



Haircare's hottest trend:

Skinification of Hair

What is it?

The **“skinification of hair”** is the biggest haircare trend of the moment. Put simply, it refers to formulations and ingredients used in haircare products that have traditionally been used in skincare. The result? Maximum hair health and beautifying benefits.



Why are skincare ingredients used in haircare?

Historically, scalp care products were designed to improve issues such as dryness, itchiness or flakiness but nowadays the approach is more holistic. Growing awareness and increased knowledge of the anatomy of the hair including the scalp and follicle has driven a rise of tailored products focusing primarily on scalp health.



Why Is Scalp Health A Primary Concern For Beautiful Hair?

- Beautiful hair starts with paying attention to the scalp and its specific needs. Although it has the same structure as the skin, the scalp does have certain characteristics that make it very prone to distress. What characterizes the scalp is a high density of blood vessels, paired with a high density of hair follicles and sebaceous glands.
- Colorings, pollution, stress, bad shampoo, over-washing, hair styling, dryer heat, product build-up ... the causes of its imbalance are endless.



Why Is Scalp Health A Primary Concern For Beautiful Hair?

- A healthy scalp is free of dirt and product build-up so it can breathe, with a balanced production of sebum to create hair that is not too oily, not too dry. Healthy hair follicles also ensure good hair growth.
- When your scalp is unhealthy, you'll experience most likely excessive oiliness, hair loss, and dryness, itching and peeling.
- If the scalp is treated well and healthy, your strands will be silky and hydrated.



What's the Routine?

A Like with skincare you are using a different regime for different skin types which is where skinification of hair comes in. Your haircare should be the same too. From product build-up to adding shine.

1. PREP:

Are face masks your skincare saviour? Hair masks work the same, targeting specific issues from product residue to nourishing your scalp. You would prep your skin so get into the habit for your hair too.

2. CLEANSE: Now it's time to refresh your routine and get serious about cleansing your hair as well as your face. Suffer from dandruff or product build up? Massage shampoo for a couple of minutes and rinse to remove excess product, wash away impurities and keep your scalp healthy.



What's the Routine?

3. MOISTURISE:

Hydrate your scalp and hair. Give it a hit of hydration by applying conditioner or a serum, giving strands and your scalp the moisture boost they need. This step is key to silky smooth strands, so make sure you don't skip it!

4. ENHANCE:

You've completed the essentials – now it's time to take your haircare regime to the next level. From hair growth solutions to volume-boosting serums.

... DONE!

