



THE ULTIMATE GUIDE TO HEALTHY HAIR

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SEARCHING FOR THE KEY TO HEALTHY HAIR CAN FEEL MUCH LIKE SEARCHING FOR A NEEDLE IN A 'HAIR-STACK'... OR IS THAT HAYSTACK?

With so many hair products available promising a quick and easy fix, the solution always seems like it's just a product or two away.

But the truth is, hair products are just one part of the quest for healthy hair, and former Mrs. World winner, Kaley Sparling, can attest to this. Back in 2016, she'd reached her wit's end when her hair started to break and fall out. After much research and with the help of doctors and nutritionists, Kaley started Hair Love in order to help others with the same, #hairproblems.

So, just as Kaley began her journey with research and learning – the first step towards achieving happy, healthy hair is to understand exactly what hair is and what it needs to grow!



CRASH COURSE ON HAIR BASICS

Thankfully, for most women, hair problems are usually tied to health and are rarely genetic. That means you can actively take steps today towards achieving stronger, healthier hair.

To fully appreciate why our hair needs us to live out a healthy lifestyle, let's take a dip into the science of our hair. With a better understanding as to what our hair is actually made out of, we can make wiser decisions on how to best care for our hair.

Hair is made from a tough protein called keratin and each hair strand is anchored to your scalp via individual hair follicles. Each of these follicles has a bulbous root buried inside the layer of skin that's rich with blood vessels. It's here, inside the bulb, where blood delivers nutrients and hormones to your cells so they can build and strengthen your hair shaft.

But your scalp can only build with what it's given. So, if your body isn't fuelled with the right vitamins and nutrients, your blood can't carry the right building materials to those cells, which in turn, won't allow your hair follicle to strengthen or grow your hair to the best of its abilities.



THE 6 MOST IMPORTANT VITAMINS AND MINERALS FOR HEALTHY HAIR

These are some of the top ingredients you should be looking for in order to provide your body with the proper vitamins and nutrients to build strong, healthy hair:

01

BIOTIN

Biotin is a crucial building block for your hair, enabling it to produce keratin, the main protein hair is made of.

02

VITAMIN C

An antioxidant-rich vitamin which aids in collagen production and iron absorption.

03

ZINC

A mineral which plays an important role in hair tissue growth and repair cycles.

04

VITAMIN E

A rich antioxidant which neutralizes free radicals by combating oxidative stress. It also helps to protect hair follicles and maintain oxygen & blood flow in the body.

05

SPERMIDINE

A naturally produced compound known to promote hair growth.

06

ESSENTIAL FATTY ACIDS, SELENIUM, IRON, VITAMINS A, B & D

Essential vitamins & minerals which strengthen hair & promote growth.



FOODS THAT BOOST THE HEALTH OF YOUR HAIR...

Vitamin supplements are great, but woman cannot survive on vitamin E tablets alone. You can, however, eat some fresh avocado dip and get loads of both vitamin E and fatty acids together. That's a win-win.

In that spirit, we've compiled a list of foods that are rich in both vitamins and minerals that will help your hair grow to its healthiest!



EGGS: Poached, baked or deviled – however you take them, eggs are high in both biotin and protein and are also a good source of zinc and selenium.

BERRIES: The perfect summertime snack, berries are packed with vitamin C. Just one cup of halved strawberries provides a staggering 141% of your daily vitamin C needs!

SPINACH: Another versatile ingredient you can enjoy from breakfast (in smoothies) to dinner (steamed or in salads), spinach is loaded with iron and vitamins A and C.

FATTY FISH: Salmon and herring are juicy and delicious, and they contain plenty of vitamin D, omega-3 fatty acids and are also high in protein.

SHRIMP: A high source of B vitamins, zinc, iron and vitamin D, there's nothing 'shrimpy' about this nutrient-rich protein source!

SWEET POTATOES: Rich in beta-carotene (a plant pigment which your body converts into vitamin A) and known to promote sebum (a naturally-produced oil which keeps your hair and skin moisturized), just one medium-sized sweet potato contains more than four times your daily vitamin A needs.

AVOCADOS: Throw some avocados into a salad, a smoothie – or onto your BLT to double up on your vitamin E and essential fatty acids.

NUTS: Great for texture in salads, paired with different cheeses, or by themselves – nuts are packed with vitamin E (just one ounce provides your body with 37% of its daily vitamin E needs), and also contain B vitamins, zinc and essential fatty acids.

SWEET PEPPERS: Their mega-high levels of vitamin C and vitamin A make sweet peppers a great choice for your hair. Just one yellow pepper provides nearly 5.5 times as much vitamin C than an orange does!

OYSTERS: They might not be your favorite food, but if they are, you're in luck! Oysters are zinc powerhouses, and incorporating them into your diet offers an excellent mineral boost!

BEANS: An excellent plant-based protein, beans are a great source of zinc, iron, biotin and folic acid (a type of B-vitamin).

SOYBEANS: Soybeans and soy products are known for their high concentration of spermidine, a naturally-occurring compound which helps to promote hair growth. Spermidine production declines as we age, which is why it's important to maintain those levels!

FOODS TO AVOID IN YOUR DIET

In a perfect world, we would eliminate anything and everything that isn't great for us from our diets...but that isn't real life!

Being aware of the foods that can adversely affect the overall health of our hair and limiting how much we consume is a big step in the right direction. Here are 5 of the most important foods that you should try and limit in your diet...

SWORDFISH: Fatty fish may be amazing for your hair, but mercury isn't. It disrupts protein development and interferes with zinc absorption, which hinders the growth cycle of your hair. And, unfortunately, fish like tuna and swordfish often contain mercury, which your body cannot get rid of. So try to avoid larger breeds of fish, which could have higher amounts of mercury in them.

DIET SODA: Most diet sodas use aspartame as an artificial sweetener. While this may work for your waistline, the FDA also lists hair loss and thinning hair as side-effects of ingesting this chemical sweetener. Try to limit those aspartame-containing drinks as much as you can. Try stevia-sweetened drinks as an alternative to aspartame!

SUGAR: There's little research directly tying excess sugar to hair loss, but experts report that too much sugar leads to inflammation, which can bind hair follicles and eventually lead to hair loss.

FAST FOOD: Greasy foods high in saturated/trans fats are not great for clean, healthy pores. And, clogged pores = unhealthy pores, which are bad news for your hair.

ALCOHOL/CAFFEINE: Both of these are diuretics, which means if you drink too much, they could dehydrate you. Staying properly hydrated is a key component to keeping your hair healthy, flexible and strong!

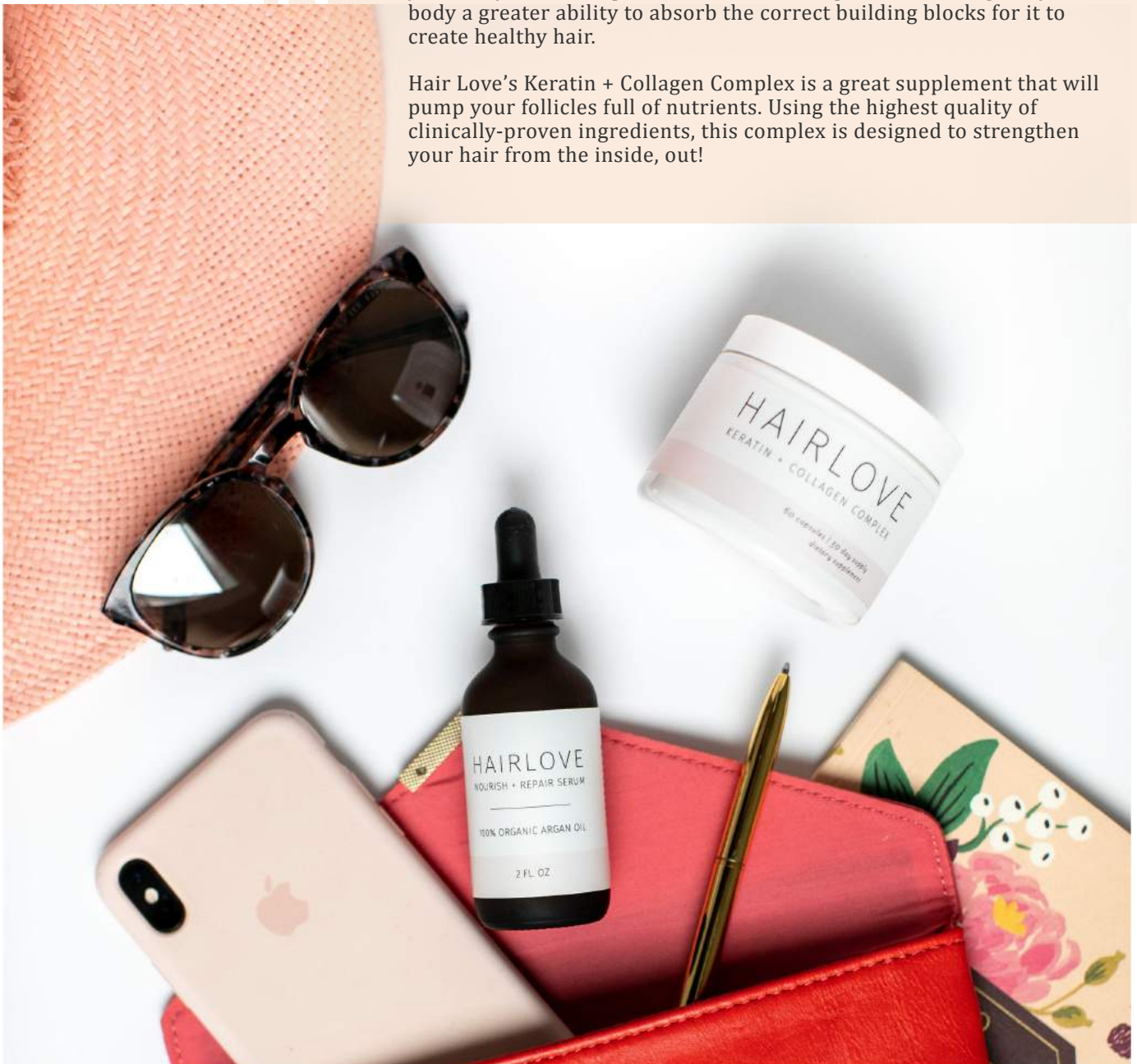


ADDITIONAL HAIR SUPPORT WITH SUPPLEMENTS

A healthy diet is the first step, but even the proper diet doesn't always provide your body with enough vitamins and nutrients it needs to build strong and beautiful hair. This is especially true if you suffer from any vitamin deficiencies. In a case like this, you're asking your body to create healthy hair, but your body can't access the proper nutrients to build from. It's like asking a mason to build a brick building – but then supplying them with no bricks!

Natural hair supplements are a great option to ensure healthy hair – even if you don't suffer from a vitamin deficiency – as they will provide your body with a surplus of vitamins it can pull from. This gives your body a greater ability to absorb the correct building blocks for it to create healthy hair.

Hair Love's Keratin + Collagen Complex is a great supplement that will pump your follicles full of nutrients. Using the highest quality of clinically-proven ingredients, this complex is designed to strengthen your hair from the inside, out!



DID YOU KNOW STRESS IS LINKED TO HAIR LOSS?

Health is about more than just eating right and this is true for your hair, too. Another important step in the quest for healthy hair is through self care and reducing stress.

When your body is under stress or under the weight of other negative emotions, it can directly affect your hair, causing it to become brittle and lowering your ability to properly absorb those important minerals and nutrients.

Seek out ways to take time for YOU to reduce stress and you'll be surprised at how much healthier you – and your hair – will be! Here are some ideas for reducing stress and increasing self love...



EXERCISE AND MEDITATE

By scheduling in regular exercise and reflection, you're keeping your mind calm, clear and relaxed—which reduces stress and releases endorphines that make us feel good!

QUALITY TIME

Spend some quality time with just you! Read a book, go for a walk, and think about all the ways you are a strong and beautiful person. Writing in a journal really helps with this exercise too! Take the time for writing down everything you are grateful for!

TREAT YOURSELF

We all need a little spoiling every once in a while, and who cares if you're the one doing it! Book a massage, an afternoon at the spa, or heck, just order yourself your favorite ice cream! Whatever makes you feel special – treat yourself!

4 ESSENTIAL HAIR DO'S

Now it's time to dive into the essential list of Hair Do's and Hair Don'ts to help keep that mane looking fresh and fabulous! Check out these handy hair tips and tricks to restore, protect and polish your hair!

01 STAY HYDRATED

We've learned that our bodies pull nutrients from our food to keep our hair healthy, and the same is true about H2O – and that's why drinking plenty of water is crucial for your hair's strength and flexibility. Properly hydrated hair means less scale and dandruff, too, so try to drink at least 8, 8oz glasses per day!

02 PROTECT YOUR HAIR

The weather can do a number on our hair, from sun damage to freezing damage (PRO TIP: Never walk outside with wet hair in the wintertime, as you risk freeze-damaging your hair).

You can protect your hair from anything the weather decides to throw at it with the proper hat. From big-brimmed sun-hats to thick, woolly beanies, be sure to outfit your hair with the proper attire, weather-dependent. Plus, you'll also look really cute and can add to your hat collection! :)

*"I REGRET TAKING CARE OF
MY HAIR"
– SAID NO ONE EVER*



4 ESSENTIAL HAIR DO'S *continued...*

03 NOURISH YOUR HAIR

Much like our skin, our hair needs to be moisturized so it can maintain flexibility, elasticity and strength. Be sure to regularly treat your hair to a few Argan oil hair-masks every week or two to protect and nourish your hair.

Hair Love's Nourish + Repair Serum with 100% argan oil is one of the most nourishing treatments you can do for your hair. It helps to lock in moisture, protect and repair damaged hair, split ends, and tame unruly frizziness. It's like a luxury bath for your hair!

04 SCALP TRAIN

In an attempt to rid our hair of greasy oils, we sometimes wash our hair too much. Our bodies, wonderfully adaptable as they are, try to make up for that lack of oil by producing more, ironically undoing our attempt at getting rid of the excess oil. With 'scalp training' you can essentially 'train' your scalp to be less oily. Try these 5 steps, every evening before bedtime.

1. Starting at your roots, brush out your dry hair from root to tip. This will spread out those natural oils evenly through your hair.
2. Shampoo, 1 - 2 times per week, using a gentle cleanser most of the time, and occasionally alternating to a stronger cleanser.
3. Condition only the ends of your hair, keeping it away from your scalp and roots.
4. Use a natural dry shampoo sparingly in-between wash days.
5. Use a scalp conditioner every other hair-wash day. Apply it while your hair is wet, leave in for ten minutes, then wash out

4 BAD HABITS TO AVOID

We all need a little reorientation to get us back on track – especially when it comes to our hair. Sometimes we may not even realize we're damaging our hair with our daily habits. To protect those glorious locks, keep these tips in mind!

DON'T

OVER-WASH YOUR HAIR

Stripping your hair of its natural oils can happen easily with too much shampooing, so be sure you don't overwash your hair. Ideally, you should be washing your hair every 3 – 4 days. And in between washes, try using a natural dry shampoo to keep your hair looking fresh!

DON'T

SKIMP ON SLEEP

Yes, you heard us – you need your beauty sleep! Your body repairs and regenerates while you sleep and when you're not getting enough, your body will be stressed. And as we've learned, negative stress can hinder hair growth. A good amount to aim for is somewhere between 6 – 9 hours per night.

DON'T

SCORCH YOUR HAIR

While we love our styling tools, they can often cause heat damage to our hair. Try to limit your use of heating elements (including hair dryers) to every other day to give your hair a break from all the heat. Try letting your hair air-dry or (if it's wavy) braid it while it's still wet before you go to bed. When you wake up, voila! You'll have voluminous, naturally wavy hair for the day!

DON'T

BRUSH TOO HARD

When you're taming those tangles, you want it done and done now! But brushing too hard can cause breakage, so try to be as gentle as possible with your hair to avoid stressing and damaging it. Our Denmam Hair Brush is specially designed to help you detangle the toughest twists without causing breakage. It's especially great for those with sensitive scalps!



ACHIEVE YOUR HAPPIEST HAIR DAY EVERY DAY!

Now that you're armed with great information, it's time to turn that knowledge into power!

From the inside to the outside, make sure you're doing all you can to keep your hair happy, healthy, and looking its very best! Enjoy!

To find out more about Hair Love and our passion for healthy hair products, connect with us today!

xoxo

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