

## **Professional Salon VS Supermarket Products**

Is there really a difference between Professional Salon products and Supermarket products?? Let's take a closer look...

### **There's a big price difference you say...**

Professional salon products are of higher quality and the ingredients are more concentrate. So you may be paying MORE in some cases but you are actually using LESS. A lot of supermarket products are made with detergent, sulfates and wax. They may leave your hair feeling sleek and smooth but they are actually creating a waxy build up on the hair shaft that overtime will turn shiny, healthy locks into dull, dry and weighted hair.

### **I can buy the same brands at the Supermarket for a little less you say...**

Sometimes you can, however those products do not come directly from the distributor. Most are bought on the black market- some have the right bottle but a completely different product inside and others may be expired or watered down.

### **I don't need that many products for my hair, a shampoo & conditioner combo will work just fine you say...**

We all have different hair types, textures and density. Some keep our hair natural, while others opt for chemical treatments and colors- which mean each person's hair state depends on that individual and their lifestyle. So one "a magical fix all shampoo" is definitely NOT possible.

**Remember:** Good quality means nothing without expert advice! Your Stylist/ Beauty Tech is your "Hair / Beauty Doctor" ask for/take their recommendations. Not only are they trained as experts in this field, they are also trained in the different product lines they carry and use them daily. Statistics shows that 80% of us miss-diagnose our own hair/ skin type and so purchase the wrong products.

If you are skeptical about any of above take this challenge- go in for a clarifying shampoo/treatment and ask your stylist for samples that would best suit your hair type and use them for at least one week. You will NEVER purchase supermarket brands again.

**Contact us at 9451188 for a Free Consultation or further information regarding the above.**