



NATURAL SALON HAIRCARE

Your
HEALTHY HAIR
Handbook

**WHAT'S GOOD
FOR YOUR HAIR...**
and What Isn't

HEADS UP!
*Color
with Care*

BE GOOD TO YOUR

WHOLE
BODY



SALON QUALITY

Shine • Style • Bounce

You don't have to go to the salon to experience and benefit from high-quality hair care. In fact, you might get even more satisfaction from natural products for your hair! They include high levels of botanicals that go beyond cleaning, conditioning or helping tame the frizz. They also provide nourishment of scalp and peace of mind.

**STOP BY—
NO APPOINTMENT
NECESSARY—**

and allow a Team Member to show you what we've got for your hair. We love to help you be good to your whole body.



WHEN IT COMES TO HAIR, USE YOUR HEAD

Most everything you put on your hair gets on your scalp and what gets on your scalp can get absorbed into your body. Think about it. Why not take the natural route to beautiful, healthy hair with products that contain more beneficial ingredients and fewer harsh chemicals and synthetic additives?



It is challenging to make shampoo that meets our stringent Premium Bodycare standards, but a few very diligent manufacturers have succeeded in creating high-quality, effective products with the gentlest ingredients. Look for the symbol and you'll find the best shampoos available!



GOOD THINGS...

AND NOT SO GOOD THINGS... FOR YOUR HAIR

WHAT YOUR HAIR DESIRES	INGREDIENTS TO LOOK FOR
SHINE	shea butter, olive oil, calendula
BODY/VOLUME	coconut oil, rosemary, henna
STYLING HOLD	lavender, soybean oil, plant gums
BOUNCE OR CURL	horsetail, nettle
COLOR	chamomile, rosemary, sage, sunflower extracts
FLAKE CONTROL	olive oil, avocado, lemon juice, aloe vera

Bye Bye BHT!

Studies show that Butylated Hydroxytoluene (BHT), a harsh preservative found in many hair products, is absorbed into the skin. Because there are concerns about the effects of this compound you will not find BHT in any haircare at Whole Foods Market®. Nor will you find: methylchloroisothiazolinone, methylisothiazolinone, iodopropynyl butylcarbamate or (*here's one you can pronounce*) synthetic colors.

HEALTHY HAIR

FROM THE INSIDE OUT

The most beautiful hair is the healthiest hair and the health of your hair is a reflection of your general health. If your locks are not as luscious as they could be, try to eat a healthy diet including nuts, seeds, beans, dark leafy greens, whole grains and monounsaturated fats.

TAKING CERTAIN SUPPLEMENTAL NUTRIENTS MAY ALSO HELP.

There are even some labeled specifically for healthy hair and nails. Look for those with zinc, silica, omega-3 essential fatty acids, vitamin C and/or certain antioxidants found in apples and barley.

LIMP HAIR might well indicate a need for more protein.

FLAKY SCALP may benefit from vitamins E, B6 and B12, selenium, zinc and essential fatty acids such as flaxseed oil.

MULTIPLE BAD HAIR DAYS could be a call for more essential fatty acids and remembering to take a good daily multi-vitamin and mineral.



Poor immune system health can lead to hair loss (Medline Plus, 2002). Stress, changes in climate and nutritional deficiencies can make it worse.



REVIEW YOUR SHAMPOO

Think “gentle” for cleansing. Harsh detergents and foaming agents in shampoos can go overboard, completely stripping hair of its natural oils. This makes it vulnerable to damage and dependent on an overload of styling products for control. Natural shampoos contain beneficial levels of ingredients that are nourishing and gentle but still effective:

VITAMINS & PROTEINS

from fruits and plants support a strong hair shaft and help prevent dryness.

NATURAL ASTRINGENTS

such as blue cypress are soothing, while extracts such as rose geranium and witch hazel may limit irritation.

HERBAL INFUSIONS

including peppermint and rosemary promote healthy circulation in the scalp.

ANTIOXIDANTS from ingredients such as red tea help to protect hair from daily damage.



CONDITION LIKE YOU CARE

Natural conditioners not only detangle, smooth and soften, but also help rebalance the pH of your hair. Boosted with botanicals that protect and nourish scalp and hair, they can build body without making hair feel heavy. Conditioning naturally also helps prevent split ends and breakage.

The plant oils in natural conditioners are especially beneficial.

Instead of mineral or petroleum-based oils, they contain oils from plants such as babassu, tea tree, shea, sunflower, coconut, safflower and olive. The essential nutrients—vitamins, amino acid complexes, and essential fatty acids—in these oils strengthen, moisturize, protect, help restore elasticity, soothe, rejuvenate and add sheen and shine to your hair and scalp, naturally!



TIPS FOR SAVVY STYLING

Use styling products with ingredients that will enhance your hair's natural texture...instead of fighting nature!

- Choose natural plant oils, gums and waxes vs. petroleum-based ingredients.
- Look for extracts from fruits and botanicals in place of artificial fragrances.
- Discover the moisturizing power of aloe vera gel that also helps tame and add texture.
- Add shine and protection with shea butter to hold on to your style.

Wait a day between shampooing to allow your hair's natural oils to assist in styling.

Hold hair spray bottle far from head and direct toward roots for fullness and lasting hold.

Start with a pea-sized amount of gel or pomade in dry hair for a stronger hold than mousse.

TRY THIS...

“Go natural” for a week with hair care! Enjoy the aroma and advantages of beneficial quantities of real plant extracts. Avoid harsh ingredients and overpowering synthetic aromas. We think you'll love what it does for your hair.



DID YOU KNOW? DIFFERENT KINDS OF HAIRBRUSH BRISTLES MAKE DIFFERENT KINDS OF HAIR HAPPY!

CRAVING COLOR?

Tread lightly with your tresses! Chemicals that change the color of hair can have negative effects on your hair and health. Fortunately, natural hair colorants offer gentler alternatives.



AVOID:

TOXIC AMMONIA that strips the protective lipid layers of the hair cuticle causing serious dehydration and damage. Rosemary extract and walnut husk are gentler alternatives to prep the hair cuticle for dye.

HYDROGEN PEROXIDE & PPD (P-phenylenediamine), commonly used to open the hair cuticle and adhere the dye. Alternatives contain lower or no levels of these potentially harmful compounds.

EMBRACE:

MOISTURIZING OILS from flaxseed, avocado, grape seed or vitamin E included in many alternative hair colorants, providing crucial support during and after the coloring process.

HENNA dyes from the leaves of a desert shrub. Pure henna contains none of the usual controversial hair dye ingredients. It is 100% natural and the only hair dye permitted to carry our Premium Bodycare symbol!



DEALING WITH COMMON HAIR CHALLENGES

DANDRUFF

Losing skin cells is normal, but either an oily scalp or a dry scalp can cause excessive flaking, so try one natural formula for a few weeks (most need time to work!) and if it doesn't work, try another.

OILY HAIR

Scalps naturally produce moisturizing sebum, which helps protect hair and give it healthy shine. Individual hair quality, hormonal changes and other factors can create excess sebum. Balance oil production with products containing rosemary, yarrow or chamomile.

DULLNESS

Daily use of shampoos and conditioners can eventually cause build-up and limit the effectiveness of the products. Help restore hair's response and healthy glow with a rinse of apple cider vinegar or products that include it.

SWIMMING POOLS

Chlorine increases absorption of pool water minerals, giving a green tint. Before swimming, shower to saturate hair with water and apply leave-in conditioner. Afterwards, use "swimmer formula" shampoos and conditioners containing aloe vera or citric acid.

SUN

Sun's dehydrating effects demand protection and moisturizing. Some haircare includes SPF. Coconut oil's antioxidants provide some protection, and intense conditioning every 1–2 weeks with products containing vitamin E may help restore moisture.

HAIR LOSS

Genetics, as well as stress, lack of sleep, poor diet and hormonal changes can lead to hair loss. Scalp massage or overnight application with grated ginger and jojoba or sesame oil could help. There are also specific shampoos and conditioners for thin hair.

SOMETHING FOR EVERYONE



Our **365 Everyday Value™** line offers quality hair care products at a great price every day.



Premium Body Care™. Look for this symbol on products with the highest standards for ingredients and respect for the environment.



Accessories & More. Whole Body™ is stocked with brushes, combs, clips and accessories as well as hair products in convenient travel sizes.



OUR BODY CARE QUALITY STANDARDS

- We carefully evaluate each and every product we sell.
- We are passionate about aromatic, luxurious, effective personal care products and the pleasure of sharing them with others.
- We encourage our vendor partners to use plant-based and naturally-derived ingredients, pure essential oil fragrances, gentle preservatives and non-petroleum ingredients.
- We are committed to high-quality body care products that have a proven track record.
- We only sell personal care products that have not been tested on animals.
- We provide personal care products that support health and well-being.

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Printed on 100% recycled FSC-certified (SW-COC-1730) paper using vegetable inks.
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