Care & Maintenance series — "How to Wash Hair Correctly" guide,



Determine Frequency

- Wash based on scalp type and lifestyle — not habit.
- Oily scalps may need every 1-2 days, while dry scalps benefit from less cleansing 1-2 times weekly.

Pre-Wash Preparation

- Detangle gently before washing to prevent breakage.
- Apply a scalp treatment or oil if needed for comfort or hydration.

Shampoo Technique

- Use lukewarm water and apply shampoo directly to the scalp.
- Massage with fingertips (not nails) for 30–60 seconds to lift buildup.
- Rinse thoroughly to remove residue.

Conditioning

- Apply conditioner mainly to mid-lengths and ends.
- Leave for 2–3 minutes, then rinse with cool water to seal cuticles.

Post-Wash Care

- Towel-blot gently — avoid rough rubbing.
- Apply a leave-in or heat protectant before styling.
- Let hair dry naturally when possible.

Summary

Correct washing maintains scalp balance and hair strength. Technique and frequency matter more than product quantity.