

American Salon

THE BEAUTY AUTHORITY SALON



Karine Jackson
Bold and beautiful styles for the new year

In Studio

SOAK IT IN

Haircare experts agree, winter is harsh on hair, often leaving locks brittle and dry. The right deep conditioners can revive strands, keeping them glossy and gorgeous all season. —Jolene Turner



Nioxin "There are many culprits in creating dry hair," says Diane Stevens, design team stylist for Nioxin. "Indoor heat and cold weather are two, but the added layers of clothing we put on over our heads are also culprits. Certain materials, like wool, can be damaging to fragile hair, and the added rubbing on the hair shaft can cause breakage." Stevens recommends Nioxin Intense Therapy Deep Hair Repair Masque to clients to strengthen beaten strands. The color-safe formula is lightweight, but intensely nourishing. nioxin.com

Pureology Byuti Salon owner and Pureology Ambassador Natasha Sunshine suggests her clients use Pureology's Super Smooth Relaxing Hair Masque during winter months. "To keep hair's moisture levels high, so locks remain super silky and smooth, this heavier mask can be used up to two times a week, depending on hair type," Sunshine says. The mask contains smoothing camellia, sesame and shea butter oils, as well as conditioning geranium extract. pureology.com

Sebastian Professional ... hair tends to be ...

Bain de Terre Christine Howell, northwest regional sales and education manager for Zotos Professional, the parent company of Bain de Terre, stresses the importance of moisture, because of the damaging effects of temperature fluctuations from extreme cold outside to indoor heat. Howell recommends Bain de Terre Jasmine 2-Minute Intense Conditioner to promote hydration and protection against future damage. "It's an ideal winter treatment that can be used in place of a daily conditioner," Howell says. baindeterre.com

THIRST QUENCHERS

Here, haircare companies offer more standout masks and deep conditioners to recommend to clients for silky, moisture-infused locks.

1 ColorProof Evolved Color Care DeepQuench Moisture Masque is packed with nourishing ingredients such as sunflower, argan oil, and shea butter for hydration and shine. colorproof.com

2 Bain de Terre Jasmine 2-Minute Intense Conditioner for dry hair. baindeterre.com

3 Pureology Super Smooth Relaxing Hair Masque. pureology.com

6 Moroccanoil Weightless Hydrating Mask contains argan oil and vitamins for a high-performance revival of seriously stressed strands. moroccanoil.com

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Peter Coppola Keratin Concept "Winter's cold temperatures, hats and dry indoor heat wreak havoc on your tresses," says Peter Coppola, hairdresser and founder of Peter Coppola Keratin Concept. "These factors cause hair to become dry and brittle." To deliver lustrous locks, the brand developed Legacy Total Repair Hair Mask to mend and soften dry strands. The formula contains keratin and ceramides that aim to strengthen locks and retain moisture. petercoppola.com

