

AFFINAGE

SALON PROFESSIONAL

The Affinage UV Filter Explained

The regular use of sunscreens is vital for our skin and the same can be said for our hair. We need to protect our hair from UV radiation to maintain “youthful” looking hair – soft, silky, shiny.

Affinage UV Filter Simplified

How does it work?

The Affinage UV Filter is an ingredient designed to absorb and bind to the hair’s cuticle and cortex providing the hair with protection from UV-B radiation. By preventing the effects of UV-B radiation this UV Filter protects grey/white as well as pigmented hair and dramatically increases the condition, strength and behaviour of hair all resulting in better shine and manageability.

Why do I need a UV Filter?

The utilisation of a UV Filter means colour is maintained for longer, hair is protected from free radicals (unstable molecules that can damage the hair), the environment and its harsh effects.

You will notice a visible difference to your hair very quickly with regular use of Affinage products that contain a UV Filter.

UV Filter In Detail

By looking at how our hair reacts and responds to the environment and the harsh chemicals we are constantly surrounded by we can understand its impact on the hair more easily, thus providing substantial benefits for utilisation of a UV Filter.

Hair should always be maintained from the inside out, meaning diet will always have a large impact on hair’s appearance and manageability, however, using preventative measures on the outside as well can help where diet may not.

Hair is constantly being damaged by many forces in our environment such as, sun, wind, chemicals/pollution, cigarette smoke and the ever present free radicals.

Overexposure to the sun can cause damage to the appearance and physical properties of the hair. In particular the Sun is one of the largest contributing factors in degradation of the hair structure. UV-B can cause photodegradation of the bonds in the hair, causing hair to become dry and porous. As a result of loss in condition the hair becomes harder to manage and is more susceptible to colour fade or as many will know it ‘sun-bleaching’.

The Affinage UV Filter has been proven to protect the hair from such forces and can improve the combing ability of the hair by up to 58% in virgin hair and 33% in bleached/treated hair.

Other sunscreens can allow the penetration of UV-B radiation resulting in blonde hair becoming brassy and giving grey/white hair a yellow appearance.