

THE STORY OF HAIR COLOUR



organic
colour systems
curl systems
care systems

herb uk



herb uk



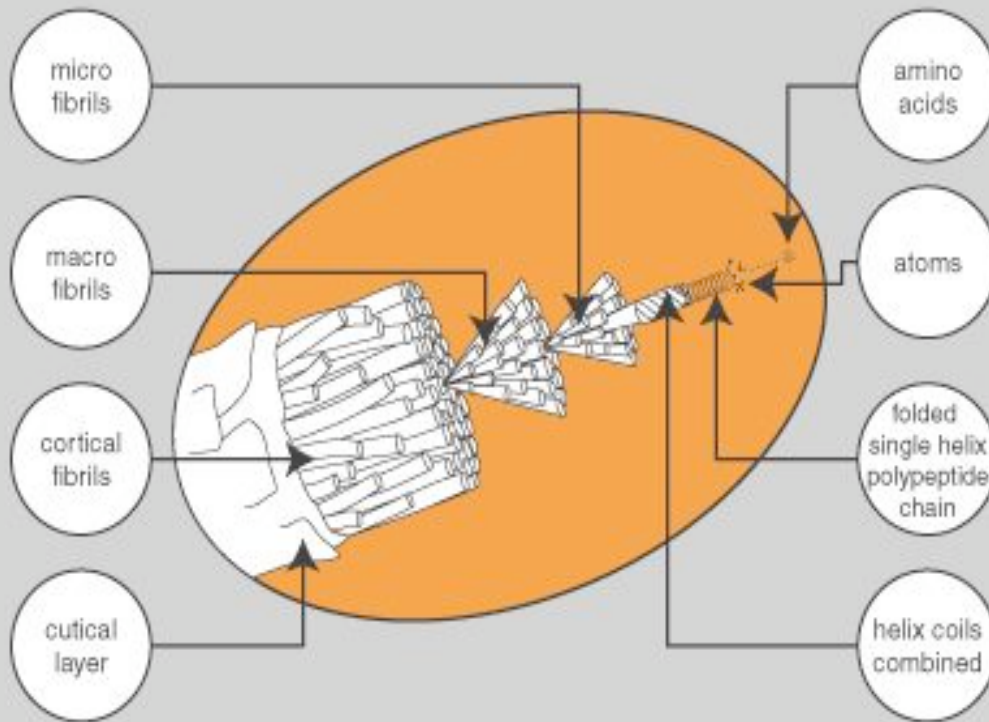
organic
curl systems

herb uk



herb uk

THE STRUCTURE OF HAIR



- Human Hair in good condition is actually very strong and one hair can hold the weight of a chicken's egg.
- Unlike skin, hair cannot repair itself. It is a balance of protein and moisture which keeps it in good condition with natural shine.
- Inside the hair structure is a system of springs that are suspended in a glue like material called fatty acid. This is where we find the moisture and the hard and soft protein
- On the outside are transparent layers of interlocking scales, which are called the cuticle. We have about 7 to 11 layers all wrapped around the delicate inner structure.
- Protein levels in hair are around 83% to 87%. Moisture levels are about 3%. The balance is made up of sugar, salt and trace elements. If this essential balance is maintained the hair will stay healthy, strong and in good condition.

herb uk

HAIR COLOUR

There are 2 methods to colour hair

A semi – permanent - which is like wrapping coloured cellophane around a light bulb. The light bulb doesn't change colour – it picks up the colour from the cellophane.

The second is a permanent colour.

For this to work we have to lift the cuticle and allow the permanent colour into the hair. The only way to do this is to alter the pH of the hair.

herb uk

HOW WE DO IT

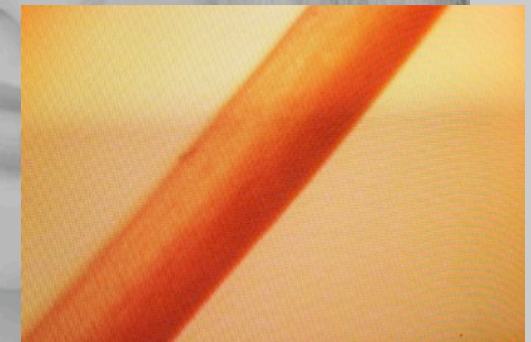
There are 2 methods to open the cuticle

The first is to suspend the hair in a substance such as ammonia. Ammonia has what is called a volatile pH which means that once you add heat the pH level is achieved more rapidly. It also takes the hair well beyond its normal pH and causes it to swell considerably. This is effective for attaching colour but has numerous side effects including damage to the hair.

The second and more natural method is to suspend the hair in a substance that is mildly alkaline and acts as a conditioning agent. This softens the cuticle and as a result of using a pH adjuster, does not take the hair as far from its natural pH and causes it to open rather than to swell up. This minimises protein and moisture loss and also causes the colour to wind its way into the hair. This is a far more effective method and also assists in reducing colour fade.



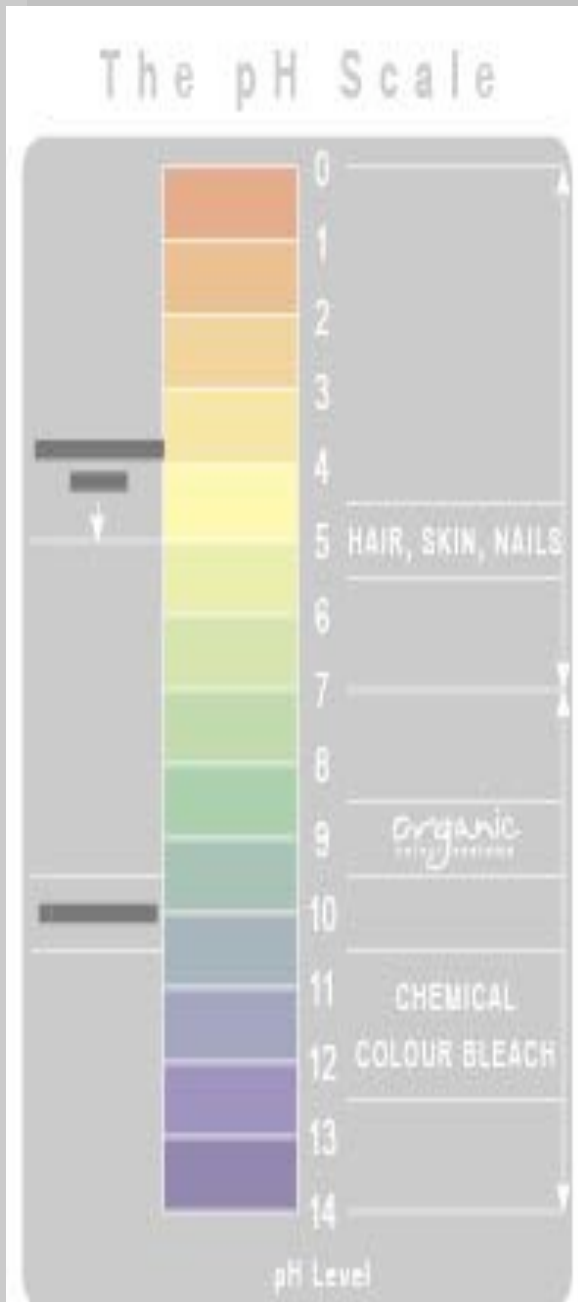
Hair shaft after use of chemical colour



Hair shaft after use of Organic Colour

herb uk

pH BALANCE



- **This is a measure of acidity and alkalinity**
- **It ranges from 0 to 14**
- **7 is neutral – pure water**
- **The ideal level for our hair and skin is between 4.5 and 5.5**
- **Above 5.5 the hair starts to open and below 4.5 it starts to contract**
- **For a permanent hair colour to work we have to open the hair by taking it out of it's ideal Ph**
- **To ensure the best possible condition of the hair we have to return it to it's ideal pH**

herb uk