



Jackie Allen Hair Design

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Holiday Cheer!

What do you call a person
who is afraid of Santa Claus?

Claustrophobic!

Happy holidays!

Thank you all for another fun year. Two years now in business and I've enjoyed every minute of it. Of course I owe it all to my exceptional clients that make each day unique. (That's unique in a good way).

With so many new styles I've learned at the Toni & Guy Academy in Texas I feel like I have begun a new year instead of

ending one. I hope I haven't scared anyone when I have employed my haircut notes as reference. Everything I learned proved to be fabulous. More educational events continue every couple of months as I belong to Americoif, an organization for hairdressers that brings in educators from all over the nation.

Tiny Bubbles

Champagne comes to mind, but, this reference is to shampoo. With the last newsletter I left off with interesting hair facts and now I am attempting to interest you in a shampoo scholarship.

First, a little history on our modern day necessity. London England was the birth place of a substance that arose from adding soap to boiling water with added herbs for fragrance and well being. Kasey Hebert was the first to market his "Shaempoo" in 1762.

Happily we have come a long way since soap was an ingredient as it is too high in ph level to make our locks lovely. The average hair concoction still has about fifty to ninety percent water in the ingredient list. But, the majority of the work load falls on a group of detergents called **surfactants** (surface active agents). Surfactants are molecules that

have one end that attracts to water and one end that attracts to oils. Together with the suspended dirt and debris everything ends up down the drain resulting in a clean head of hair. **Lather builders** are the reason there are so many bubbles present in your shampoo. They are mostly cosmetic. However, lather does indicate if dirt is still present. **Humectants** are a very important part of the ingredient medley as they draw water to the hair adding volume by swelling the hair and keeping it from feeling dry. Glycerine, propylene glycol, panthanol, sorbitol or sodium PCA is a few of the chemicals that can achieve this. **Styling agents** are commonly in shampoo formulas. They are responsible for making your hair behave and can be what makes it your favorite shampoo. Unfortunately, they can build up as well.

- *The FDA does not allow hair products to have a SPF rating because there is not a reliable way to keep ingredients attached to the hair.*
- *Build-up, humidity and dryness makes a good or bad hair day.*

My research was obtained from various internet websites and a book titled "Don't Go Shopping For Hair-Care Products Without Me" by Paula Begoun

Conditioners, thickeners and silicones and extracts

Most shampoos are formulated in such a way that the surfactants lift the unwanted dirt and sebum away and leave some conditioning compounds behind. They fill in the tears and holes in the hair and make damaged hair feel smooth and healthy.

Quaternary ammonium compounds detangle and make hair more manageable. Their names include guar hydroxypropyltrimonium chloride, dicyldimonium chloride and other really long names. Other conditioning ingredients you may find are collagen, elastin, amino acids and proteins. **Silicones** are the best of modern chemicals in shampoos.

Protection from heat damage, reducing static, detangling and imparting shine are

all standout traits. Silicones are also able to remain on the hair even after rinsing.

Thickeners are included for texture improvement and ease of application. Shampoos, as with most liquids, are a perfect environment for bacterial invasion so **preservatives** are always necessary. And last and very least, the one percent of the list on the back of the bottle is reserved for the proteins, vitamins and plant extracts that likely lured you to that particular elixir.

Most extracts although natural cannot make your hair clean or more manageable and the vitamins are usually not quantitative amounts to prove useful.

So many choices

How do you choose? Usually experimentation is the best way. Everyone experiences shampoo differently. Here are some tips to steer you in the right direction.

Moisturizing formulas are best for *dry damaged or coarse* hair. A gentle surfactant is recommended such as sodium LAURETH sulfate. Usually these shampoos contain conditioners, silicones and water binding agents. **Volumizing shampoos** are for *fine, limp or fragile hair*. They include styling agents that build a tiny layer on the hair to achieve thickness and fullness. You need to alternate a couple times a week with another shampoo to avoid buildup with volumizers. **Two-in-one shampoos** are for *normal to moderately dry or slightly damaged hair*. They combine shampoo and conditioners in one formula. Silicones are perfect for this task but this kind of shampoo is not recommended for oily hair that would get oilier or for damaged hair that would need more conditioning benefits. Because of the extra silicon this product can be used to flatten hair that is too full. **Clarifiers** are great cleansing shampoos used infrequently to eliminate buildup on the

hair. One to two times a week is recommended. The best ones do not have conditioners in their recipe. Detanglers are okay. Some shampoos are specially formulated to combat **chlorine** from pools or minerals in **hard water**. They do a fine job with the help of an ingredient called disodium or tetrasodium EDTA.

Dandruff shampoos can be a bit confusing. Zinc Pyrithione, Selenium sulfide, and Ketoconazole are ingredients that are antimicrobial and can reduce the presence of yeasts. Application can be an important aspect of the usage of these kinds of shampoos. It is important that you wash regularly letting the shampoo linger on your scalp. Avoid conditioner on the scalp as the extra oils can enhance the fungal environment. All of the dandruff shampoos can strip artificial hair color. Coal-Tar is also an ingredient used, but, it can cause your scalp to be photosensitive and is harsh. Guidance from a dermatologist may be needed. **Artec** is an interesting shampoo and conditioner that I sell. It is a product that deposits small amounts of temporary color on color treated hair. It is useful for extending the life of a color application by keeping it vibrant or managing the brassiness or off tones.

I wonder if Kasey Hebert could ever have imagined how complicated shampoo could get. Not to mention how much money the beauty industry generates each year. I hope I have helped to dispel some of the mystery of shampoo shopping. There are so many good brands out there and it is only **you** that can judge the winner. I am happy to supply samples of my shampoos that you can try at home. I can make recommendations based on feedback from many of my clients. It is always good to let me know your thoughts and experiences good or bad. I always guarantee what I sell.

I hope you have the best of Holidays and I will be looking forward to seeing you again in the New Year!

Seasons Greetings, *Jackie Allen*