Care & Maintenance Series — “How to Condition Hair Correctly” Guide



Choose the Right Conditioner

• Select a formula suited to your hair type and scalp needs. • Hydrating for dryness, strengthening for damage, lightweight for fine hair.

Pre-Condition Preparation

• Towel-blot excess water so conditioner can absorb properly. • Detangle gently to reduce friction and breakage.

Application Technique

• Apply mainly to **mid-lengths and ends** — avoid roots to prevent buildup. • Use enough product to coat strands evenly.

Distribution

• Comb through gently with a wide-tooth comb for even coverage. • This improves slip and reduces breakage.

Processing Time

• Leave on for **2–3 minutes** to allow ingredients to absorb. • Follow product guidance — longer is not always better.

Rinsing

• Rinse thoroughly with cooler water to help seal cuticles. • Ensure no residue remains on the scalp or roots.

Post-Condition Care

• Gently detangle while hair is still conditioned for reduced friction. • Apply leave-in or heat protectant before styling.

Summary

Correct conditioning restores moisture, improves manageability, and supports overall hair health.