

# CONDITIONER 101



**Learn about what conditioner is, why you need to conditioner, how to select the best conditioner for you, and how to condition your hair?**

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# WHAT IS CONDITIONER?



**Conditioner is a liquid hair care product used to hydrate and/or aid in the restoration of the hair and scalp**



This is not an endorsement of the shampoo product.

# THE DIFFERENT KIND OF CONDITIONERS

**Deep Conditioner:** A conditioner that is used to penetrate the hair strands more deeply

**Leave In Conditioner:** a no rinse conditioner that can be used daily to moisturize hair strands in between wash days.

**Cleansing Conditioner:** Also known as a "co-wash" shampoo and conditioner mix used to both cleanse and hydrate the scalp in a single product use.

# WHY DO WE NEED TO CONDITIONER?

**Conditioner is a hair care product that refortifies the cuticle with a protective coating.**

**Why is it needed?**

**After a cleansing shampoo is used to wash the hair of product or natural oil build up, shampoo tends to wash everything away even the natural oils that our hair and scalp needs to grow healthily.**

**So conditioner is used in conjunction with shampoo to help with the moisturizing of the hair and scalp.**



# HOW TO SELECT THE BEST CONDITIONER FOR YOU?

Selecting the a conditioner product is one of your most important hair care maintenance selections.

Use this 5 question system you should ask yourself when choosing:

## 1) Does it target your specific hair needs?

No need in getting an anti-breakage deep conditioner, if you are not experiencing breakage as a protein rich anti-breakage conditioner on healthy hair will cause the hair to be stiff and break off more. So make sure you are getting a shampoo for your specific needs.

## 2) What are the ingredients? Any personal red flags?

One of the most critical learnings of selecting conditioner ( or any product really) is the ingredients. Some companies are really good are using lots of long, scientific words to camouflage the harmful stuff in their products. Be diligent in your research for the best products for you.

## 3) Does the product have instructions?

This may seem like a no brainer, but believe it or not, some brands do not have instructions for how to use their products. Do you have to leave the conditioner on for a certain period of time before rinsing out? Do you have to rinse with lukewarm water for the product to be most effective?

## 4) Does it fit in your budget?

Some conditioners lean heavy on the luxury side and may cost upwards of \$28- \$30 per bottle, which for some ( i.e. us at HairOnPurpose..lol) is out of the price range. Your conditioner will need to be something you can purchase consistently for your hair care needs, so be sure it falls within your price range.

## 5) Does the product smell pleasant?

Ever condition your hair and are unimpressed by the smell of it? Your hair will take the scent of your products used and it's important that you hair maintenance is a smell you can tolerate. It doesn't and shouldn't smell like perfume and artificial smells, but should have a pleasant smell.

# HOW TO CONDITION YOUR HAIR?

**Step 1: Mise en place-** is a french culinary term that means " everything in place" Be sure that you have all the items you need for conditioning your hair. Here is what we recommend to have on stand by.

Conditioning your own hair after a thorough shampoo seems easy enough but there are some key things that you should do to ensure that you are **conditioning AND rinsing** properly.



A shower or stable source of water



shampoo & conditioner



detangler



clips



microfiber towels

**Step 2: While in shower wet the entire head, pour a generous amount of conditioner into your dominant hand.**



# HOW TO CONDITIONER YOUR HAIR?

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**Step 4:** Apply the product to the ENDS OF THE HAIR and work the product from the ends to the roots. .



**Step 5:** After working the product from the ends to the roots and product covers the head, use the detangling brush to detangle the hair in sections. Be sure to also detangle from the ends to the roots.



**Step 6:** Leave the conditioner on for the determined time shared in the conditioner instructions

**Step 7:** Rinse the section thoroughly with lukewarm to cool water. When you think you've washed everything out, Rinse one more time for good measure!

**Step 8:** After you've rinsed sufficiently, take the Microfiber towel and use it to dry the excess water from your strands. Microfiber towels are known for absorbing a ton of excess water from freshly washed hair, being gentle on curls and eliminating frizz.



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