

Styling or straightening hair through the application of excessive heat can be very damaging to the hair, causing it to break easily and for the ends to split. This is because our hair is made from a natural protein called Keratin which is thermally stable up to temperatures of 140C. Many heat treatments for styling and straightening are carried out at temperatures above 140C which will cause damage to the hair. Chemical treatments for styling and straightening will also cause damage to the hair structure through chemical attack of the Keratin. If heat treatments are to be used for styling or straightening, then they should be carried out at temperatures below 140C although at low temperatures heat treatments are often ineffective.

Here at Nativis, we have developed a Conditioning Hair Spray that, when applied correctly will allow styling and straightening to be applied at temperatures below 140C. It is 100% natural in composition, and contains a natural active ingredient derived from Sericin which we have called Silk Hydra-Fix<sup>©</sup>. This active ingredient will coat the hair strands and when heated to 100-120C, will allow the hair to be easily styled or straightened. This will allow styling and straightening to be quick, effective and safe in terms of preventing hair damage from excessive heat. The application of the Conditioning Hair spray will also provide the benefits outlined for the Stay-in Conditioner

### Products for Style/Straighten Hair

#### Silk Hydra-Fix Conditioning Hairspray



#### Directions for Use - Spritz & Style at Low Temperature

1. Apply the Stay-in conditioner to the hair whilst damp (after washing and towel drying) or when dry. Spritz liberally over the hair and where hair is thick in nature, spritz through the hair in layers to provide penetration.
2. Once applied brush the hair from the roots to the tips. It should feel very easy to brush the hair and should significantly reduce hair breakage during brushing.
3. Allow the hair to fully dry (A hairdryer can be used at a low temperature to speed up the drying process) before commencing with straightening or styling.
4. Straighten the hair at low temperatures (100 - 120C) if desired. Once straightened, the hair can be left straight or styled (curls or waves can be put into the hair) at the same temperature.

**Price £21.00**

The above procedure will work on most hair types although it works best on medium to fine hair at a short to medium length. Once straightened and/or styled, the hair will hold its shape for a minimum of 12-18 hours which is ample time for attending a party, a new date, a job interview or just to try out a new style for example. All of the benefits described for the Stay-in Conditioner package will also apply here when the Conditioning hairspray is used for straightening/styling.

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