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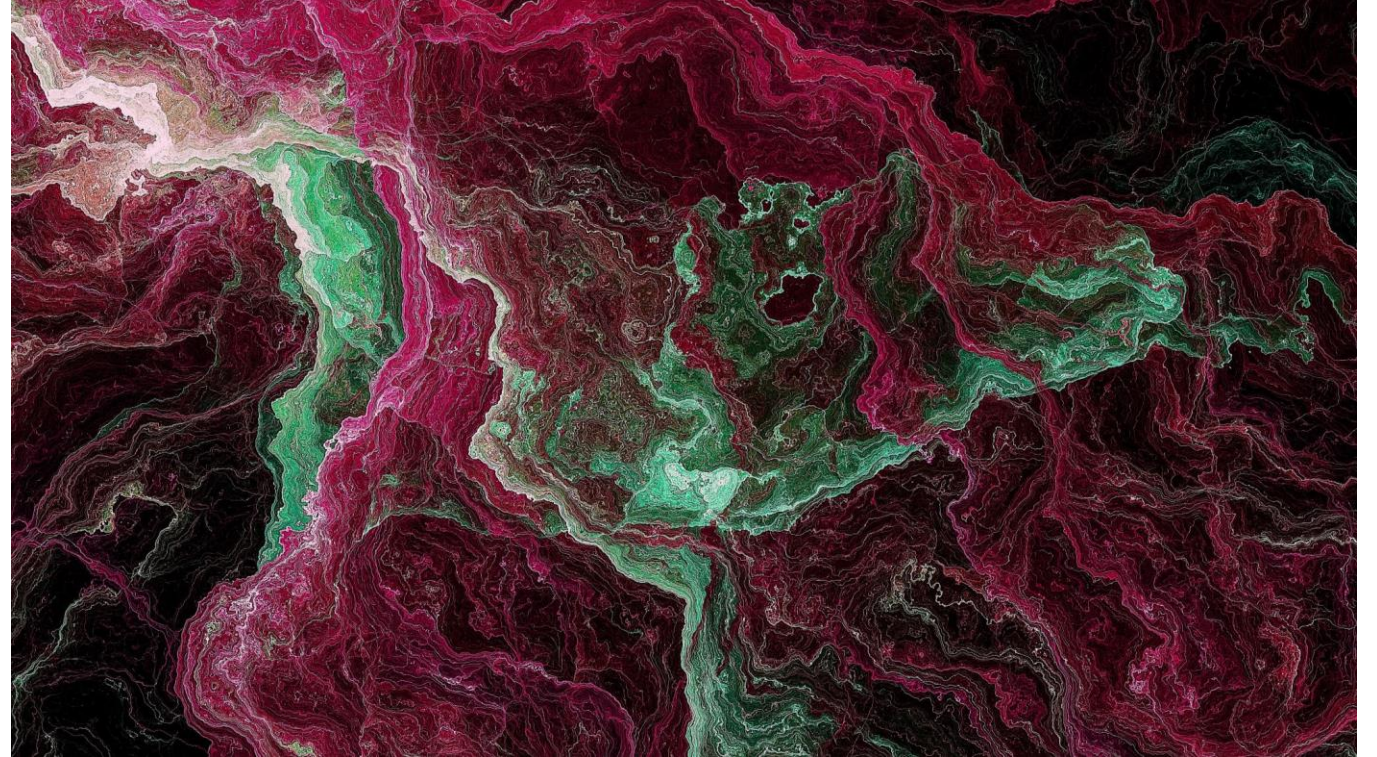


O R I



Ph balance

IT'S IMPORTANCE IN HAIR
CARE



What is PH BALANCE

- PH is an abbreviation of potential hydrogen
- PH scale measures how acidic or alkaline a liquid is.
- This scale ranges from 0 to 14
- Anything below 7 is acidic that is zero to 6
- Anything above 7 is alkaline that is 7 to 14
- Water is neutral at 7





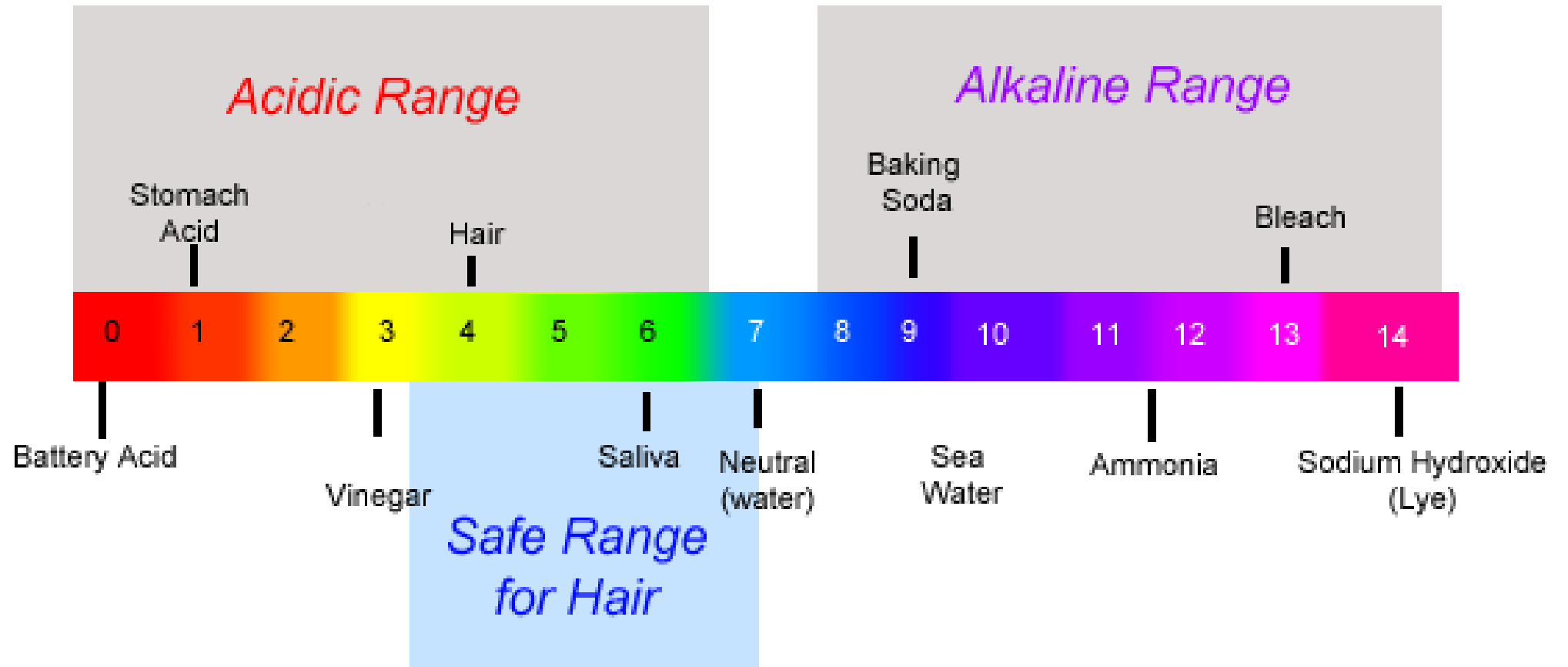
ACIDIC

NEUTRAL

ALKALINE



Hair



The PH balance of hair

PH balance of hair and skin is 4-5 to 5-5

In hair care we are looking for products that hover between being a little acidic or alkaline but not extremes

Mildly acidic may help to flatten the cuticle

Alkaline products will lift the hair cuticle

Lower PH Shampoo may cause less frizzing

Why do manufacturers give a range of PH

- Manufacturers use buffer which keep the product within a range that can go up slightly if say water gets in or acids on your skin gets in for example

PH balance in shampoos and conditioners

- Many shampoos are formulated at mildly acidic pHs (4-6)
- Conditioners tend to be around 3.5 -5.5
- Notice there is a decrease as we move from shampoo to conditioner to bring us closer to our hair and skin's natural pH balance

AS I AM PRODUCTS

Classic Collection:

- Curl Clarity Shampoo 5.5
- Leave In Conditioner 5.0
- Double Butter Cream 5.0
- CocoShea Spray 6.0
- So Much Moisture 6.0
- Detangling Conditioner 6.5
- Coil Defining Jelly 6.5
- Cleansing Pudding 5.0
- Hydration Elation 4.5
- Moisture Milk 5.0
- Curling Jelly 4.5
- Smoothing Gel 6.0
- Coconut CoWash 5.5
- Coconut CoWash
- Twist Defining Cream 6.5
- Curling Cream 6.0

EQUI BOTANICS PRODUCTS

1

Marula leave in conditioner :
between 4.5 and 5.5

2

Babassu deep treatment mask:
between 4.5 and 5.5

3

Baobab moisturising sulfate free cleanser: 5.0 and 6.0


Joico moisture recovery treatment balm

PH BALANCE IS 3.5 -4.5

Using products from the same line?

Often products from the same line have been formulated perfectly to be Ph Balanced

Where possible choose shampoos, conditioners and other hair products with Ph 4 to 5.5



PH Values in other things

- PH Values are only reliable for water soluble liquids
- Instagram question as an example

Trimming your hair

Trimming is the only solution to permanent hair damage.

Damaged ends can not be repaired

protein treatments can not permanently fix hair

Hair must be treated continuously as it withers naturally

Hair cannot repair itself

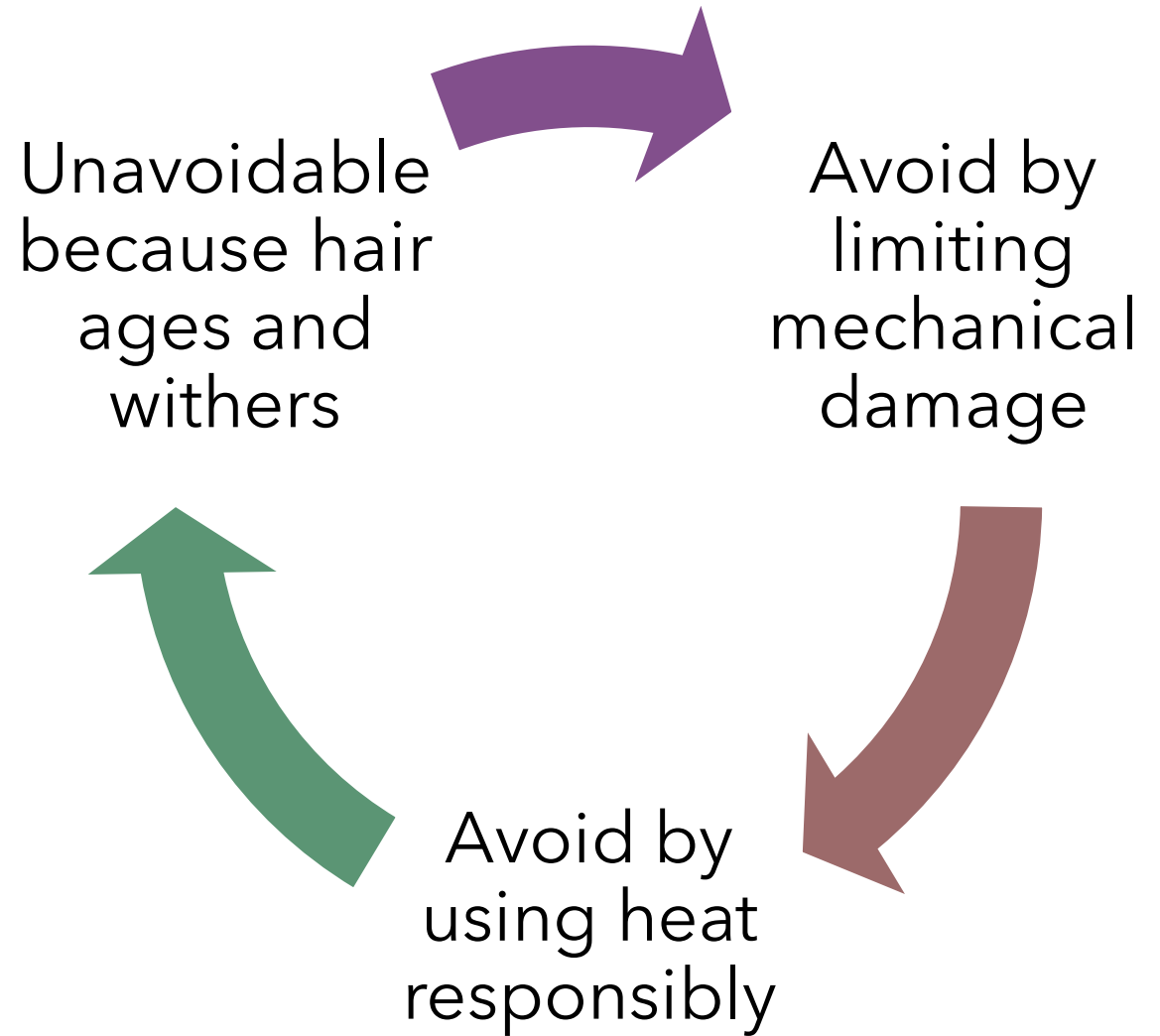
Damaged hair must be removed or eventually break off

Should you trim like clockwork?

No but you may want to follow a guideline

How and when you trim are personal and can be subjective from one to another or even how you've treated your hair within a period

Split ends are both avoidable and unavoidable





SPLIT ENDS



HEALTHY



SPLIT



CRINKLE



TRIPLE



FEATHER



TREE



DOUBLE Y



LONG



DEEP



BABY



TAPER



THICKENING



RIGHT ANGLE



WHITE SPOTS



OFFSHOOT



KNOT



INCOMPLETE SPLIT





O R I





Different types of trims Audrey D Sivasothy

Reactive
Maintenance
Trims

Preventative
Maintenance
Trim

Aesthetic
Maintenance
Trims



Guidelines for trimming



Wet or Dry trims?



Hair porosity challenges
for trimming



Always trim hair straight
across

Cues you need a trim

Manageability cues



Are your ends drier? Frizzer?



Does it tangle, snag or catch more easily



Are you seeing more single strand knots



Self trimming natural hair

Shampoo first

Condition as normal

Style the hair in braids or two strand twists

Air dry

Then just trim $\frac{1}{2}$ an inch or even $\frac{1}{4}$

More damage means a deeper trim