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# Why your daily routine may be ruining your hair

It shouldn't come as a surprise that harsh straightening treatments and adding any sort of color to your hair can wreak havoc on strands and can be factors behind breakage. But your daily hair to-do list might be doing a lot of damage as well. "Coloring, bleaching, perming and heat-styling can damage the hair's protective outer layer and breaks it, resulting in split ends," says Dr. Levine. "I recommend looking for conditioners with protein. They sink into the hair shaft and repair it with regular use." In addition, if you have straight hair, let it dry partially before combing. "If you have textured hair or tight curls, always comb your hair while it is still damp using a wide-tooth comb," suggests celebrity hairstylist and founder/CEO of ColorProof Evolved Color Care, Jim Markham. "It's the only way not to break hair that is susceptible to it."

# VITAL VITAMINS

vitamins A, B, C and E provide healthy hair benefits, vitamin C specifically helps hair from becoming brittle and breaking

# KEEP IT SIMPLE

heat is a major factor behind hair suffering from split ends and breakage. Take a day off from the flatiron and dryer when possible

### MOISTURE TO THE MAX

use treatments that nourish, condition and replenish strands with moisture particularly during the winter months



"A quick, at-home trick you can do to minimize damage is to mix a few drops of a treatment oil into a mask prior to application," says Markham. "This mix can help repair damage and mend split ends."

> "You don't need to put in session after session to see this shampoo work. Just one wash will deliver results that make hair feel totally revived."



"No matter what kind of hair

you have, this multitasker

makes it look better."



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Can a wear-during-the-day styling product really provide long-lasting benefits to stop breakage? The company behind this lightweight oil seems to think so. Just apply a dollop of its vitamin Bpacked nourishment to repair, revive and treat even the most stressed-out tresses. Percy & Reed No Oil Oil, \$24, percyandreed.com

"An oil that smells great and goes to work on-contact to smooth out the frizziest of prone-to-split strands."



### THE ORGANIC OPTION

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Gentle shampoos are always good, but for hair that's prone to breakage, they're a prerequisite. This botanical mix of keratin, antioxidants and aloe works at the scalp to stop breakage and put an end to less-than-love-it hair before it starts. Phylia Clean Shampoo, \$35, phylia.com

#### THE REPAIR REDUX

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From the line that brought you healthier hair at the salon comes the all-new answer to repairing breakage at home with this hard-working serum that shines, smooths, reduces breakage and controls frizz. Goldwell Dualsenses Rich Repair 6 Effects Serum, \$18.50, goldwell-northamerica.com

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#### THE MULTITASKING MASK

Even the driest of strands don't stand a chance against this ultrahydrating mask that works overtime on every hair type to strengthen and smooth. Phyto Phytokeratine Ultra-Repairing Mask, \$39, sephora.com