

Are you shampoo'ing your hair wrong?

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Think shampooing is as simple as the old mantra “wash, rinse, repeat”? Think again. Hair health begins at the root, and the way you approach this essential step can make a big difference in its texture, bounce and luster. Common mistakes like over-cleansing, improper product application and scalding water could be damaging your strands daily.

Top dermatologist Rebecca Kazin, MD, FAAD, shows us how to lather up the right way. Follow these smart cleansing tips for more brilliant, head-turning locks:



1. Rinse hair with warm water before shampooing. This gently opens the cuticle to release trapped product or debris and helps sulfate-free formulas foam better.
2. Focus shampoo on the roots. This is where hair is oiliest and needs cleaning the most. This is particularly true for medicated shampoos that are treating the scalp as well as cleansing hair.
3. Take an opposite approach with conditioner. Concentrate application at the ends where hair is driest and most damaged.
4. Skip the second shampoo. This step is almost never needed and strips hair of natural oils needed for softness.
5. Finish your shower with a quick cool rinse to close the cuticle and increase shine.