

# FOCUS

ON PERSONAL & HOME CARE



## A COMPLETE HAIR-CARE SYSTEM

Each year Americans spend over \$7.5 billion on hair care products and services, and most of that money is spent trying to reverse natural conditions. Some people want to make their thick hair more manageable. Some want to make their thin hair fuller. Some are trying to add curl, others are trying to straighten. If there's one constant, it's that few people are truly happy with their hair. That's why Oxyfresh has developed a complete hair-care system to naturally clean and revitalize your hair.

### 5 Things You May Not Know about Your Hair

#### 1. Long Hair Really Is More Difficult

Even though the average human loses about 100 strands of hair a day, that's nothing compared to the full, thick head of hair you don't lose. The longer your hair grows the more care it needs. In fact, the longer your hair grows away from your scalp, the less access it has to the natural oils in the scalp. Always make sure you keep a great moisturizing shampoo and conditioner to keep your hair's pH balanced and healthy. This is your best defense against un-slightly split ends.

#### 2. Healthy Hair Starts With a Healthy Body

If you don't take supplements, you aren't just doing your body a disservice- your hair is suffering too. Haven't been sleeping? Feel sick? These stress related symptoms can cause thinning, bald spots and other undesirable looks that aren't just fashion unfriendly. Make sure you are always balanced and exercise, eat well and get your eight hours of sleep! This is the key to healthy, shiny hair that bounces, feels full and looks lustrous.

#### 3. Gray Hair: Part Genes, Part Diet, But Probably Not Part Stress

## Product Corner



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Hair is initially a translucent white, and it only develops color when cells called melanocytes start to produce pigments. When these cells stop producing pigments, your hair becomes translucent again. When this happens it is largely a matter of genes and age, but diet can contribute, especially if you've got a B-12 deficiency. The notion that stress contributes to gray hair is mostly folk wisdom, but the jury is still out. Stress can be bad for your body in other ways, and managing stress is always a good idea.

#### 4. Hair Prefers Warm Water

The best temperature for washing hair is 98.1 °F (36.7 °C), according to a team of British researchers who spent six months studying the issue. That's the temperature at which most shampoo formulas work best, and it's very near the average human body temperature. Warmer water causes your scalp to overproduce oils, and colder water can cause your pores to restrict oil production. In general, most people wash their hair in water that is too hot.

#### 5. Hair Doesn't Like Chemicals

Hairstylists often share how they became chemically sensitive because of the chemicals and fumes they are exposed to. You can actually have the same problem. Some people are more sensitive than others, but repeated exposure to certain chemicals can cause nausea, rashes, itchy scalp, hair loss, and flaking scalp. Always read the product label, research the ingredients, and choose products that focus on natural ingredients.

#### Closing thoughts

Whether you're a modest brunette or a flamboyant, purple-mohawked rocker, taking care of your hair starts long before you lather in the shampoo or break out the comb. Your diet—the food you eat, the sleep you get, and the supplements you take—strengthen and protect your hair. In fact, the things you put in your body are your hair! With good nutrition as your basis, hair care will become easy, especially when you complement your healthy lifestyle with products like Aiyana Shampoo and Aiyana Conditioner.



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