

ASK

“I keep hearing about new shampoos that are sulfate free. What, exactly, does sulfate free mean and is it a good thing?”

Answer sponsored by:



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Answer: Yes, sulfate-free shampoos and conditioners are definitely a good thing for you and your hair and, believe it or not, for the environment. Since the 1950's up until about 10 years ago, all shampoos got their lather pretty much the same way they had since wet shampoos were invented. Unfortunately, they used some of the same surfactants as they did in most household cleaners in order to get their product to lather. Loaded with salts, this can take a toll on the overall health and integrity of your hair as well as fade your hair color. In other words, sulfates are to hair what rust is to metal. In fact, the amount of salt in most shampoos are four times the amount of salt in ocean water. If you've ever tasted ocean water, you know that is a lot of salt.

Some manufacturers have made great strides with nanotechnology in their ability to deliver much needed protection and nutrients to your hair. Most importantly, they are utilizing more natural methods to create lather in their products eliminating the need for sulfates which can also adversely affect our environment.

We are proud to offer one such product line, ColorProof®, that is sulfate, gluten, and paraben free in all of their shampoos, conditioners and styling aids. Your hair color is worth protecting and ColorProof® is the latest generation of hair care to deliver the absolute best in protection and performance. These products are an investment in the health of you and your hair.

Please, call on me or any one of our capable staff to discuss the right regimen for you. You owe it to yourself.