

Restore Your Hair: Try Cellophane Treatment

The stylists at Hair Touch, the Sherman Oaks hair salon, say they we're all guilty of abusing our hair. If you're using hairstyling tools that apply direct and excessive heat to hair, you're guilty. If you're coloring your hair, you're knowingly damaging your hair. If you like to swim (either in chlorinated or salt water), shame on you, neither is good for your hair. These of course are just a few examples, there are many other factors that contribute to drying out and damaging hair.



Is there a treatment that can restore dried out, coarse or thin hair, almost instantly? YES, it is the so called "cellophane" treatment! It will make ANY hair lush, glossy, soft and voluminous.

What is a cellophane treatment?

It's a semi-permanent hair color WITHOUT the color (hydrogen peroxide and ammonia-free). It is currently available in gentle, tinted formulas as well.

Is a cellophane treatment safe?

Well, it is. Here's what you need to know: the protein in the product used in cellophane treatment seals the hair's cuticles, prevents ends from splitting and strengthens hair. It doesn't damage hair because it doesn't penetrate the hair shaft: it coats hair from the outside which not only makes the hair beautifully shiny and thicker but gives it luxurious, nearly glassy texture.

How is it done?

Usually – there can be differences, i.e. the cellophane treatment can be done as a follow up to hair coloring – the hair is washed, first. (If your hair is curly or wavy, the cellophane treatment works best on dry hair.) Then the colorist covers each strand of hair with polymers. The cellophane stays on the hair for 20 to 30 minutes. Then the hair is rinsed off and conditioned. Even though the polymers are rinsed off after the treatment, the stunning results remain. This treatment locks in moisture and gives hair volume, shine, softness, smoothness and a healthy bounce.

Are the results of cellophane treatment permanent?

No, they last 4-6 weeks between treatments.

Is it worth it?

Since your image and self-esteem are influenced by the condition of your hair: I'd say, **DEFINITELY!**

Call Hair Touch to set an appointment for a cellophane treatment ASAP and take pride in your hair, again!