



HAIR SECRETS: BOOK EXCERPT #1

SUPERMARKET VS SALON

There are so many products available both on the supermarket and salon shelves. Unbelievably they all profess to be different, so that gives us thousands of products to choose from. *No wonder we are all confused!*

I want to address the age old question of 'Which is better - salon products or supermarket products - and why?'

Being a hairdresser you may assume I will just tell you that salon products are much better every time but this is not *always* the case! There is no simple answer for this question, as it depends on each person's hair and the type of hair you are referring to for each individual.

If you are looking for a shampoo and conditioner for a child's hair the considerations before selecting a product are:



- Children's hair is usually natural with no colors or perm.
- They don't dry out their hair using hot styling tools
- Their hair is often in good condition. (unless they often swim in chlorinated pools)
- When shampooing their own hair, they are likely to use large quantity of product each time
- Kids can easily waste a large amount of shampoo and conditioner over time

Considering the points above, probably the best choice for children could be the cheaper mild shampoos and conditioners specifically for children available in the supermarkets.

However if your child does swim regularly in chlorinated pools consider using salon products that can remove the damaging chlorine from hair. If you ever use your hot styling tool on their hair, protect your child's hair with a heat protectant spray first which can minimize loss of moisture and damage to hair.

If you are looking for a shampoo and conditioner for an adult who has natural hair in good condition and wears it in a short style; then *either salon or supermarket product* choice could work.

If your hair is colored, bleached, permed or sun damaged you're best to choose a *professional salon product* and utilize the stylists knowledge to choose the products which will work best in your hair. Even if your hair is not colored, chemically straightened or permed; hot styling tools, the sun and air conditioning can damage your hair more than you'd imagine.

I recommend using salon prescribed products to get the best results for your hair. Ask your stylist for the best shampoo and conditioner for your hair condition and type and they will be thrilled to assist you.

SECRET STYLING TIP #3

To achieve the best results possible always ask your hairdresser to recommend the best shampoo, conditioner or styling product for your particular hair needs.

Some great salons will give you a small sample to try for free, so you can see how it works in your hair before you buy the product. Some brand ranges are also available to purchase in a mini size too which is helpful in testing the product on your hair.

To give you more guidance on the differences between supermarket and salon products, I have outlined general features, benefits and negatives to help make it easier for you to choose the right product for your hair.



- Usually not as strong or concentrated as salon products
- Shampoos and conditioners have a higher percentage of water content than the salon brands
- Products appear cheaper and better value
- Advertised on TV as miraculous but often disappointing
- Styling products often are weaker in strength and hold so you are forced to use a lot more each time
- Packaged in containers that appear larger so you think you're getting a bargain
- Ingredients may be cheaper synthetic ingredients
- Products used up faster because more is needed and used each time
- Have to choose products yourself with no professional help available

Salon Products

- More concentrated products so less amount needed each time
- Smaller sizes (especially shampoo and conditioner) that last longer than larger bottles when correct amount is used
- Better results when styling daily because good hair condition is maintained
- More expensive so can appear to be less value for money
- Correct product choice can control frizz, strengthen hair, increase longevity of color tone and improve condition and manageability of your hair
- Benefit of professionals for advice and recommending the correct products for your hair needs
- Trend towards more natural ingredients used in salon products – many are now sulfate free and paraben free
- Scientific teams research effects and benefits of ingredients to create individual products to suit different hair types and needs
- Incorrect product choices for your hair type and condition can be an expensive mistake

Looking at the above comparisons and points, there seems to be some positives and negatives in both choices.

To truly be able to choose the best products for you to help you to manage your hair, we need further comparisons based on reasons why we choose to buy a particular product.

Size and Cost

Let's face it; a lot of us choose products based on price alone. So let's have a look at salon shampoos and conditioners versus their supermarket counterparts and compare them.

Salon:	300mls each @ \$25 each =	Cost:	\$50 for 600mls product.
Supermarket:	500mls each @ \$10 each =	Cost:	\$20 for 1000mls product.

So far if choice is made on price alone, everyone would choose the supermarket shampoo and conditioner. After all, the price of the salon products does seem to be five times more expensive than the supermarket products.

But we base our choice of shampoo and conditioner purchase on more reasons than price alone. What else do we want to consider other than the price?

Quantity of Product Used

There is definitely a big difference in the quantity you would need to use of salon and supermarket products. This is worth emphasizing! Because the salon products are so concentrated you only need to use a small amount each time. Supermarket shampoos and conditioners are not as concentrated, so to get the product to work effectively you need to use more each time.

Consider the following:

Salon shampoo and conditioner: 600mls: A 10 - 20 cent piece in the palm (5mls).

2 x shampoos + 1 x conditioner = 15mls used each time.

Supermarket shampoo and conditioner, 1000mls: A palm full used each application (12mls).

2 x shampoos + 1 x conditioner = 36mls used each time.

The number of uses you get with each product are different – 40 hair washes out of the salon product, and only 27 washes out of the supermarket products.

This means another supermarket trip to purchase more supermarket shampoo and conditioner and using it another 13 times before the original salon shampoo and conditioner is empty.

Therefore in consideration of amount used and costs:

40 hair washes with salon products = \$50

40 hair washes with supermarket products = \$29.60

This shows now that in comparison there is now closer to only \$20 in cost between them, instead of \$30.

We also went from the salon product looking like it was five times more expensive than supermarket products; to them being much closer in value.

With the generic example I have given, salon products are only 1.7 times more expensive than supermarket brands when the correct amount is used each time.

Visible Results

Another deciding factor when choosing what products to buy for our hair is *results*.

If the shampoo and conditioner promises to stop color fade, or make your hair frizz free or make it stronger, then that's what you want to see.

Salon shampoo and conditioner is usually developed by a team of scientists, and tailored to specific hair types and problems. If you are recommended the correct salon shampoo and conditioner for your hair type and problem, you can achieve excellent results every day.

They also create specific products designed to maintain color brightness and longevity so your color looks great for longer.

Supermarket shampoos and conditioners can be disappointing in results. Even if you have chosen the correct shampoo and conditioner for your particular hair type, results can still be less than satisfactory. Many supermarket shampoos contain sodium laurel sulfate.

The chemical compounds in the sulfates dehydrate the sebaceous (oil) glands and strip your scalp of essential oils and natural moisture. These compounds also tend to damage the hair follicles, which can lead to hair loss.

In summary, there are a lot of factors to consider when you buy products. The best thing to do is to do a basic assessment of your own hair first. Ask yourself the following:

- Is my hair damaged and dry from color, perming, straightening, blow drying or any other reason?
- Is my hair natural and in good condition?
- Is there any frizz, dryness or natural curl that I can't control in my hair?

If you feel that you have specific problems that drive you crazy and are difficult for you to fix, then going to the salon for a professional recommendation for the right products for your hair type or problem would be more beneficial.

This will make it easier for you to choose the right products for your hair so you can look fabulous every day, and to fix specific hair problems.

The only caution I would give you when you have wonderful salon products for your hair is to protect them from the rest of your family. Why do I say this? Because expensive shampoo and conditioner can be wasted, without you realizing it!

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