

ask jacquie

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HAIR

My hair color starts to fade right after I have it colored. Is this normal?

Color fading is inevitable and can happen in just a few short weeks – this is primarily due to shampooing, the stripping effect hot water has on hair color and not using the correct products to protect your hair. To keep your color lasting longer, avoid long exposure to the sun (wear a scarf or a hat!), use lukewarm water when shampooing and use sulfate-free color maintenance

products, such as

the Herbal Aloe Strengthening Shampoo and Strengthening Conditioner. When used together, these products will help maintain your color and provide the nourishing, moisturizing benefits of aloe vera to leave your hair looking and feeling healthy and beautiful.

Does the way I wash my hair make a difference in how it looks and behaves?

Yes, believe it or not, most “bad hair days” are our own fault. One of the worst things you can do to your hair is not rinse properly! For maximum results, most shampoos and conditioners need plenty of water to remove dirt and residue and release their conditioning ingredients. Never dunk your head in soapy bath water to rinse, and make sure that you rinse for a few minutes to remove all traces of shampoo and conditioner.

It's when you don't rinse the entire product out of your hair that it can get greasy and unmanageable. Do these few simple steps and your hair will love you for it!

I wash and dry my hair every day, and now it's dried out and damaged. What should I do?

Hair dryers sometimes get very hot; overuse can most definitely harm your hair. Overdrying can strip your hair of its natural moisture, elasticity and bounce! Allow your hair to dry naturally whenever possible, and never start styling until your hair is at least 80% dry. This cuts down potential damage. Dryers with diffuser attachments are the gentlest. And if you do dry your hair several times a week, be sure to always use the Herbal Aloe Strengthening Shampoo and Strengthening Conditioner.



If you have questions, please email me at: askjacquie@herbalife.com

