



Autumn 2018

pHd

Pure Hair Design



Welcome Seven years of organic hairdressing in Malvern and we are finally seeing organic-based, natural hair and beauty taking the world by storm, as we all start to take stock of the impact of our global consumption.

This is one of the reasons why our suppliers are so important to us. So we thought we'd share why we have chosen our suppliers, Kevin.Murphy and John Masters Organics.

Becky tells us which products she uses on her own hair and Chloe has an easy updo. We ran out of space for our usual recipe this time, but visit our website for a bit of autumnal culinary inspiration!

Team Favourites-Becky

Over the next few newsletters we're going to ask the pHd team which haircare products they use at home.

First up is Becky, who let us take a peek in her shower bag.



When I joined the pHd team, one of the things I was really excited by was learning more about organic hair products. Now I use them daily on my own hair.

Day to day - I love the *Repair* range. It is so light to use but gives a real moisture boost and repairs my dry ends. I like to use *Restore* as an occasional treatment. *Maxi.Wash* gives my hair a thorough detox, ready for moisture.

Repair and protect - When it comes to repair and heat protection, my go-to products are *Shimer.Me.Blonde*, *Young.Again Oil* and *Leave-In.Repair*. *Staying.Alive* is great for



Easy up-do

Chloe created this look on herself to show that it can be done! Her top-tip is to use two mirrors (one at the front and one at the back) so you can see what you're doing.



- 1) Section two front pieces of hair from the crown to the top of your ears and clip them out of the way for now.
- 2) Halve the hair at the back, top and bottom. Twist the top section and pin securely in the middle of the back of your head.
- 3) Create a ponytail from the remaining hair under that section. Secure just under where your pins are, so the hairband doesn't go over the pins.
- 4) Take one of the front sections, twist it once and pin at the back of the head to hide the other pins, drape the hair loosely over the tops of the ears. Repeat with the other side, crossing over the first.
- 5) Gather remaining hair with the ponytail and twist together to make a bun that sits just above the nape and below the twists with a loose, messy look. Keep hold of the bun until you've pinned it all in place.
- 6) When it feels secure spritz the whole look with Kevin.Murphy *Session.Spray* to hold in place.
- 7) Pull some pieces of hair out at the front and curl them to give it a more natural look.



keeping my colour locked in. I use *Body.Mass* to help my hair grow and stop it thinning any more.

Night out - For a night out I love the 'messy' look with added volume and I always reach for *Powder.Puff* and *Session.Spray*.

You can just keep one - It would be a tough choice, but it's got to be John Masters *Hair Pomade*. It works to smooth down the hair that no matter what you do still looks a little frizzy or static.



why environment?

At pHd we are very particular about the brands we choose to work with. We consider carefully what they can do for your hair, scalp and overall health. We always put the integrity of your hair and your wellbeing first.

We are not a brand salon, we work with the products that will give our clients the best results. At present we use haircare products from John Masters and haircare, styling and colouring products from Kevin.Murphy. Both brands specialise in natural-based products and are cruelty free and PETA approved. Matching our ethos perfectly.

John Masters Organics



We have been working with John Masters Organics since opening. We have huge respect for the ethics of the brand, which echo so many of our own.

A successful stylist in the 1970's and 80's. John Masters grew increasingly concerned about the harsh chemicals he was handling daily in the salon. He became fascinated by organics and started to mix ammonia-free, herbal products in his kitchen sink. In 1991 he released his first organic product.

Today there are 49 (and counting) organic products in the John Masters Organics range. John continues to work on achieving his dream to provide the "most organic, most natural product available on the market."

His products contain essential oils, plant extracts and other botanicals to create gorgeous hair without costing the earth. All products must follow his own set of strict guidelines. His range does not contain sodium lauryl sulphate or parabens and no artificial colours, fragrances or fillers.

He uses no GMO's (Genetically Modified Organisms), only environmentally-friendly harvesting techniques and all ingredients must be as bio-degradable as possible.

Kevin Murphy

Australian Session Stylist, Kevin Murphy designed his brand for a fashion industry lacking in lightweight products.



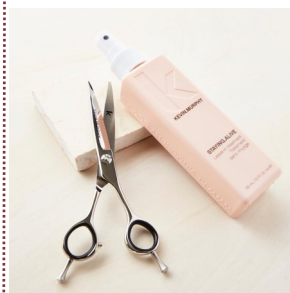
Kevin took his inspiration from the world of skincare and cosmetics, *Skincare for your hair*. Kevin.Murphy products contain organic and wild harvested ingredients. They don't use ingredients that can irritate the scalp and strip hair colour such as sulphates and parabens. They also contain pure essential oils for health and protection.

We love that Kevin.Murphy also support the Climate Reality Project. Their mission is to find a global solution to climate change. KM packaging is recyclable and biodegradable and their clever bottle design uses 40% less materials than standard bottles.

We use Kevin.Murphy for all of our colouring, because it gives us amazing results, without the harsh chemicals found in mainstream dyes. KM Colouring products are paraben, ammonia and PPD free. All of these have been linked to colouring-related allergies.

The Kevin.Murphy brand works hard to form good relationships with their clients, like us! They offer news, advice and inspirational training courses to keep salons like pHd at the cutting edge of hairdressing.

Owner and Director, Claire and Senior Designer, Becky have recently attended two inspirational courses on the science of the KM colour range. We learned how to mix our own colour



shades and about working with Curved Hairdressing Scissors. This innovative scissor design provides a textured look to hair without thinning. We've had some amazing results using the curved scissors in the salon so far.