



Summer 2019

pHd

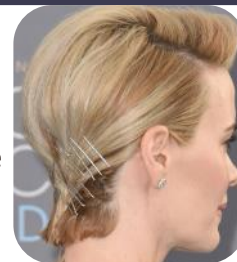
Pure Hair Design

Salon News

We believe that you never stop learning and we continually invest in the expertise of our team. We attend regular training courses to keep up to date with the latest skills and techniques so that we can offer our clients the best possible service. Our focus this quarter is advanced colouring and blow-drying to give you the ultimate summer looks. Claire also recently attended an inspirational conference with international hairdresser Trevor Sorbie (Founder of MyNewHair). The event focussed on hair loss, hair thinning and medical hair loss. pHd will soon be offering specialised services in this area, so watch this space!

Accessorize short hair

Summer can be a challenge for people with short hair. While long locks can be braided and twisted out of the way to keep cool, not so for shorter hair. We have a few tips of the trade to share.



1. **Headbands** - Not just for Alice, no fuss. Add a splash of colour with a cute, funky band or accentuate your cut with a thin double band
2. **Decorative Clips** - Use on one or both sides of the head to clip hair out of the way, or just to look gorgeous.
3. **Pins** - Bobby pins aren't just practical, they can create some head turning patterns. While keeping your hair in place.
4. **Cuff beads** - Decorate your whole head with these little clip-on beads.



Ocean Waste Plastic- Leading the way

We use Kevin Murphy (KM) products because they help us to work our magic on our client's hair with minimal environmental impact. We're really proud that by the end of 2019 KM will be using 100% recycled ocean waste for all of their plastic packaging.

KM already uses ingenious packaging design to reduce plastic use by 40%. Now they have teamed up with Danish company, Pack-Tech to lead the way in responsible packaging. They will gather ocean plastics which will be cleaned, shredded and reclaimed into re-usable material.

Kevin Murphy was inspired to take action when he learned about the damage plastics are doing to our seas and their beaches. Eight million tons of plastic are dumped into the oceans every year and more than 5 trillion pieces of plastic are floating out there right now. If we continue at this rate by 2050 there will be more plastic pieces than fish in our seas.

Lets be honest, the hair and beauty industry is responsible for a large portion of our plastic problem. Finally, companies are starting to take the issue seriously and more are using recycled ocean plastics in their products. KM are taking their ecological responsibilities a leap further by becoming the first organisation to commit to being 100% recycled.

"This change is for the future of our environment and for us to be truly sustainable – to clean up our oceans for the sake of our planet and for future generations."

– Kevin Murphy

pHd are excited to be involved with such an innovative, forward-thinking organisation, that shares our deep concern for our planet. We look forward to seeing the new bottles in our salon.





Follow our ten simple homecare tips that will keep your gorgeous colour fresh and vibrant for longer this summer.

- 1) **Don't shampoo** for 48 hours after a new colour. Colour molecules need time to properly attach inside the hair.
- 2) **Wash less.** Use *Re.Store* on wet hair instead of shampoo or skip shampooing completely and use *Fresh.Hair* on dry hair.
- 3) **Use tepid to cold water for rinsing.** Warm/hot water opens cuticles and allows colour pigments to wash out.
- 4) **Use the stylist recommended Wash & Rinse,** they're sulphate free so won't strip hair colour.
- 5) **Ask for Hair Masks or Treat-Me Salon treatments,** because healthier hair holds onto colour longer.
- 6) **Always use heat protection** such as *Staying.Alive*, *Shimmer.Shine* or *Shimmer.Me.Blonde* and dial the temperature down. Heat styling can cause significant colour fade.
- 7) **Protect your hair,** sun, chlorine, hard water, salt water, and tanning beds can all fade colour. Remove chlorine and detox with *Maxi.Wash*.
- 8) **Lock the colour in** by misting *Staying.Alive* onto damp or dry hair.
- 9) Gently **refresh a light colour** with a 'hair gloss' colour enhancing conditioner. Achieve gorgeous light beige, platinum, ash or rose tones with *Colour.Angels*.
- 10) **Book your next colour appointment** today to make sure your colour is always looking fresh!



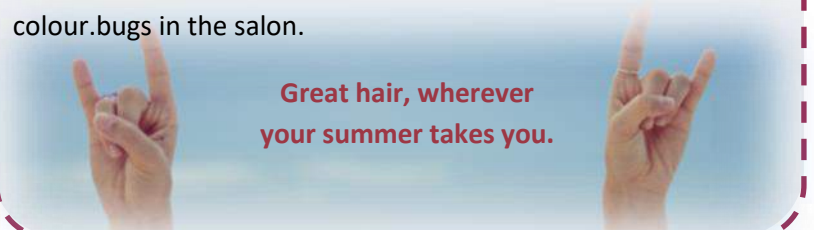
Holiday bag

Festival and holiday season is upon us again. Here's our go-to products for amazing holiday hair wherever you are.

Fresh.Hair is a dry shampoo spray that removes excess oil and debris from the hair without shampooing. It can also create texture to help hold a up-do. Apply to root area all over the scalp and massage with a towel. For texture, spray evenly onto all hair then style as desired.

Powder.Puff, instant poof in a jar! Create messy, casual volume with this fab powder that morphs into a setting product with lasting hold. Shake to create! Sprinkle onto damp or dry hair at the roots for volume and texture. Use wherever you want body.

Colour.bug is a wipe-on, wipe-off colour. There's no commitment as it will only last for one night, it's just for fun. Be sure to protect skin and clothes before use. First apply a product like *Hair.Resort* or for more intense colour *Night.Rider* to help the colour stick. Rub the colour bug onto the hair you want to colour and blend into the product until dry. Spritz with *Fresh.Hair* for pastel shades. Lock in with a fine mist of hairspray. Pick up white or neon green colour.bugs in the salon.



Great hair, wherever
your summer takes you.

Tofu, greens & cashew stir-fry



Full recipe on BBC GoodFood

- 1 tbsp vegetable oil
- 1 head **broccoli**, cut into small florets
- 4 garlic cloves, sliced
- 1 red chilli, deseeded and finely sliced
- 1 bunch **spring onions**, sliced
- 140g **soya bean**
- 2 heads **pak choi**, quartered
- 2 x 150g packs marinated tofu pieces
- 1 ½ tbsp hoisin sauce
- 1 tbsp reduced-salt **soy sauce**
- 25g roasted **cashew** nuts

Heat the oil in a non-stick wok. Add the broccoli, then fry on a high heat for 5 mins or until just tender, adding a little water if it begins to catch. Add the garlic and chilli, fry for 1 min, then toss through the spring onions, soya beans, pak choi and tofu. Stir-fry for 2-3 mins. Add the hoisin, soy and nuts to warm through.