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**ARE YOU A  
"TYPE E"  
WOMAN?**

THE ONLY PEOPLE with undamaged hair are babies. Even toddlers can develop sun-damaged or dry locks without protection or if their mothers use too-harsh shampoo. So many things we do as part of our daily routines can cause hair damage – from too much washing or dyeing to chlorine from pools and even sweat. While heated grooming tools can achieve a great look temporarily, over time they can lead to flash-fried hair (literally).

A 2009 Dove Hair Care Study revealed that using a hair dryer or straightener once a week or more can increase hair damage by up to 33%. How? Moisture within the hair tends to combine with moisture on the surface as you blow dry your hair, causing natural moisture and water from washing the hair to evaporate faster – a double drying-out process than can lead to dehydrated hair. While the average 180°C generated by hair straighteners not only evaporates hair moisture, it also produces pore-like nicks in the external cuticle, which leads to the hair losing more of its natural moisture and strength.

▶▶ Trouble starts if you don't use heat styling appliances properly and skip intensive conditioning products ◀◀

## PROTECTION FROM HEAT DAMAGE IS VITAL

According to Euromonitor, the global research agency, 31% of specialist hair-care products boast claims of hair strengthening, 20% colour protection and 13% heat protection.

Most products that guard against heat damage – styling sprays, shampoos and conditioning treatments – contain silicones, which have thermodynamic properties to protect hair fibres and maintain their natural moisture content. By coating the hair shaft, silicones prevent too-hot hair dryers and straighteners from weakening the hair's keratin, the chief structural protein of the hair fibre. If you keep using heated hair appliances without using heat-protection shampoos and styling sprays, tiny bubbles form inside the weakened hair shaft that can lead to a total splitting of the hair fibre. In cases of extreme damage, as much of the hair as possible will have to be cut off and you'll have to regrow a new head of healthy hair.

## Minimising daily heat damage

No-one is advocating a mass return to "virgin" hair that dries simply by blowing in the wind. On the contrary, hair dryers and straighteners are safe for hair as long as you do your prep work. Trouble starts if you don't use heat styling appliances properly and skip intensive conditioning products or masks designed to pump the moisture back into your hair. This easy, four-step program will keep your hair frizz-free and shiny – and prevent your trusty dryer or straightener from being more of an enemy than a friend.

### 1. PREPARE

Your regular shampoos and conditioners aren't really up to the job of protecting your hair if you use a dryer or straightener every day. To make your hair more manageable and easy to style, there's a new generation of heat-protection shampoos that allow you to dry your hair poker-straight or add much-needed volume. Try *Dove Heat Defence Shampoo and Conditioner* ① (both \$6.49); *Brazilian Tech Keratin Smoothing Shampoo and Conditioner* ② (strengthens keratin in heat-damaged hair, both \$19.95.); and *Schwarzkopf Extra Care Nutri-Protect Shampoo and Conditioner* ③ (both \$6.99). ▶

