

AFFINAGE

P R O F E S S I O N A L



The Environment, Free Radicals & their Impact on the Hair

Environment

All hair is exposed to elements in our environment that can be harmful. Things like sun, wind and unseen chemicals surround us and can be very damaging to hair.

To protect hair against environmental elements a UV filter should be utilised where possible.

Free Radicals

Free Radicals are an unstable molecule that will “scavenge” from anywhere it can to make itself ‘stable’ again. This means your hair is a very good target and the result can be loss of colour and damage to the hair structure.

Free Radicals can be fought by regular use of anti-oxidants. Vitamin C and E are the two most effective anti-oxidants that will help in the fight against Free Radicals. These vitamins will give the unstable molecule some of their electrons which help the molecule to stabilise. Many things can impact on hair and its appearance, the largest factor being diet, but the utilisation of ingredients in haircare products with high levels of Vitamin C and E can be very effective in protecting hair from such scavengers.

Kakadu Plum has been identified as the single natural food source with the highest levels of Vitamin C than any other product and has been added to Indigo products with this benefit in mind. Other anti-oxidants used in the Sapphire Ice range include Coconut Milk, Avocado Oil, Ginger, Hops, Olive Leaf, Lemongrass, Bergamot, Orange and Lime.

Style Brilliance