



# Spring 2020

# pHd

Pure Hair Design

## Salon News

We're just two months into 2020 and we know it's going to be a great year for pHd Malvern! The salon window is getting a fresh new look and we're updating our website, so keep an eye out for those.

It's not just the surroundings and tech that are getting upgraded. The whole pHd team are booked in for training events and courses over the next few months both locally and further afield in Brighton and London.

It's really important for us all to keep our cutting, styling and colouring skills polished and to stay up to date with all the latest knowledge. We are passionate about making the most

of the products we use in the salon and offer the best possible service to our fabulous clients.

Owner and Director, Claire is continuing to consolidate her skills to support clients experiencing hair loss. She will be learning how to measure, template, colour match and fit hairpieces. This is a hugely valuable solution for people who have lost patches of hair. It also marks another step on Claire's journey as a hair loss specialist.

Keep up to date with all our latest news via our website or by following us on Facebook and Instagram.



## Ryan's Brave Shave



To kick off 2020, pHd graduate stylist, Ryan, *Braved the Shave* for Macmillan.

Those who know Ryan well know how much he loves his hair, so this was a Big Deal for him, but it was also something he was passionate about doing.

"I, like many, have been affected by cancer. It touches many of our lives. I wanted to do something to help, and working in a salon I thought it would be fitting for it to have something to do with hair.



My hair is always my pride and joy, unfortunately some people don't have a choice if their hair stays or falls out. For me this is temporary and I'm happy to do it for a great cause.'

Thanks to the amazing support of our wonderful customers, Ryan has raised a whopping £195 so far!

If you would like to donate to Ryan's *Brave Shave*, you can still contribute by searching for him on the Macmillan website.



## Scalp To Hair

As part of our expansion into specialised scalp and hair loss treatment with **Head over Healing**, we are introducing a new product range to the salon.

*Scalp to Hair* by Nak Hair has been developed to target sensitised and ageing hair follicles, preventing thinning, strengthening hair and promoting hair growth, leaving clients with thicker, fuller hair.

The range has been scientifically designed to target the causes of hair thinning for both men and women. Rather than treating the scalp with harsh chemicals, *Scalp to Hair* use essential minerals, vitamins, herbs and botanicals to breathe life and energy back into the scalp and hair. We also love the cooling sensation when the peppermint and eucalyptus stimulate the scalp!



The *Scalp to Hair* range offers tailored products to suit a wide variety of different hair types. You can find the perfect fit for natural, coloured, dehydrated or ageing hair. Not only can it promote new growth it can also deactivate the dihydrotestosterone hormone which causes thinning hair and male-pattern baldness.

Have a chat with one of the team to find out more about how this product might help you.



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## Hair by Ryan

We can hardly believe that Graduate Stylist Ryan has been working in the salon for 6 months already! His skills have gone from strength to strength in that time. He loves the amazing organic products we use and works to hone his skills and expand his knowledge of our products whenever he can.

These are just some of his amazing results in colouring, cutting and delivering nourishing treatments.



To keep up to date on all Ryan's work, check out his Instagram account @hairbyryanatpurehairdesign

## Thai Quinoa Salad (Serves 6-7)

### Salad

1 large carrot, julienned  
360g cooked quinoa  
200g sliced red cabbage  
104g chopped red pepper  
104g chopped green pepper  
2 handfuls of kale, removed from stems and chopped  
40g cashews, chopped  
1/2 small lime



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### Peanut Ginger Sauce

1/2 tsp ground ginger  
1 tbsp maple syrup  
2 tbsp tamari or soy sauce  
1 tsp distilled white vinegar  
1/2 tsp sesame seeds  
5 tbsp natural peanut butter  
4 tbsp warm water  
1/4 tsp crushed red pepper flakes



### Peanut Ginger Sauce

Whisk all the ingredients together in a deep bowl until combined. Set aside until ready to use.

### Thai Quinoa Salad

Add all the ingredients together in a bowl. Squeeze half a lime over it if desired to add a touch of brightness. Drizzle the sauce over the salad and mix everything in to combine.

## Myth Busting - Washing

There are all sorts of hair myths and rumours out there. In this Spring issue, we tackle some about hair washing.

### The Myth - Wait a day after colouring your hair. ✓

**True**, which is why we recommend our clients wait at least 48 hours after a colour service before shampooing. Colour molecules need time to properly attach inside the hair - this applies to all colours, not just our wonderful organics!

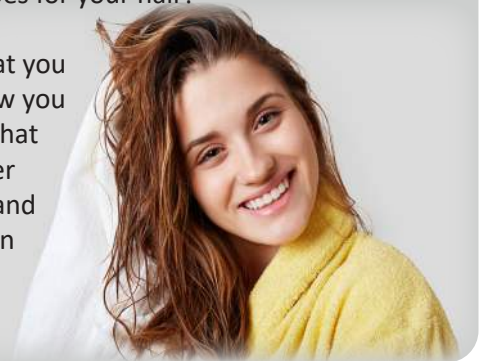
### The Myth - You only need to condition the ends. ✗

**False**, conditioner needs to be applied throughout the length of your hair but less is definitely more. Too much conditioner can weigh hair down. The trick is finding the right conditioner for your hair, not applying more.

### The Myth - Regular washing is bad for your hair. ✗

**False**, the skin on your head is just as needy as the skin on your face. You probably wouldn't go a week without washing your face and if you have oily skin, you may wash it daily. The same goes for your hair!

What matters is what you wash it with and how you moisturise. Have a chat with your hairdresser next time you're in and we can advise you on the best options for your hair.



## Current Colours

Soft colour work is the big spring trend this year and we love it. Expect to hear a lot about balayage, baby lights and colour blending this year. So what do they all mean?

**Balayage** - A french word meaning to paint or to sweep. This freehand colouring technique creates a really natural look, with no clear lines of colour, so you get dimensional hair and less obvious regrowth.



Recent balayage by Becky

**Babylights** - As the name suggests these are delicate highlights, usually light or white blonde, that mimic the look of sun-kissed hair, or the multi-faceted colours often found in children's hair.

**Colour-blending** - Subtly blending in colours that enhance your natural colour. It also offers a great way to aid the transition of greying hair or simple to enhance your natural greys.

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