

4 Steps to Your Clients Having Beautiful, Incredible Hair

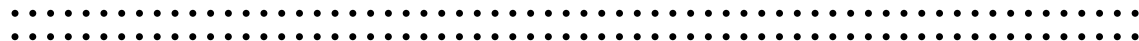
How your clients can have a foundation of RICH,
BEAUTIFUL HAIR they desire from your help
in EDUCATING them on proper hair care.



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Chapter 1: Introduction



“Why beautiful hair is important. But recognize that your clients maybe facing hair problems.”

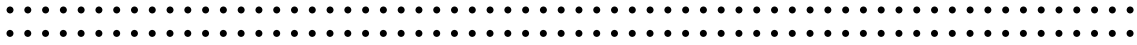


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Having beautiful looking hair is very important. It's a wonderful feeling your clients should have, to have the hairstyle of their desire that matches the slick new dress they are wearing for a special event, a short bob cut hairstyle that matches their casual wear prior to girl's night out, or a hairstyle someone can don on a casual day out when shopping. A great thing about having beautiful hair that a lot of people know, is that it nets a person compliments, and helps to enhance someone's look and persona. Hair is very precious, as it is part of what brings out the beauty of a person.

However, we've all hear the stories before from others or have seen it for ourselves. You know like the days where hair won't hold a curl, but instead falls flat. Those days the ends of hair are split and hinder growth. Then there



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are times of hair being damaged to the point that it is very hard to manage, and needs replenishment immediately.

I've talked to women and they've stated the type of challenges they've had with their hair. Many of the times, they've been going through those problems for a while. It's common for people to encounter hair challenges that require them to make the right adjustments to rectify the problem. The adjustments your clients need to make to return their hair to its full glory depends on the problem at hand. Being knowledgeable on ways to take care of hair is also important.

This free eBook is here to cover four steps your clients should follow when they are maintaining their hair in between salon visits. When following this information, they can have the beautiful, healthy hair their desire. They can have hair that can be styled to their liking, crafted into something extravagant, polished to a work of art.

Perhaps you are becoming a professional in the hair and beauty industry, or even a seasoned veteran. This information is also valuable that you can keep in mind during your daily practices. Here are some of the reasons you should educate your clients on proper hair care outside the salon:

- It can ease the work that you the hairstylist have to do in servicing their hair
- You can spend time cutting, coloring, and styling your client's hair, and less time trying to figure out what's wrong with their hair
- It establishes you as a expert and authority in your field
- Educating your clients builds their trust in you
- Clients will keep coming back for your services because of your willingness to take the extra time to care for their special needs
- Your clients will refer business to you. Happy clients on average refer three people to someone! Word of mouth is very strong in the hair business!
- It opens up a door for you to sell products you recommend to your clients that your salon carries, thus increasing revenue for you and your salon

So there are several pluses to taking the time to educate your clients, to be their friend, and someone who really cares for how they look and feel!



“The importance of hair and your role in laying a beautiful foundation for hair.”



Image Courtesy of Carmen Bright

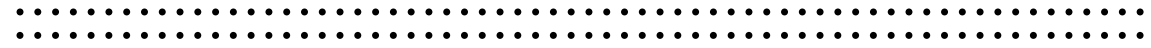
Hair, as one person described it once from a previous interview, is very dynamic. It’s breathtaking on what hair is and what it can do. A hair educator mentioned that it is just incredible on how you are able to shape, form, and turn hair into a beautiful work of art. Think about it. You can move hair so freely unlike your arms or legs. You can twist, curl, straighten, and move hair to how you see fit. If you’ve looked into some of the fashion magazines like Vogue or salon magazines like Modern Salon, you’ll see hairstyles of women that were truly crafted with care by professional hairstylists. These hairstyles are examples of how a

professional sought the potential in their abilities, knowing there are no limits to what they can create when they put their minds to it.

Hair that is manageable is what helps to deliver those types of hairstyles. Taking care of hair wields someone the chance to develop and craft hairstyles that compliment them. You the hair professional have that chance to help your clients craft a beautiful hairstyle to their liking. However, make sure they are knowledgeable on some of these tips to achieving beautiful, healthy hair.



Chapter 3: Taking Vitamins



“Why vitamins are what hair needs in order to maintain a beautiful, healthy state”

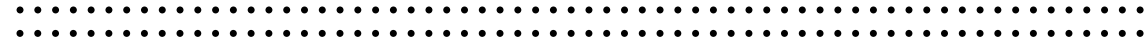


Image courtesy of Kittikun Atsawintarakul/freedigitalphotos.net

Multi-vitamins should be taken daily, as they usually come packed with vitamin A, vitamin B, vitamin C, and vitamin B12. These are good sources to consume in order to promote healthy hair. Take the recommended capsules daily. For best results, try taking vitamins that come in liquid for better absorption. Hair products also contain vitamins and nutrients. So examine the labels of the hair products you plan to invest in for your hair services. Here are benefits to some of the vitamins:

Vitamin A- helps to protect hair by keeping free radicals from damaging hair. It’s also helpful in healthy production of oils from the scalp.

Vitamin B- a very popular vitamin that comes in different forms. One well-known type, B12, helps to promote hair growth, prevents thinning hair, while vitamin B complex helps provide oxygen for hair to prevent damage.



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Vitamin C- provides protection against UV radiation damage, and overall helps to promote healthy hair.

Vitamin D- this vitamin is great to help maintain the strength of hair.

Vitamin E- helps to restore hair from dryness and damage, and also helps to soften hair.

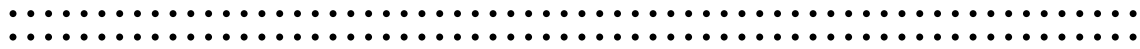
Calcium- helps to reduce chances of hair loss. Also helps to promote hair growth.

Zinc- a mineral (or essential trace element) that can help prevent hair loss.





Chapter 4: Eat These Recommended Sources of Food



“Why it’s important what your clients put in their body helps determine the state of their hair”

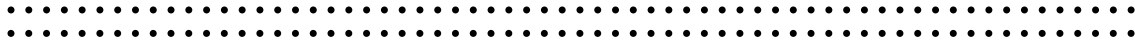


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Healthy eating is essential to help promoting healthy hair, but only by consuming the right foods. Here are ten great sources of healthy foods your clients should be consuming daily: salmon, low fat dairy products like milk, carrots, oysters, whole grains, eggs, poultry, nuts, dark green vegetables, and beans. Here are some facts to be aware of regarding these sources of food:

Salmon- very rich in proteins and vitamin D, and both are very essential in improving the strength of hair. Salmon also contains Omega-3 fatty acids, which will assist to promote hair growth.

Carrots- this vegetable is loaded with vitamins, which include vitamin A, B1, B2, B3, B6, C and E. It helps to cleanse the body of unwanted toxins, and assists in helping improve the health and growth of hair.



Oysters- another great source of protein so hairs that replace the ones that are shed, become strong and healthy. Oysters are also rich in Zinc, which when taken daily can prevent hair loss, or a dry, flaky scalp.

Eggs- many people in the health and fitness industry would tell you that eggs are one of the most essential sources of protein you can get without consuming meat. Eggs also contain vitamins A, D, E, B2, B6, B9, iron, and calcium.

Nuts- all nuts contain protein and vitamins/minerals. Walnuts, for example, contains biotin and vitamin E. Where vitamin E helps restore hair from damage, and softens hair, biotin can help prevent hair loss.

Dark Green Vegetables- these types of vegetables are the most important of all the vegetables. Green vegetables include lettuce, spinach, greens, peas, and green peppers. They are high in fiber, which is good for cleansing the body of toxins and waste that can have a negative effect on your client's hair. They contain vitamin C, calcium, iron, folic acid, potassium and magnesium (among others). Folic acid, in particular is very beneficial for it actually helps renew cells that grow hair, thus aiding in growing healthy, beautiful hair. Potassium helps to prevent hair loss.

Milk- contains protein and essential nutrients that help to aid in maintaining hair strength. Milk contains calcium, vitamin A, B6, and biotin, which aid in the protection of hair, as well as keeping hair soft and manageable.

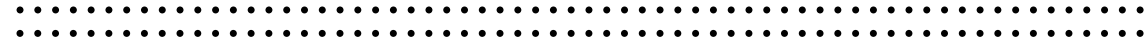
Beans- this is another great source of protein. Beans contain high fiber, aiding in cleansing the body of toxins and impurities. Another source of protein aids in strengthening hair.

Poultry- chicken is the most common type of poultry (turkey being another), which is a valuable source of protein to strengthen hair. Chicken for one also can contain up to 40% of a person's daily need of vitamin B-6 per serving, which helps to maintain healthy hair.

Whole Grains- found in food like wheat bread, pasta, oatmeal, brown rice, cereal, or granola bars. Whole grains contain copper, biotin, zinc and iron to help prevent hair loss, and magnesium to assist in promoting hair growth.



“Hair products that your clients use should be for maintaining their healthy, beautiful hair outside of the salon”



Your clients should get their shampoos, conditioners, hair crèmes, and other hair products that contain vitamins A, B, C, D, and E. Also, your clients should use hair products that contain green tea, emu oil, argan oil and shea butter (to name a few), which are good ingredients in hair products that can take care of hair effectively.

Green tea, for example, is such a great ingredient because it contains vitamin C, E, and panthenol, helping to sooth and moisturize the hair and scalp, preventing chances of your clients experiencing hair loss, while protecting their hair against UV radiation damage. Shea butter, another wonderful ingredient, contains rich vitamins and minerals, absorbs into hair easily, aids in the restoration of hair and scalp, and keeps hair moisturized and healthy. Argan oil, on the other hand, is great for when someone needs to rid of frizzy or brittle hair, and would like their hair silky and smooth. So ingredients like these do determine the quality of hair products.



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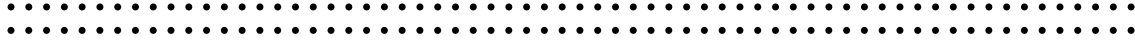
Before your clients purchase hair products for themselves, they need to make sure they check the labels to find out what ingredients they contain. They need to be weary of hair products that contain ingredients that they aren't aware of. You, the hair expert, should be knowledgeable of ingredients found in hair products, so you can be there to answer questions or concerns your clients have of certain ingredients. One place you can conduct your own research is through the Environmental Working Group website www.ewg.org.

Use this information for yourself as well if you start seeking hair products you plan to use on your clients. Every person who comes to your aid will have different needs, whether it's adding more body to their hair, adding strength, or having a hairstyle that takes having a product to promote manageability, then acquiring skill and finesse to craft their desirable hairstyle they can wear for a special occasion.





Chapter 6: Condition Hair



“Always tell your clients to follow this very important step to achieving incredible results for their hair?”

This important step shouldn't be ignored as it helps to restore hair from dryness and keeps hair looking and feeling healthy. It's recommended that your clients condition their hair daily, and deep condition once a week to rejuvenate hair. Your clients will be surprised on how soft, silky, and refreshed their hair will feel.



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Depending on your client's hair type, you should recommend them the right conditioner their hair needs. Finding more about what your client's hair goals are can also determine which conditioner they should purchase. General standard is a person should use a dime size amount of conditioner to apply into hair. However, with thick, long, or curly hair, a larger amount is needed so the conditioner will fully penetrate through all the hair cuticles. Your clients should always use cold to mildly warm water when rinsing their hair of the conditioner (unless it's leave-in). They should never use hot water.

Make sure to share how to deep condition hair. When deep conditioning, apply a little more conditioner than normal and apply a shower cap onto the head so that the conditioner can work on sealing moisture into hair. Leave the conditioner in the hair for at least 20 minutes, and then rinse with cold to mildly warm water. This is a great way to maintain soft, manageable, silky hair, especially if hair is naturally dry and needs moisture.



Conclusion

“Now teach your clients to achieve the hair of their dreams”

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Beautiful, healthy hair can be achieved. It should be demanding of everyone to have. But most of the time, the knowledge must be researched or seen hands-on. As said before, hair is very precious and dynamic. Hairstylists should treat their client’s hair that way, and educate them on how to treat their hair outside of the salon. With proper care means beautiful, magnificent hair results. Those results generate happy clients, thus in turn means more business coming your way.

The four fundamentals provided in this free eBook again are:

- **Taking vitamins**
- **Eating healthy**
- **Using the right hair products**
- **Conditioning hair**

These are four very important tips that are simple, yet overlooked. However, this information provided only scratches the surface on the subject of hair care. This information covers basic information for your clients to get started. This knowledge opens the doors for one to, for instance, research more in depth on the other various vitamins, minerals, and nutrients hair really needs. But at the end, you are the hair professional they will come to for advanced hair treatment!

I highly encourage you to continue researching on hair. Educate yourself on hair, it’s structure, what makes it grow, what makes it sing, etc. I recommend you to keep checking our blog for the latest hair care and hairstyling information, as well as hair industry news and info from hair industry professionals: <http://www.heavenlyessence.net/#!/blog/c1o9a>

Thank you again for reading this information. Now go out there and start educating your clients, and keep obtaining new clients!





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Additional Information

Pure'ity Hair Products

“Create an Incredibly Beautiful Finish for Your Client’s Hair”



Now that you know how to educate your clients on how to promote beautiful, healthy hair to build trust and more clientele, start using a hair product that will help you bring a beautiful, sensational, and incredible hairstyle your clients can't help but love!

See how our Pure'ity Hair Products can help you with this.

<http://www.heavenlyessence.net/#!/pureity-hair-products/c1dac>

*Learn more by contacting us at
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