

Hair routine: scalp, masks, and heat

How often to wash, where to apply each product, and how to use a straightener or hairdryer without damaging the fiber.

Scalp and fiber: two different routines

Shampoo should be worked only into the scalp, with the fingertips and never with the nails; conditioner and masks go from mid-lengths to ends, where the hair is more damaged. Confusing the areas is the usual cause of greasy roots with still-dry ends.

How often to wash according to your type

Wash according to the oil you produce, not according to a calendar: daily for very oily scalps, every two or three days for dry, curly, or dyed hair. Two short rinses clean better than one long wash, and lukewarm water is more respectful of the fiber than very hot water.

Scalp serums and ampoules

They are applied to a clean and slightly damp scalp, in sections, with a short one-minute massage to distribute the product and activate circulation. They are used daily or on alternate nights depending on the formula, and their results in terms of density are evaluated after three months.

Weekly masks and treatments

One 5 to 10-minute mask per week is sufficient: leaving it on all night does not multiply the effect and can weigh the hair down. If the hair is very porous due to dye or bleaching, alternate a repairing mask with proteins and a purely hydrating one to avoid hardening the fiber.

Heat, straighteners, and thermal protection

Before using a hairdryer or straightener, always apply a heat protectant and work at the lowest temperature that gives you the desired result. Styling tools are used on completely dry hair, on thin sections, and with a single pass per area. Finish with cold air to close the cuticle and add shine.

Body, neck, and support from within

When rinsing out conditioner, use the excess to moisturize your neck and shoulders, which experience the same wear from hot water. Beauty supplements can accompany the routine, always following the dosage on the package and consulting with your doctor if you are pregnant, breastfeeding, or taking medication.

