

Salon Hair Care Products vs. Drugstore



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Women will spend \$30.00 plus on make-up they wear maybe 3 – 6 times for a “free” makeover at a mall, but have a problem spending more money on good quality salon hair care products that extend the life and style of the hair you “wear” every single day...and do not take off.

When you buy professional salon products, you are also purchasing the educational information of an experienced professional stylist. Different types of hair and different problems with hair require different types of products to help you and meet your needs for the best possible results.

Drugstore brands can make hair flyaway, unmanageable, and strip out color and perms. They can cause product buildup, which does not allow the scalp and hair to breathe; they can cause dull, drab-looking hair and may cause mild to moderate sebaceous crusts (hardened oily flakes). They can cause dryness and brittleness to hair and scalp, minor to severe flakiness, scalp irritation, itching, and breakage. As a result, they can speed up your natural hair loss.

Professional hair care products purchased in a salon contain higher-grade quality ingredients and are more concentrated than drugstore brands. These quality ingredients prevent “stripping” the hair and scalp of natural moisture, sheen, protein, oil, and color. These ingredients are molecularly concentrated to enable a deeper penetration into the hair shaft to lock in moisture and protect hair.

Many things contribute having beautiful, healthy, shiny hair: shampoos, conditioners, water temperature, the right thermal/styling products, and

proper handling of wet and dry hair. A professional stylist can help access and make recommendations to help your hair be the best it can be.

Professional products are only guaranteed if sold in a salon for a reason: many times products purchased from a grocery or drug store are old, expired or tampered with; i.e. have been modified by diluting the products. When you are applying a product directly to your skin or hair, you want to know that it is good quality. Work with a professional stylist and know what you're putting on your head. Spend that little extra on the hair you wear every day; it's worth it!

For more information on Denise and the right professional products for you, please visit www.dmazzsalon.com or call 216.292.HAIR (4247) for an appointment.

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