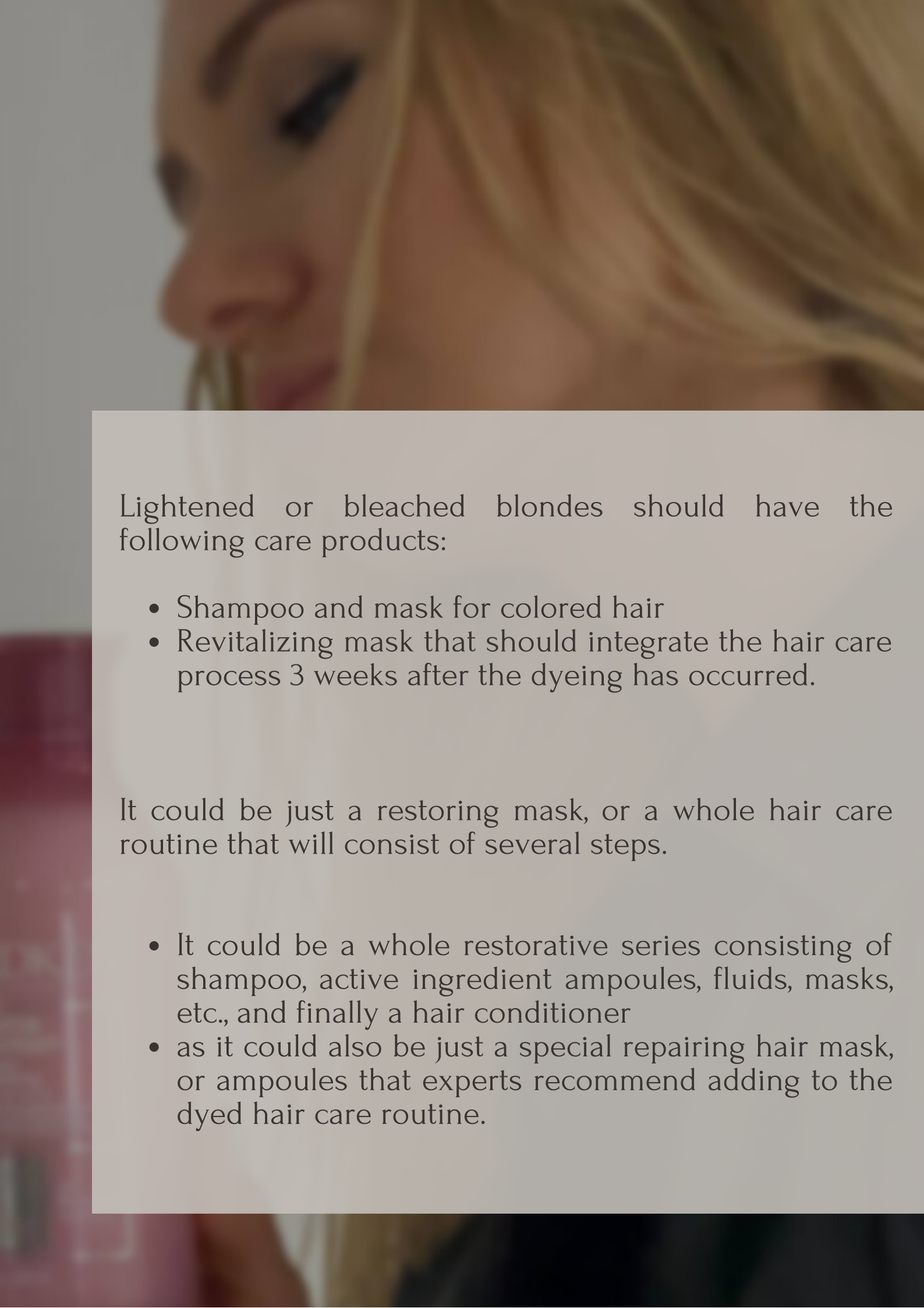
CARE FOR BLONDES

You need to be aware that lightening or bleaching hair is the **most aggressive procedure** that exists in hair coloring. If you are currently not blonde, but you have done lightening or bleaching in the past, for example to remove a dark cosmetic pigment, it means that from then on your hair needs special care.

As a general rule, colorists (I personally always do this) incorporate all the necessary hair-damaging components into a lightening product. Which means that any correctly done professional coloring should inevitably include a **powerful protysing care service** provided by the colorist. As a result, the client does not need to repair their hair at home for the following 3 weeks.

For the first 3 weeks after coloring, **only color-treated hair care products** should be used. It will help maintain the color for much longer.

Of course, as you know, all the beneficial ingredients that are artificially soaked into the hair tend to eventually wash off. Therefore, after 3 weeks, it is very important to introduce an at-home **hair repair care**.



Lightened or bleached blondes should have the following care products:

- Shampoo and mask for colored hair
- Revitalizing mask that should integrate the hair care process 3 weeks after the dyeing has occurred.

It could be just a restoring mask, or a whole hair care routine that will consist of several steps.

- It could be a whole restorative series consisting of shampoo, active ingredient ampoules, fluids, masks, etc., and finally a hair conditioner
- as it could also be just a special repairing hair mask, or ampoules that experts recommend adding to the dyed hair care routine.

My Favorite Products for Blondes:

1 OLAPLEX obviously comes first, as this product truly works well. I recommend #4 and #5 which are their shampoo and conditioner. Then, #3 is a must once a week, and finally #6 and #7, applied together on wet hair, before drying it.

2 Redken EXTREME Extreme Shampoo contains a new exclusive protein combination. The Extreme System, enriched with proteins and ceramides, aims to repair damaged hair, strengthen it and increase the protection of its surface. Hair becomes denser and more elastic.

+ The mask from this Extreme series is just WOW!!!!
Redken Extreme Reconstructor Plus Mask - mask for very dry, damaged hair. Strengthens damaged hair up to 15 times. Redken's fortified combination with protein and lactic acid helps with repair, strength restoration, pH balance and smoothness.



3 Another favorite of mine is the mask from Wella. **INTENSIVE REPAIR FUSION MASK**. A rich, creamy mask that helps repair the hair and protect it from breakage. With intense conditioning ingredients & amino acids.

4 I also recommend the product series from REDKEN **ACIDIC BONDING Sulfate-Free Shampoo** is Redken's most concentrated all-in-one formula for strength repair for all types of damaged hair. This ultra-rich and luxurious sulfate-free shampoo provides ultimate strength repair, intense conditioning and colour fade protection.

The first 3 weeks the hair is simply washed with shampoo, rinsed with conditioner and a mask for colored hair is applied. After those 3 weeks, the hair is washed with shampoo, and an active ingredient, such as an ampula or a rich mask is applied. The last step is to close the hair bond with a film-forming conditioner balm, but only after everything from the previous steps has been washed off.

3



4



Also, at this last step, you can add **toning products** such as toning balms, conditioners or masks to restore the hue that has been washed off. Moreover, the treatments should be alternated: at least once a week it is important to add a repair and toning step to the home hair care routine.

It is very important for the toner to be **selected for you personally by your hair specialist**. This will help avoiding unpredictable color washouts. It often happens that a toner sticks to the hair forever and any further color corrections such as lightening will give it a green or gray tint. You should use only reliable products recommended by your hairdresser. He/she must guarantee that these products will not eventually interfere with further work done on your hair.

I have personally verified the following products throughout my extensive experience and on hand practice. I confidently recommend them to my clients as they do not accumulate in the hair, they wash off completely and do not interfere during further correction of the blond.

I recommend **Toning masks from REDKEN**. All these masks are selected exclusively according to your hair shade.



- It is also important to remember that **masks and conditioners are two completely different things**. Masks usually contain active substances such as hydrolyzed keratin, lipids, extracts, proteins, and so on, that penetrate deep into the hair. They do not have any external effect. The hair will not look super shiny, however, masks perform an important restorative function. They integrate into the hair structure, replace the natural components that have been destroyed and make the hair more durable and elastic.
- The WOW effect that all customers absolutely love is obtained only **by the use of silicones**, which unfortunately do not have any restorative effects. Hence why a proper hair care routine is composed of several stages. If the mask makes a wow effect, it means that it has a lot of silicones and it is not repairing anything. As a general rule, first, ampoules or an active restorative mask is applied (various brands work in different ways) and then it is secured with a balm or another silicone mask, which, as a result, imprisons the useful component in the hair and creates this wow effect.

Remember that any temperature above 40 degrees is harmful to your hair as it is gradually thinning it; making it porous, unmanageable and matte...

Also, always use thermal protection for heat styling, hair dryers and curling irons. Thermal protection products as keep the moisture inside the hairs and prevent it from evaporating during hair drying or curling iron procedures. I recommend REDKEN Extreme Play safe 450F



If you have any questions or want to know more about your specific hair situation, I would be more than happy to invite you to a **free consultation**, during which I will help you choose the right products for your hair.

You can also find many of the products I have listed here on my website yanahairstylist.com and can purchase your miracle remedy for yourself.

Thank you for downloading my guide!

