

## Frequently Asked Questions

### **How do I give my straight hair more body?**

A great hairstyle starts with a good hair shaping. Straight hair has no bounce. Left on its own, it will just hang off the head and appear flat. A good hair shaping has carefully designed angles cut into the hair, to give support to the style, much like the iron beams that support a skyscraper.

The shampoo and conditioners that you use should be thought of also. I would recommend the Matrix Amplify™ regimen. Amplify Shampoo is designed to give body to the hair. It doesn't have any heavy wax or conditioners to weigh down the hair which may be found in some shampoos on your grocery or drug store shelves. The Amplify conditioner is well-designed. Most conditioners have a glycol base which tends to flatten the hair. The base of Amplify conditioner is made with a polymer which gives shine and body to the hair without weighing it down.

### **I have been coloring my own hair for six years. How can I get my color to last for more than two weeks?**

Color fading is usually caused by one or more of certain factors. The most common is something that is out of your control. The chemical composition of the color products available to the consumer is usually quite harsh, creating high levels of porosity in the hair. Allow me to explain. If you look at a single hair under a microscope you will see scale-like formations coating the hair. These scales are called "cuticle imbrications." Shiny hair has tight cuticle imbrications which the light reflects off creating shine. All permanent color services take place beneath the cuticle by first raising them up and depositing color molecules in the cortical fibers of the hair. After this deposit occurs, the cuticle imbrications are supposed to close down. This is all done by a chemical process. If the chemical composition of the product is too strong, the cuticle imbrications will become damaged. Therefore leaving the hair with a dull appearance. This is usually accompanied by fading.

We at the Hair & Color Specialists use a highly professional product from Italy called Framesi 2001. Framesi hair color is formulated especially for shine believability and long duration.

### **Why does my hair always turn red when I color it?**

There are several important factors to consider when coloring hair. Many of them require years of study such as defining the natural tone and level of the hair. This is important because certain colors such as red and gold are exposed as hair is lightened. This is called "remaining pigment contribution." A master colorist possesses the knowledge to suppress these undesirable tones.

### **I made a mistake and colored my hair too dark. How can I make it lighter?**

Unfortunately, a tint cannot lighten hair that has already been tinted. A color removal treatment must be performed in order to lighten tinted hair. This is a highly technical operation that should only be performed by a master colorist who is proficient in color removal. We at the Hair & Color Specialists have three master colorists who are highly proficient in color removal.

**I am moving to Jacksonville from another state. Do I need to get my color formula from my beautician?**

Because of our many years of experience in the hair color profession, matching your hair color should not be a difficult task. However, please come in to our salon for a free consultation as soon as you arrive in Jacksonville. Do not wait for your hair to fade before one of our master hair colorists has a chance to observe your hair color.

**I have been frosting my hair with a cap for many years. Can I go back to my natural color?**

If you look at a healthy hair under a microscope you will see scale-like formations coating the hair. These scales are called "cuticle imbrications." Shiny hair has tight cuticle imbrications which the light reflects off of creating shine. All permanent color services take place beneath the cuticle by first raising them up and depositing color molecules in the cortical fibers of the hair. When a frosting cap is used several times, these cuticle imbrications are disintegrated because of the repeated bleaching. This is called porosity damage. If you simply put a color on hair that is overly porous, the hair will absorb all of the color and appear drab or muddy. Often the hair will turn green. The best way to combat this issue is to first repigmentize the hair, much like a primer over bare wood. Then a carefully formulated color should be applied.

**My hair is very curly and looks like "Bozo" all the time. What can I do to tame my curls?**

Curly hair is much like straight hair because it also needs a carefully designed shape. However, we must approach the curly hair from a different perspective. Also, new products have been formulated by the K.M.S™ product company. The "Flat Out" regimen will temporarily straighten your curls. The "Curl Up" regimen will make your curls more defined.

**What brush should I use to straighten my curly hair?**

I would first recommend the use of KMS Flat Out shampoo and conditioner. Then the Flat Out temporary straightening balm should be applied. I would then use a big round brush. Starting from the nape of the head take small sections pulling each section out and drying the hair straight down. Always position the blow-dryer behind the brush. This minimizes frizz. Continue taking small sections working your way up the head form. It takes a little practice, but in time, you will be happy with the results.

**What style is good for a round face?**

Usually a style that is brought toward the face is best to minimize the round features. This should also be in proportion to your individual features.

**What style is good for a high forehead?**

I usually suggest a style with bangs. Also more volume should be directed toward the sides of the head, while less volume should be created on the top of the head.

**I am a 24-year-old male. I have very oily hair. How can I minimize my oily condition?**

There are several medical conditions that cause oil secretions. I would first try a shampoo called Alternate Action Shampoo by Matrix™. I would also discontinue the use of any conditioners or pomade styling products. If this oily condition continues or gets worse consult a physician.