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Is your hair permed or naturally curly

There's something so alluring about Julia Roberts circa 1990. The trouble is that women who tried to replicate her bouncy, carefree curls more often than not left the salon chair looking more like Michael Bolton than the Pretty Woman star. After far too many bad perms, we all gave up trying to fake those coveted curls and looked to flatirons instead. It took almost three decades for the perm to shake its bad reputation, but now women are coming back around to the idea. Thankfully, the process—as well as the outcome—has evolved, and not only is the perm 2.0 kinder to hair, but the effect is far more natural. This next-gen perm comes with an expiration date of three months, so you don't need to grow it out like those stubborn, merciless curls of yesteryear. We called on Lily Bunting-Branch, the Hershesons technician who designed the modern perm the salon is now offering, to give us some info on the process. Keep scrolling to let us convince you to perm your hair, and we guarantee that you'll be hooked on the idea by the end. It's a much softer, more believable curl. Before, all the curls were the same size and very tight, which made it an obvious perm. Now the curls and waves look so loose and natural, and all vary in size—like naturally curly hair does. The technique has advanced, but so has the perm lotion, which is now ammonia-free, so it is much kinder to hair. No damage, as long as the hair is in good condition to start with and the client is totally honest about their hair colour history. It's best to colour your hair after the perm, and you do have to wait at least a week before colouring. No. We have the maxi perm and mini-perm. The maxi is all about bouncy, natural curls. Think full-on, big and lively curls like Julia Roberts in Pretty Woman. Hair is wound around long rubber rods versus traditional perm rollers to give a loose, natural-looking big curl. The mini is more of a loose wave. This is more of a solution to thinning hair. It's turning the status quo perm on its head—we are reinventing all the perm rules. It is designed for women and men with fine, lifeless, hard-to-manage hair. It gives hair some guts so it can hold a style and look and feel naturally fuller. We use traditional perming lotions with high-grade organic formulations that are kinder to the hair, but apply them to braids versus rollers or rods. The result is super-soft, loose waves that alter the texture of the hair, making it look fuller, thicker and easier to style. Julia Roberts circa Pretty Woman, Carrie Bradshaw in Sex and the City Season 1, but also Drew Barrymore in the '90s and Zendaya's natural hair (pictured, below). Also, check out the "Permspiration" page on Hershesons website. @zendaya The perms always have to start out slightly tighter, but after two weeks, they totally soften up, and they last around three months. Just like when you have your hair ironed with a curler, the waves and curls slowly drop and soften out into how your hair was before. If you go for a tighter curl, it will last longer and will drop into a wave as it leaves the hair, which my clients have loved. Yes, it does suit all hair types. Straight hair will see the biggest transformation, of course, but I have had curly-haired clients come to make their curls tighter and more defined. The cut is just as important as the perm. A perm can work on all hair lengths, providing they have layers and shaping around the face. If the hair is too heavy or in a one-length haircut, then the curls and waves won't be able to move and will drop quickly. The best thing to do is use a sulfate-free shampoo to keep your new look for as long as possible. You also want to use a diffuser to dry the hair, which will enhance the volume and curls and make it look extra bouncy. Alternatively, you can let the hair dry naturally for a softer finish, but rough-drying the hair like you would with straight hair will make your perm go frizzy. The best products to use are ones aimed at curly hair. I love the whole John Frieda Dream Curls range for my own curly hair and explain to clients exactly how to use each product. Kiehl's Creme With Silk Groom (\$18) is also great to touch up with. Never brush the hair when it's dry. Just comb your hair with your fingers or a wide-tooth comb as you put conditioner in, scrunch your products in and dry straight away for best results. You can still change up your look whilst having a perm. If you want to wear your hair straight, you can blow-dry the curls out, and then when you wet the hair again, your curls or waves will spring back. Just bear in mind that the more you do this, the quicker the perm will drop. Curling your hair on top of the mini perm is amazing. It will hold so much longer than before, as the hair has extra guts. Considering it? Here's how to style your curls when you get them. Opening Image: H&M The average shampoo contains anywhere from 10 to 30 ingredients, sometimes even more. It's not uncommon for a shampoo to contain both natural ingredients and synthetically made ones.Since "natural" can be defined differently from product to product, we relied on ingredient guidelines from the Environmental Working Group (EWG) and clean beauty company Credo to help narrow down great natural options available for specific hair types and conditions. To help you shop, we also included information on ingredients you should avoid when choosing a natural shampoo.Here are some natural shampoos you may wish to try based on your needs and hair type.Stream2Sea is a biodegradable shampoo and body wash combination product. It was invented with ocean and coral reef safety in mind by people passionate about ecological issues. It's completely natural, with no added sulfates or parabens. Even the packaging is biodegradable.The beneficial, active ingredients in Stream2Sea are green tea, olive oil, wakame, and tulsi. This product is ultraviolet absorbent, making it a good choice for people with dyed hair. It provides deep cleaning, with little suds, and has a pleasant citrus scent.There's also a biodegradable leave-in conditioner you can use in conjunction with the shampoo to eliminate tangles and leave your hair manageable and soft.Natural medicated shampoos for dry scalp conditions, including seborrheic dermatitis, are hard to come by Jason Dandruff Relief Treatment Shampoo is nearly natural, and designed to eliminate seborrheic dermatitis and dry scalp conditions, when used three times a week.Its active ingredients are salicylic acid and sulfur. It also contains olive oil, rosemary leaf oil, and other botanical, skin-soothing ingredients.Some people may find that its alcohol content irritates the skin. It also contains cocamidopropyl betaine, which can cause allergic reactions.This sulfate-free, clarifying shampoo deep cleans natural hair.It relies on fair trade, organic shea butter for softness and apple cider vinegar for added shine.It's also excellent for overly processed or damaged hair, and it helps reduce the appearance of breakage and shedding.Some users skip the matching conditioner and pair this shampoo with a SheaMoisture treatment masque instead.Shop for SheaMoisture treatment masques online.100% Pure Yuzu and Pomelo Glossing Shampoo provides a hydrating, deep-clean experience for oily or greasy hair.Beneficial ingredients include rose water for hydration, coconut oil for shine, and sea salt for added body, bounce, and texture.This shampoo will give your hair a glossy finish. If you have fine hair, skip the conditioner, which some users say weighs down their hair.This botanical-blend shampoo is designed to make thin hair look fuller and more vibrant. It contains a trademarked argan stem cell formula, plus ingredients such as aloe vera, vitamin B, grapefruit peel oil, grape stem cells, and white tea leaf.This color-safe, botanical blend shampoo is designed to protect and add softness to color-treated hair. It contains 87 percent natural-origin ingredients, including glycerin, aloe vera, and botanicals verified by the Royal Botanic Gardens, Kew.Users adore the honey, jasmine, and vanilla scent it leaves on hair.It's important to read the complete ingredient list on any shampoo before you buy. Some shampoo ingredients you may wish to avoid include:FormaldehydeFormaldehyde may also be referred to as formalin, the substance it turns into when mixed with water. It's sometimes included in products that have keratin in them, and is a known carcinogen. PhthalatesPhthalates are endocrine disruptors that may have adverse effects on the reproductive system of males and females, including infants and fetuses.FragranceFood and Drug Administration (FDA) regulations don't require personal care products to list individual fragrance ingredients. If a shampoo label includes the word "fragrance" without specifying which type, it may contain items, such as phthalates, that you wish to avoid. ParabensParabens are used as preservatives in a wide range of products, including shampoos. They have estrogenic properties.Since they've been detected in the breast tissue of women with breast cancer, there's some concern about their safety, although their role in this or any disease hasn't been definitively proven. SulfatesSulfates are surfactants and used to make shampoos sudsy. They're a byproduct of petroleum, an industry which generates greenhouse gasses and pollution.Sulfates can be irritating to the scalp, skin, and eyes in some people. For that reason, products containing sulfates are usually tested on animals, such as rabbits. Sulfates may negatively affect aquatic life and ecosystems.Natural alternatives to sulfates include sarsaparilla, soap bark, soapwort, agave, and ivy. TriclosanTriclosan is an antibacterial agent that was banned for use in antibacterial soap by the FDA. It's been found in groundwater, soil, oceans, and lakes around the world.Triclosan is a known endocrine disruptor that's been linked to adverse cardiovascular affects, cancer, and developmental defects in infants. PFASPer- and polyfluoroalkyl substances (PFAS) have been linked to cancer, a weakened immune system, and thyroid disease.Choosing a shampoo with no toxins can be better for your health and the environment. Harmful ingredients in the products we use each day wind up in our oceans, where they cause damage to wildlife and underwater environments, such as coral reefs.A few words about how to shampoo hair, as even the best shampoo will fall flat if you use it incorrectly:Many people tend to overshampoo their hair. In general, washing your hair every other day or every third day is usually sufficient, no matter what hair type you have, including oily hair. The shampoo you choose should be geared toward your hair type and any scalp conditions you have. Keep in mind that your hair changes as you age. Your go-to choice 20 years ago may no longer be the best shampoo for your current hair needs.When washing your hair, gently massage shampoo into your hair and scalp, then rinse thoroughly.If you use a conditioner after shampooing, leave it in for at least 5 minutes, then rinse out with cool water.Don't pull or tug at hair when it's wet. This can break the ends. If you comb conditioner through your hair after washing, use a wide-comb brush or your fingers.The water temperature you use also has an effect on your hair. Warm or cool water is best for washing hair. Water that's too hot can strip color from dyed hair, and it may make hair dry and cause flyaways. Anecdotally, some people find that giving their hair a final rinse in cold water makes it shinier. There's a large and ever-increasing demand for all-natural products that aren't harmful to health or the planet. Natural shampoos that can clean and soften all types of hair, without adding to our carbon footprint or toxic load, are available. can naturally curly hair be permed. does permed hair grow curly

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