

# SWIMMING AND HAIR

- Short, occasional exposure to **chlorinated** water really won't damage **your hair**. but it might make it feel dry for a day or so
- Regular exposure to **chlorinated** swimming pools can cause significant damage to **your hair**

# HOW DAMAGE OCCURS

Chlorinated water is designed to kill bacterial. It does its job well but strips your hair of its natural oils including sebum

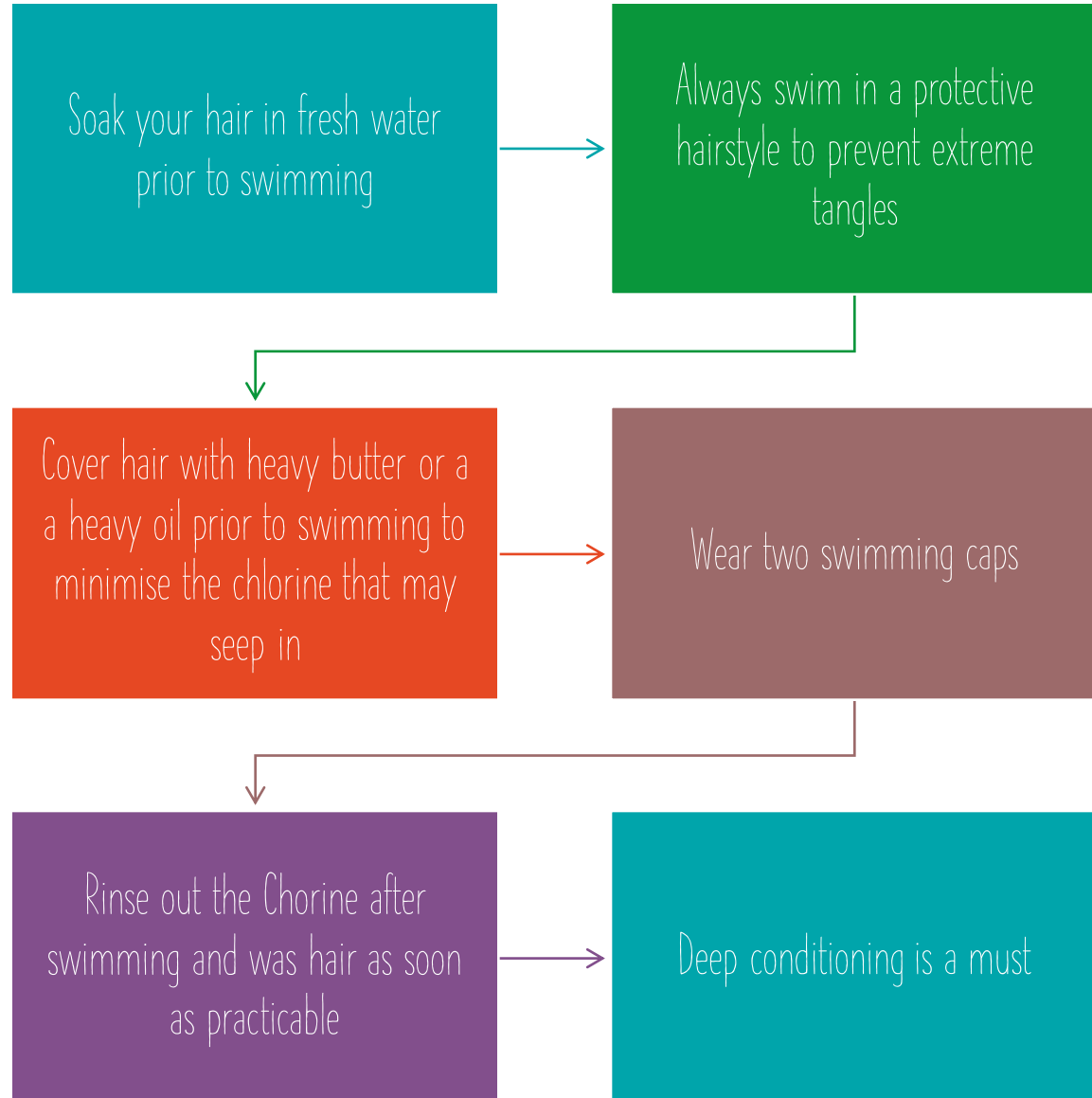


Copper in swimming pools also reeks its own damage



When copper oxidizes against the hair shaft, it creates a green tint, which is especially visible on blond hair, and on dark hair it can appear brown

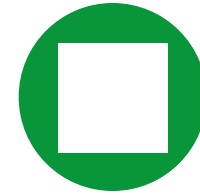
# HOW TO STOP CHLORINE DAMAGING YOUR HAIR



# BACK TO SHAMPOOS



Chelating Shampoos is a must for swimmers



Moisturing Shampoo wouldn't do



A clay wash wouldn't do



A clarifying shampoo will take chlorine away but not copper