

HAIR CARE PROFESSIONAL

BENEFITS

WHAT YOU CAN DO WITH OUR PRODUCTS?



- Measure hair density and hair width
- Compare areas of hair loss to normal areas
- Compare hair density measurements over time to show slowing or stoppage of hair loss
- Examine hair shaft and cuticle for physical and chemical damage such as split ends, breaks, bubbles due to heat damage, lifting of cuticle, thinning of cuticle, product build-up, and cortex exposure
- Document hair and scalp conditions and improvements
- Save or print pictures for client files and follow-up comparisons
- View scalp for moisture content, oil content, dead skin, inflammation, dandruff, seborrhea, and psoriasis

- Explore hair follicle condition, such as sebum clogging, closed follicles, damaged follicles, dead skin and oil clogged follicles
- Identify oiliness or dryness of hair
- Diagnose chemical damage due to harsh products and overuse of products
- Analyze capillaries in scalp for proper circulation
- Use visual evidence to confirm and reinforce a clinician's evaluation
- Establish visual evidence of hair condition to increase purchase of products and/or additional services

