

A close-up photograph of a white ceramic plate with a gold rim, filled with numerous small, vibrant purple flowers. The flowers are densely packed, and some are in sharp focus while others are blurred in the background.

GLOSS GUIDE

HYDRATE OR REPAIR

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HYDRATING OR REPAIR

It can be so confusing when purchasing hair care products on your own. Reading labels, trying to figure out, do I need a hydrating or repairing products?

I want you to ask yourself, is my hair brittle or weak?

Hydrating hair care products primarily focus on **softening** the harden protein in your hair strand. You can find ingredients like avocado oil or coconut oil which soften brittle hair by adding lost fat lipids back into your hair leaving your hair soft and shiny.

Repairing or strengthening hair care products primarily focus on **hardening** and addint back the keratin protein in your hair strand. Weakened protein can be caused by over processed hair colour and or heat damage caused by styling. Repairing products can contain ingredients like olive oil or goji berry extract that can help repairing and preventing damage leaving your hair stronger.

Always consult with your hair care professional when considering using keratin-based products as keratin is a protein found in hair and can cause brittleness when overused or used incorrectly.

So, when choosing a hair care product by your self ask yourself, is my hair feeling *hard and brittle* or *weak and broken*?

Here are my two favorite hydrating and strengthening products.



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