

Up your haircare I.Q. with professional sun-smart products.

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It's summertime and the living's easy... unless, of course, you're talking about sun-drenched, wind-whipped strands. Ah yes, we're referring to your summer-loving clients, no matter if they're tanorexic teens overdosing their skin and hair with UV rays, middle-aged matrons riding atop tricked-out Harley-Davidson Softails, or the quiet majority who simply want to laze about outside on warm-weather days. Your clients' only hope to avoid hair ruination? You! And the bevy of products you recommend, of course.



# SENSATIONAL Summer Strands

## she's green and she's mean

It's easy not being green—with the help of these clarifying cleansers, of course!

Battle chlorine green with Paul Mitchell Clarifying Shampoo Three, which employs magnesium sulfate to draw out impurities from inside strands, while wheat protein increases hair strength to prevent immediate redeposit.

Complete with a UV filter, KMS California SolarPerfection Shampoo is rich in thyme

and grapefruit to remove post-swimming residue, such as harsh metals and pool chemicals.

Get your sun goddess' hair in sublime form with ghd purifyin g shampoo, which lifts impurities such as oils and pollutants from hair, while olive oil delicately conditions.

With a pH of 4.5-5.5, AG Re:New Clarifying Shampoo utilizes rosemary leaf and nettle extracts to gently remove chlorine and mineral deposits from hair.

She'll experience a state of heavenly bliss when she cleans her chlorinated tresses with SudzFX Nyrvana Cleansing Treatment, a purifying and detoxifying shampoo sans harsh, drying sulfates.

Incorporating Y-Shine-Complex and calming herbal milk to remove mineral buildup, Goldwell Regulation Shampoo Deep Cleansing Clarifier promises that she'll be a green-haired monster no longer.

## sun like it hot

You already know all the UV-damage markers: faded tips; crunchy textures; brassiness; sun streaks; lifeless locks—all caused by nasty scientific events like compromised hydrogen bonds, broken disulfide cross-links, and degradation of cystine, tryptophane and tyrosine amino acids. Products formulated with sun filters like Parsol MCX (UVB) and Parsol 1789 (UVA)—along with lipid-replacing ingredients like phytantriol—have been shown to help protect hair from health-robbing UV rays. (Source: Cosmetics & Specialty Chemical Groups, Roche Vitamins) Other UV filters that kick sun damage to the curb are ethyl hexyl methoxycinnamate, vitamins C and E, and ginseng and green tea extracts, to name just a few.

With so many choices at your clients' fingertips, sussing out the correct products is nigh on to impossible—without your help, that is. To prevent staging yet another sun-soaked hair intervention, take a proactive stance by ensuring that everyone who's under your beauty spell follows your suggested sun-safe haircare regimen. If you don't, your lovely charges could morph from fry-babies to crybabies once temperatures start falling, and their straw-like summer strands will remain the biggest reminder of all that sun-filled fun.



## before and after

These solar-protecting and repairing goodies will let your clients relish their summer playtime—minus the worry.

Mist on **Matrix Biolage Sunisorials Protective Hair Oil** before taking a dip, and ingredients like sunflower seed oil will help protect against the drying effects of chlorine and seawater.

After a day at the beach, slather on **Schwarzkopf Professional BC Bonacure Sun Guardian Shampoo and Treatment**, which incorporate aloe vera extract to refresh and moisturize, while allantoin helps to soothe sun-stressed scalps.

All sun and no **Joico K-PAK Sun Therapy Nourishing Shampoo** makes Jane a naughty girl! This gentle, color-safe cleanser, featuring patented Quadramine and Hydroxy Sun Complexes, helps repair sun-kissed tresses.

For use on wet or dry hair during prolonged periods of sun exposure, **Joico K-PAK Sun Therapy Protective Sun Milk** contains Covabsorb EW—a blend of three full-spectrum UV protectants—and Hydroxy Sun Complex to help mend sun-damaged strands.

Olive oil and botanical extracts blend in **Phyto Plage Protective Beach Spray** to lock in moisture, while UV filters block out harmful rays.

# water blocked

Unless your client lives in the Sahara, chances are she'll need products to protect her strands from summertime humidity—and the resulting frizz.

Zap fuzzy frizzies with **Jalyd Smooth Anti-Frizz Balm**, which incorporates hydrolyzed corn protein to help keep strands smooth and sleek.

Smoothing ingredients like hydrolyzed castor oil in **Keune Blend De-Frizz Straight** work to keep her frizzy hair looking sleek even during a summer downpour.

Waterlogged air can be a curly girl's worst nightmare. Vitamin C-rich **DevaCare Arc AnGell** instantly defrizzes coils without leaving them tacky or stiff.

Containing sun filters, **Barex Cristalli Liquid** uses silicone polymers to deliver high shine, as well as cyclomethicone to impart a silky-smooth feel and humidity resistance.

Keep on the straight and narrow with **Paul Brown Stay Straight Anti Frizz Smoothing Shampoo and Conditioner**, which contain Protein Flora Complex and natural plant emollients to condition tresses and control frizz.

The delicate blend of silicones in **Profound Stylist Linear Serum** not only creates smooth, free-flowing styles, but also helps hair battle humidity.

Her face shouldn't glisten in the summer heat, but what about her hair? Bring it on! **ThermaFuse Shine Polishing Spray** employs lightweight silicone to banish dullness while eliminating frizz.



# don't blister in the sun

So, with all these effective products at our fingertips, why hasn't an SPF marketing war (higher and higher sun protection factors) by haircare companies ever materialized? Easy! The FDA doesn't have an SPF rating system for hair. According to Philippe Maillan, formulation chemist for DMS Nutritional Products, some haircare companies are now trying to make up for this missing link by using self-imposed UV-ratings like "keratin protection factor" (KPF) and "hair protection factor" (HPF). While Maillan states that a properly formulated leave-in conditioner can deliver the single-most potent UV protection, many leading dermatologists—including Dr. Zoe Draelos at the American Academy of Dermatologists—believe that layering UV protection throughout a haircare regimen (including hairspray) provides optimum results.

Just like skin, hair can burn when exposed to the sun for too long. Here's a sampling of the many UV-protecting products on the market.

Perfect for anyone experiencing hair loss, **Nioxin Scalp Guard Sunblock SPF 20** protects exposed domes from the harmful effects of the sun with a mixture of ensulizole 4% and sulisobenzone 2.5%.

She can safeguard her mane and her color in one fell swoop with **Aquage SeaExtend Silkening Shampoo and Conditioner**. The pair packs broad-spectrum UV protection, while healing sea botanicals promote longer-lasting haircolor.

**Philip Pelusi P2 Potion Sun Guard and Groom** incorporates UV filters to block sun damage while botanical extracts help hair to regain moisture balance.

**Osmo Essence Colour Mission UV-Maxx** contains the company's Anti-Fade System, which is replete with UV filters, vitamin E and heat protectors to shield her tinted strands from damage.

Containing aloe vera and UV filters, **Schwarzkopf Professional BC Bonacure Sun Guardian** protects sun-soaked strands from damage, while hydrolyzed wheat protein strengthens.

