

Shiny Hair Guide



Shiny hair isn't about piling on products. Most of the time it comes down to a few small habits that support your scalp, protect the hair cuticle and remove build-up.

When the hair cuticle lies smooth, light reflects off the surface and the hair appears glossy. When the cuticle is coated, rough or dehydrated, hair can look dull, heavy or lifeless.

START AT THE SCALP

Healthy hair begins with a balanced scalp.

Gentle scalp brushing before washing

Occasional scalp exfoliation

Proper cleanse can remove buildup that weighs hair down.

CLEANSE PROPERLY

Hair that feels dull is often coated.

Try a double cleanse when washing

Take time to rinse thoroughly, many people rush this step, leaving product behind.

USE THE RIGHT PRODUCTS FOR YOUR HAIR

When hair receives the right balance of moisture and cleansing, shine often returns quick

A shampoo suited to your scalp

A conditioner focused on the mid-lengths and ends can make a big difference.



SUPPORT YOUR HAIR BETWEEN WASHES

Small habits matter more than we think.

Sleeping on a silk pillowcase

Wearing a bonnet to bed

Brushing gently

Reducing heavy dry shampoo use can help hair stay soft and reflective.

BE MINDFUL WITH HEAT AND STYLING

Frequent heat styling without protection can roughen the hair cuticle.

Using heat protection, every time

Giving the hair a break from styling, helps maintain smoothness.

DID YOU KNOW?

Healthy hair can reflect up to 70% of light when the cuticle is smooth.

When the cuticle lifts from dryness, heat or buildup, that light scatters which is why hair starts to look dull.

Sometimes hair simply needs a reset. Mineral buildup, product layering or seasonal changes can affect how hair behaves.

A professional cleanse or treatment can rebalance the scalp and restore softness and shine when home care isn't quite enough.

Healthy hair is rarely about doing more – often it's about doing a few things well and consistently.