

WASH, CONDITION, BLOW DRY, MAYBE CURL



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Special thanks to Kenny Krauss for the location

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Left

Model: Carley Blayney (Photogenics)

Sweater: Alice McCall

Skirt: Chi-Chi and the Greek

Tights: Commando

Shoes: Raoul

Middle

Model: Samantha Zajarias (Photogenics)

Top: Chi-Chi and the Greek

Top: Schrader

Dress: Vera Maxwell

Pants: Brochu Walker

Shoes: "intentionally....."

Right

Model: Yvonne Simone (Natural Models)

Sweater: Tory Burch

Skirt: Vintage Gucci from Bustown

Tights: Stylist's Own

Shoes: Raoul

This Page

Sweater: Vincetta

Coat: Schai



We all have our beauty routines that we practice day in and day out. Wash hair. Condition. Blow dry. Maybe curl. Second day, dry shampoo. Third day, a bun or braid, then ... wash and repeat. Often, though, the thing that gets overlooked the most is the place where hair grows from—our scalps.

As a hairdresser, I have learned that 50 percent of the population actually has dandruff and many people don't know how to maintain a healthy scalp. As we move into the colder months I thought I'd share a few go-to tips I suggest to my clients to help them have healthy scalp habits.

- If you're a dry shampoo addict who reaches for the bottle two or three times a day, you are probably dehydrating your scalp and your

hair. Try wearing a ponytail or holly braid to help hide second-day dirty hair. On average I recommend using dry shampoo no more than two to three times a week to maintain a healthy scalp.

- If you have a habit of sleeping with your hair wet at night, the moisture on your head and on your pillow could be causing your scalp issues. Try drying your roots before you hit the hay or showering a bit earlier in the night so that you go to bed with almost dry hair.
- After your workout, take a shower right away versus waiting until later in the day to remove any sweat and dirt that can cause scalp irritation and itch.

In addition, to help us get an even deeper understanding of our scalps, I interviewed dermatologist Dr. Ilyse Lefkowicz.



Left:
Jeans: Levis
Jacket: Smythe
Turtleneck: Schai
Middle:
Sweater: Vincetta
Jeans: Topshop
Shoes: intentionally ____
Right:
Turtleneck: Brochu Walker
Sweater: GG
Jeans: Articles of Society
Shoes: Daniele Michetti

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AS WE BUNDLE UP AND REVAMP OUR
BEAUTY ROUTINES AND WARDROBES,
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SUNNIE BROOK: What are some causes and/or signs of having an unhealthy scalp?

ILYSE LEFKOWICZ: Signs of an unhealthy scalp include dandruff flakes, tightness, irritation, redness and dryness. Dandruff is a medical condition that occurs when three factors come together: genetic susceptibility, the presence of sebum or oil on the scalp, and the presence of a fungus (*Malassezia*) that actually resides on everyone's scalp. A dehydrated scalp can occur from when the skin and hair are exposed to cool environments with low humidity, repeated chemical treatments such as perming and coloring, excessive blow drying and from the effects of the wind and sun.

SB: Are there any misconceptions you see around scalp issues on a regular basis?

IL: Many people believe they just have dry scalp and spend a lot of money on expensive conditioners without much alleviation. Many of these patients actually have dandruff and not only need hydration, but also an effective anti-dandruff shampoo, which will not only address the dry flakes but also get to the root of the problem! Some people don't see the importance of scalp care, but healthy, beautiful hair requires both hair and scalp care. Taking care of your scalp improves this by eliminating itch, irritation, redness, dryness and flakes.

It's important to get shampoo on the scalp, not just on the hair, because the skin on the actual scalp must be cleaned. I tell my patients to make sure that their finger pads have contact with their scalp because that's where you want to deposit the shampoo. Also, you should massage gently—never scratch.

SB: What are your top five things to do to maintain a healthy scalp?

IL: One, when choosing a shampoo and conditioner, look for those with a rich hydration mineral formula. Head & Shoulders Smooth & Silky shampoo and conditioner contain a unique zinc formula that restores the scalp's ideal moisture level, allowing you to achieve a healthy scalp and beautiful hair.

Two, use lukewarm water in the shower; washing with hot water can promote dryness, resulting in an unhealthy scalp and dull looking hair.

Three, a scalp massage promotes blood flow to the area, soothes nerves and relaxes the muscles, keeping the skin flexible to promote hair growth and luster.*

Four, avoid spraying styling products that contain alcohol directly on the scalp, as they can dry out the scalp (example: dry shampoo or hairspray).

Five, avoid using the hair dryer at its hottest setting, especially when hair is very wet, which is when it's at its most fragile state. Instead, use the dryer on damp, towel-dried hair on the lowest heat setting.

**The interviewer suggests lavender oil as it works for oily, dry and normal skin types. Start with a few drops and add as needed. This, in addition to your shampoo and conditioner, is a means for stimulating the scalp and adding shine.*

SB: Are there times of year when you see an increase in scalp issues? If so, when and why?

IL: I see scalp issues all year round, but I see more severe cases of dandruff in winter and summer because of the change in weather. In the winter, colder temperatures combined with lower humidity and indoor heating causes your skin to lose its moisture, resulting in dry and itchy sensations. In warmer weather, scalp issues can increase due to the promotion of a warm, moist environment on the scalp from excessive sweating, etc. Dandruff can also flare up with stress. When you're stressed, your immune system is altered, provoking dandruff flare-ups.

So, this fall, as we bundle up and revamp our beauty routines and wardrobes, let's take this opportunity to reflect on what other routines we have and what new habits we want to form. Healthy is always in and is always beautiful.

Known for her creativity and passion for serving others, Sunnie Brook has been at the forefront of the beauty industry for over 15 years. As an experienced celebrity hairdresser, previous salon owner and educator, she infuses her artistic knowledge into creating styles that are innovative and feel effortlessly undone. In 2011, Sunnie Brook started her beauty blog and YouTube channel to share her beauty experience and educate her growing clientele.

Currently the celebrity hairdresser for Head & Shoulders and beauty editor for Darling Magazine, Sunnie Brook remains committed to her clients worldwide, delivering timeless, relevant styles and inspiring beauty.



Front

Dress: Missoni

Shoes: H&M

Back

Cardigan and Pants: Chi-Chi and the Greek

Top: Brochu Walker