



Summer 2014



Welcome,

Having negotiated weeks of flooding and basked in an unusually warm Easter the pHd team are all beginning to look forward to the promise of a long, sunny Summer.

With this in mind let us welcome you to our second seasonal newsletter.

Whether you'll be spending the summer home or away at work or play, let us bring you all of the latest organic hair, beauty and cosmetic news to take you through this season.

Subscribe & Win Winner

In our last newsletter we gave you the chance to sign up and receive future newsletters directly to your inbox and be entered into a prize draw.

We're thrilled to announce that Sally Pasquill has won a shampoo and conditioner perfect for her hair type. Congratulations Sally!

Sign up for the next issue and we'll pick another winner!

Pure Beauty

Summer, whether home or away, usually means that more skin is on show. A welcome relief after months of wrapping up, but it does expose our skin to harmful elements such as heat, wind, dust and, of course, sun. All of this can easily be countered with a good skin care routine.

Protect

Keep safe with a sunscreen. We recommend award winning John Masters spf30 Natural Mineral Sunscreen as our everyday essential. Use it on top of, or instead of your normal moisturiser.

Nourish

If things get a bit too hot for comfort, try this great tip for keeping your skin cool and hydrated.

Brew calendula or chamomile flowers, pour into ice trays and then freeze. Use the ice cubes on your face to refresh and invigorate.



Glamorous by Nature

Rhassoul oil from Fuente is our summer product must have. The pHd team love, love, love it!

It really is a wonder for your hair. It's a magnetically refined organic oil, extracted from Rhassoul clay.

The oil is incredibly light, full of protein, magnesium, calcium, potassium, iron and naturally occurring silicone that will nourish and protect your hair whilst making it more manageable.

A single drop will reduce frizz and help cure split ends, provide heat protection up to 300°C, enhance and protect colour, increase shine and volume, detangle and repair hair.

Guaranteed to make your hair feel amazing!

Inner health

We all know that it's important to stay hydrated in warmer times, but you should also consider adapting your diet to keep healthy through the Summer.

Lots of light, fresh food helps keep a cool body and mind. Fruit and green veg are firm favourites in the Salon. They are highly nutritious with an abundant supply of fibre, vitamins, anti-oxidants and minerals.

The Summer months bring so much wonderful, seasonal food that we're spoilt for choice, so go on, treat yourself to strawberries and a touch of cream, peas just popped from the pod, crisp lettuce fresh picked for your salad, a beautiful bowl of red cherries, or a rich plum tart.



Pure Hair

The look

The plait is continuing to reign as the updo of choice. It's a stylish and practical yet natural look. We love flattering side plaits, loose or tight and the fishtail plait (shown here) is a great way to add a sophisticated flare.



Quiffs are hitting the catwalks this season. They're great for keeping pesky strands off your face. Back-comb for a high quiff or go for a more subtle look with a clip.

Ever popular beach waves are back, Fuente's Frosty Mousse will help you achieve waves, texture and hold, perfect for effortless poolside chic.

Summer Colours

Blonde is the Season's must have hair colour, bright, icy blondes through to softer, caramels. If all over colour feels too drastic, try highlights, or a technique called balayage, where the colour fades darker from the roots towards the lighter tips. Dip dye and ombre colour are also still a firm favourites.



Cutting Edge

Short, choppy bobs are the height of fashion this summer. A refreshing, manageable style that can be given texture and movement with layers. They also look amazing with a full or sweeping fringe.

Summer look

Achieve an effortless summer glow by ditching the foundation for tinted moisturiser, bronzer or blusher. We love Youngblood's Mineral Rice Setting Powder, it instantly mattifies giving a flawless finish that will set your make up all day. The best bit? Minerals provide a natural sun protection!

For a natural look, just apply concealer under the eyes and to any blemishes then sweep Mineral Radiance over the face for a summer glow. Finish with Youngblood's new Hydrating Lip Tint SPF15 for a conditioned look.



Looking for something more dramatic? This season's lip colours are corals and oranges. 'Coral Beach' would be perfect for a daytime look or you can go brighter in the evening with a sweep of 'Tangelo'.

Blues are the summer trend for eyes. Our favourites are 'Glamour-Eyes' Pressed Mineral Eyeshadow Quad or the new and very easy to use Liquid Eyeliner in 'Azul'. With the Eyeshadow build up colour from the middle of the eyelid and blend out to the edges. Or use the Liquid Eyeliner to create flicks at the corner of the eyes.