



NEWSLETTER APRIL 2013



*Hairstyling
for Summer*

**Be a Hollywood Star
this Summer... TRY
Celebrity Hairstyles**



**WHO NEEDS
NOVUHAIR?**



SUMMER HAIR CARE in 3 Easy Steps...

Already imagining yourself lounging on white-sand beach with your best pals? Summer can easily inspire these thrilling thoughts, and everyone catches on the fun vibe too. But you know what part of your body may not be as excited for the experience? Your hair!

Being under the scorching summer sun is not actually something your pretty locks may look forward to. With the heat and humidity at its peak during this season, it's your hair that usually takes a beating, making it dry, frizzy, and at the very worst – damaged.

What do you do to keep your gorgeous tresses from suffering this summer? Here are **three hair care** basics for this season:



1. Do hydrate your hair & don't ignore sun damage symptoms.

Keep some fresh water handy for spritzing and thorough rinsing especially when you're spending a lot of time in the water. The sun, saltwater, as well as chlorine robs moisture from your hair cuticles, causing dryness, frizziness, and static.

2. Do go with laid-back do's, and don't use heated styling tools.

Summer is the perfect season to look chic and effortless! Put your hair up in a relaxed up-do, or create some natural waves by braiding damp hair. Heated styling tools like straighteners and blow-dryers only add up to the soaring temperatures brought about by the season – don't torture your hair by using them.



3. Do go natural, and don't use harsh chemical hair treatments.

This season is all about nature – so best use hair products made up of elements that come from it! Products like Novuhair's Topical Scalp Lotion and Herbal Shampoo have natural active ingredients help keep your hair and scalp moisturized and hydrated.



HAIR CARE

Must-haves for the Beach-bound Bunch!



During the summer months, there's one go-to destination that most people definitely would not miss out in visiting – the picturesque coastlines. The beach is a travel destination unlike any other, and your hair may require some of its best summer buddies to keep it healthy-looking and beautiful all throughout your summer escape.

Here are some must-haves to keep your hair pampered and pretty on your beach vacation:

Wide-Brimmed Hat



If your eyes need some shade, so does your hair! Bring out some vintage glam with a touch of the tropics, and let your hat protect your hair from the sun's rays.

Atomizer or Spritzer with Fresh Water

The wrath of the scorching sun and the elements in saltwater can wreak havoc on moisture within your hair. Spray hair with fresh water every now and then if you plan to spend hours by the seaside. Don't forget to rinse thoroughly in the showers later on to remove excess dirt and saltwater.



Wide-Toothed Combed

With the constant swimming and sea wind blowing, getting your damp hair tangled is inevitable. Avoid breakage by making sure your hair is relatively dry before you brush or comb, and use the latter with wide spaces between its teeth.



Hair Ties



Tame the force of the cool breeze on your hair by pulling the latter back into a 'sexy messy' updo. Hair ties will also help you avoid tangles and keep the sweaty strands away from your face.

Lotions & Shampoos with Natural Active Ingredients

Give your hair a break from chemicals, and pamper it instead with products like Novuhair Herbal Shampoo and Novuhair Topical Lotion.

These contain natural elements like aloe vera, ginger, moringa, ginseng, and biotin among others. These ingredients help naturally seal in moisture to efficiently hydrate, nourish, and strengthen your hair.



Be a HOLLYWOOD STAR

this Summer,
Try Celebrity Hairstyles!

School's over, vacation plans are set, and beach get-aways are marked red on the calendar – it's officially summer time! While all you can think about is fun and relaxation, keep in mind that looking good while having the time of your life isn't exactly a bad thing.

So go ahead and channel one (or more!) of these celebrity hairdo's and be an even hotter you this summer!



Braids give off that carefree, hippie vibe that's perfect to pair with dreamy summer dresses and a pair of bright-colored flip flops. Keep it clean and elegant by donning

this up-do version on Dianna Agron. This 'Glee-ful' hairstyle will also be perfect when paired with simple and classic cocktail dresses.



Kristen Bell of Gossip Girl and Veronica Mars fame shows off the ideal sultry, sexy, yet effortless hairstyle for summer – beach waves. Loose and soft, this hair-style goes with just about any ensemble.

Don't forget to keep your hair moisturized and healthy when sporting this look, to make it look A-list worthy.



Young and vibrant is Taylor's Swift overall look – and that's the kind of summer appeal you want to have! Her wavy, side-swept loose up-do is both charming and easy to pull off.

A straight version of this hairstyle makes for a sleek and casual alternative. The loose strands in front are what make this summer style work wonders.



Want to stand out and get noticed this summer?

Take the exciting plunge and don a short do! This pixie-like cut is funky, modern, and definitely refreshing.

If you're heading somewhere 'dressy' this March, April, or May, just style up your short do a bit, and you're good to go.



Ryan Gosling shows off his forehead, and his gorgeous face with this hairstyle. Keep the strands away from your face, and sweep them to the side.

This style not only makes your eyes the main point of attraction, it also gives off that irresistible romantic yet mysterious aura.



Who brought sexy back with this buzzcut? The one and the only, Justin Timberlake.

You can also crank the temperature a few notches higher with this no-nonsense sexy hairstyle.

The best thing about it? Absolutely no styling needed. Just make sure to lather on scalp caring products like Novuhair Topical Scalp Lotion and Herbal Shampoo, which contain natural active ingredients.

How to Style Your Hair for A Stand-Out Summer

The summer months mark the changing of 'seasons' when it comes to styling. People trade their sweaters for airy tops, and their pants for skirts and shorts. From the muted colors of browns and blacks, you suddenly witness a slew of happy hues like yellow, green, pink, and orange showing up on store racks.

And of course, the fashion transition carries over to hair-styling too! The perfect complement for a fabulous summer outfit is a hip and happening hairstyle. How do you know which one to sport for the hot months? Pick one that would be 'comfortable' to have on in connection with your daily activities, and of course, your own sense of style.

For women who go to the office, a sense of formality would still be necessary. Beach hair, all carefree and tousled may not be the ideal choice to go with your corporate ensemble.

Keep your hair away from your face with a clean and elegant **high ponytail** or a **top knot/bun**.

These styles are easy to pull off even when you're rushing to the office, not to mention easy to maintain throughout the day too.

Want something more 'creative'? Go for a french twist.

High
Pony
Tail



Top
Knot
Or
Bun



French
Twist



More casual settings mean going for a sexier, more whimsical do! Try a **one-sided fishtail braid**, or go for a **low bun**, leaving the front with wisps of loose strands.



You can also go with a half ponytail, leaving some volume at the crown, and the lower half of your hair down in sexy waves.

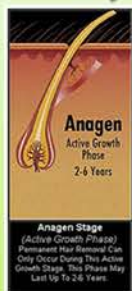
Men can easily don a summer hairstyle by going for a trendy haircut, like a **short layer cut**. Summer would also be the perfect time to sport a **buzzcut**, a no-nonsense do that keeps you looking and feeling cool. In the mood for something more laid-back? Then try the **out-of-bed style**, with your hair stylishly, but effortlessly tousled. The trick to this style is not to look disheveled, but more of easy-going and fun – some light hair gel might help.



But of course, the easiest way to stand-out this summer is by having beautiful hair. Try **Novuhair Topical Scalp Lotion and Herbal Shampoo** to help keep your locks hydrated, and to aid in continuous hair growth.

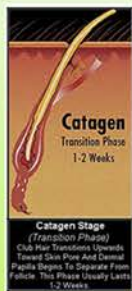
HAIR 101: Stages of Growth

Having a head full of hair will make you think that your glorious mane will be there forever. Unfortunately though, there are a certain number of instances when hair sheds excessively, leading to hair thinning. This can be caused by a variety of factors, including the abusive use of chemical hair treatments. And of course, there's the threat of androgenetic alopecia or hereditary hair loss which you can't just turn your back on. But these conditions aren't exactly 'dead ends'.



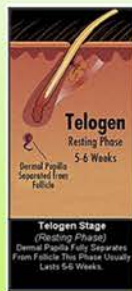
The first stage is called **Anagen**. With proper nourishment, the hair follicle within your scalp is stimulated. This is the time when your hair goes through active growth, and after some time, the hair pushes through and becomes visible.

About 85% of the time, an individual's hairs are in this stage. However, the rate and the span of time in which your hair will be in the active growth phase depend highly on genetics.



When your hair begins with the 'resting' stage – that's when the **Catagen** phase happens. Aptly called the transition phase, this is the time when your hair 'renews' itself, with the nourishing bloodvessels detaching itself from the bulb at the base of the strand. The hair resulting from the shrinking of the hair follicle is called 'club hair'.

At any time, around 2 to 3% of your hair is in catagen. The strands continue to lengthen as they are pushed upward when the hair follicle shrinks.



Telogen is the stage when your hair is completely at rest. It lasts for about five to six weeks, and then the act of 'shedding' happens.

This is when a strand is thrust out from the hair follicle by the new hair. About 10 to 15% of your hair is in this stage at any given time, and this is the time when you can expect hair to 'naturally' fall out. People normally shed about 50 to 100 strands a day.



This is the complete cycle that your hair goes through during its time of growth. As genetics, environmental factors, and chemical hair products affect this process, hair growth does not always go as expected. This is where **Novuhair Topical Scalp Lotion and Novuhair Herbal Shampoo** with its active natural ingredients, become essential. These products aid in nourishing and stimulating hair follicles to promote growth. They also strengthen strands to make them healthy-looking.

NOVUHAIR®

WHO NEEDS NOVUHAIR?

The average human has about 100,000 strands of hair on his scalp. Billions are spent for hair care products and treatments on a yearly basis. And based on most people's experiences, having a 'bad hair day' can easily ruin one's positive disposition for hours on end. Fact is, people treat their crowning glory as one of their top priorities.

So, who needs Novuhair?

If you care enough about what happens to the glorious strands of hair on your head on a both a short and long-term basis, then YOU do.

The **NOVUHAIR® Topical Scalp Lotion and NOVUHAIR® Herbal Shampoo** are revolutionary hair care products that focus primarily on helping to reduce hair fall and in aiding the stimulation of hair growth. At the same time, it also has hair conditioning and strengthening properties to make it shinier, smoother, and healthier.



Here are more specific situations where Novuhair would be your ideal partner:



If you are experiencing excessive hair fall

Losing about 50 to a 100 strands of hair a day is considered normal. The shedding process is actually part of the scalp's regular cycle. However, losing anything beyond a 100 strands on a daily basis, or pulling out clump after clump of hair, can be a cause for alarm. The continuous and improper use of harmful chemicals on the hair is the most usual suspect for hair fall.

Hormonal changes, like those experienced after childbirth, can also cause one to lose more hair than normal. **Novuhair** contains the natural active ingredients such as ginger which prevents hair fall, and biotin which in turn strengthens the hair to avoid breakage.

If you have hereditary thinning or balding

Having a head full of thick and healthy hair strands is a definite blessing. But the possession of such crowning glory can be attributed to proper hair care as much as to one's inherited genes. If a lot of your family members have thin, wispy hair – then you are more likely to experience androgenetic alopecia or hereditary hair loss.



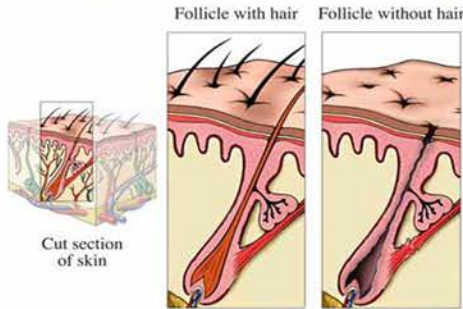
 **NOVUHAIR®**

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If you are faced with alopecia areata or sudden hair loss

The mere mention of the word 'balding' can make one nervous. Our hair after all, is like our 'peacock feather', we brandish it proudly to showcase our attractiveness. Losing it in patches due to alopecia can be quite scary. This normally manifests as people age, and some of the symptoms include scarring of the scalp as well as skin lesions.



Alopecia can lead to complete baldness, however, this condition can also be improved in time. The consistent and proper use of **Novuhair® Topical Scalp Lotion and Novuhair® Herbal Shampoo** over the course of months can dramatically improve the scalp condition caused by alopecia.

If you want healthier, shinier, and well-conditioned hair

Who doesn't want hair that's both beautiful and healthy? With Novuhair's nature-based ingredients, you get a safe way to improve hair growth and keep your scalp and luscious tresses truly attractive. It contains essential oils as well as anti-oxidants that prevent dandruff. They also make your hair shiny, soft, and smooth.

Novuhair® Topical Scalp Lotion and Novuhair® Herbal Shampoo is available at all Mercury Drug, Watsons, Rose Pharmacy, South Star Drug, Manson Drug, NCCC (Davao and Palawan) and it is available in Cory Quirino World of Wellness Stores nationwide.

You can also order online at www.regaloservice.com

Or Call Us at 413-6570 or 0922-883-0575



Nature's Answer To Hair Loss

www.novuhair.com

