

# 15 Not For Sale

[Insert UNF 15-1 chapter opener art]

SCALP CARE,  
SHAMPOOING,  
& CONDITIONING

# LEARNING OBJECTIVES

After completing this chapter, you will be able to:

## LO 1

Identify the two most basic requirements for scalp care.

## LO 2

Demonstrate a scalp massage during a shampoo service.

## LO 3

Examine the differences and similarities of treating scalp and hair that are dry, oily, and/or affected by dandruff.

## LO 4

Describe how hair brushing contributes to a healthy scalp.

## LO 5

Evaluate the uses and benefits of the various types of shampoo.

## LO 6

Evaluate the uses and benefits of the various types of conditioners.

## LO 7

Demonstrate appropriate draping for a basic shampooing and conditioning, and draping for a chemical service.

## LO 8

Identify the three-part procedure of a hair care service and explain why it is useful.

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When clients visit a salon for the first time, they immediately begin making judgments about the surroundings. How does the salon look? What kind of music is playing? Does the receptionist greet them with a smile and call them by name? While all of these factors are part of a good salon experience, it is what happens when the client moves into the service area that can assist in the professional promotion of you and your salon business.

When you arrive at your salon, take a good look around. Ensure that you have done everything you can to prepare your client for a positive experience:

- Make sure you are dressed for success and present a happy and professional posture and healthy hygiene.
- Make sure your working station and back bar area are clean and organized and prepared with the tools needed for the business day.
- Adjust the temperature for client comfort and create an atmosphere of relaxation with soft music if possible.

Remember the old adage—*You only get one chance to make a good first impression.* Take the opportunity to stack the odds in your favor!

One of the most important experiences that a stylist provides is the shampoo. Making this a pleasurable and memorable experience can have a great impact on building your reputation as a stylist and building loyalty and repeat business for your salon. Often called simply “the shampoo,” this first step of the service actually encompasses three different processes: scalp care and massage, shampooing, and conditioning. The shampoo can and should be a soothing, pleasurable experience that sets the mood for the entire visit.

The shampoo is an opportunity to provide the client with quality relaxation time that is free from the stresses of the day. It can be nurturing and, when done well, add great benefits to the hair for styling.

Remember: If clients are happy with the entire shampoo experience, they are far more likely to be happy with the entire service.



## WHY STUDY SCALP CARE, SHAMPOOING, AND CONDITIONING?

**Cosmetologists should study and have a thorough understanding of scalp care, shampooing, and conditioning because:**

- The shampoo service is the first opportunity to reinforce your position as a professional who attends to the specific, individual needs of your client.



- You will be able to examine, identify, and address hair and scalp conditions that do not require a physician's care and be able to refer clients to a physician if a more serious issue is identified.
- A general knowledge of product category choices will assist you in determining the best preparation for other services to be performed.
- A successful home-care regimen recommendation will keep your work looking its best for all to see.

*After reading the next few sections, you will be able to:*

- LO 1** Identify the two most basic requirements for scalp care.
- LO 2** Demonstrate a scalp massage during a shampoo service.
- LO 3** Examine the differences and similarities of treating scalp and hair that are dry, oily, and/or affected by dandruff.

## Safely and Effectively Use Massage in Scalp Care

The two basic requirements for a healthy scalp are cleanliness and stimulation. Since similar manipulations are given with all scalp treatments, scalp massage is a procedure you will perform often and one that you should learn to do well. Remember all safety practices when servicing clients in your salon. The comfort and protection of the client's skin, hair, and clothing are all part of your responsibility as a stylist and important to their satisfaction with your service.

Proper maintenance of the hair and scalp begins with the hygiene practice of shampooing. The hair should be shampooed as often as necessary to remove dirt, oils and product build-up. If the hair and scalp is improperly addressed and cleansed, there is potential to promote unhealthy disorders of the scalp due to the buildup of dirt, product and oils.

Most often, one of the most memorable services in the salon is the shampoo coupled with a great scalp massage. The massage is a method of manipulating the scalp by rubbing, tapping, kneading, or stroking it with the hands. It can provide beneficial qualities such as increasing blood circulation and calming tenseness. Usually done once after the hair has been cleansed, massage techniques are initiated along with the conditioning service. The conditioner is applied and the massage manipulations begin, allowing the conditioning product to penetrate more evenly, offering the nourishing benefits in a tension-reducing atmosphere. Follow the recommended instructions and timing for the conditioning service and apply gentle pressure during the massage as not to irritate the client's scalp from over-manipulation.

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When performing a scalp massage, remember to keep the client's head supported and maintain contact with the head at all times. Use slow, deliberate motions and a soft touch. It is also important for you as the stylist to be relaxed. Your hands, fingers, and shoulders should be free of stiff, mechanical movements. Utilize proper body positioning to maintain your balance and rhythm control.

Before performing a shampoo service that includes a scalp massage, complete a client intake or health screening form. During the consultation, acknowledge and discuss any medical condition your client listed that may produce undesirable side effects for a scalp massage. Ask the client if they have discussed massage with their physician and, if applicable, encourage them to seek their physician's advice as to whether or not a scalp massage is advisable before performing the service.

Many clients who have high blood pressure (hypertension), diabetes, or circulatory conditions may still have massage without concern, especially if their condition is being treated and carefully looked after to monitored by a physician. Massage is, however, not recommended for clients with severe, uncontrolled hypertension. If your client expresses a concern about having a scalp massage, or if there is any concern on your part, be conservative and do not proceed with the service. Create a relaxing environment for massage. Soft music and limited dialogue enhances the massage experience.

Procedure 15-11, Scalp Massage, explains the protocol and massage manipulations that are used in scalp massage. There are massage techniques that are designed for relaxation and those that are done in conjunction with a treatment. The main difference between the two are the products you use. For simple relaxation, most any conditioner can be used to create a very enjoyable experience for your client. Treatment massages are generally suggested to address conditions of the scalp such as dryness, minimal flaking, and to temporarily soothe a tight scalp. The manipulations would mirror those of a relaxation massage but would include the pre application of appropriate products. Be sure to follow all of the manufacturer's directions whenever a special scalp treatment product is used.

Scalp massage offers the opportunity to elevate your expertise and deliver a great salon experience. This can lead to profitable client retentions and a foundation for ongoing business referrals.

Basic massage manipulations will be further discussed and detailed in Chapter 23, Facials. These techniques are universal in theory and can be adapted and applied to the scalp as well. In addition, understanding the muscles, the location of blood vessels, and the nerve points of the scalp and neck will help guide you to those areas most likely to benefit from massage movements. For details on this information, see Chapter 6, General Anatomy and Physiology.

## P 15-7 Scalp Massage See page 352

### Normal Hair and Scalp Treatment

The purpose of a general scalp treatment is to maintain the scalp and hair in a clean and healthy condition. A hair or scalp treatment should be

recommended only after a hair and scalp examination. Educate the client about any potential scalp and/or hair concerns and involve her in understanding the overall hair benefits of a professional scalp treatment. Encourage the service, however if the client does not wish an immediate treatment, recommend scheduling the treatment for an alternate time. If the client agrees to the treatment, follow all manufacturer's directions prior to proceeding with the service.

## Dry Hair and Scalp Treatment

A dry hair and scalp treatment should be used when there is a deficiency of natural oil on the scalp and hair. Dry scalp can derive from many sources. The elements such as sun, water, and wind can add dryness to the scalp and hair. Chemicals, harsh soaps, and topical products can also contribute to dryness. To address this concern, select scalp preparations containing moisturizing and emollient ingredients. Avoid the use of high-detergent based cleansers, preparations containing a mineral- or oil base, greasy preparations, or lotions with high alcohol content. During a dry hair and scalp treatment, a scalp steamer, which resembles a hooded dryer, can be used to help resolve the moisture balance in the hair. Through the use of steam, water and treatment are delivered into the cuticle layer of the hair and scalp. ([figure 15-1](#)).

## Oily Hair and Scalp Treatment

Excessive oiliness is caused by overactive sebaceous glands. These glands are sometimes active due to genetics but can also be aggravated by over-exertion, misuse and layering of heavy products, and physical changes in the body. During this type of massage, manipulate the scalp using a kneading technique to increase blood circulation to the surface. This will reduce any hardened sebum that has been collected in the pores of the scalp and can be removed with gentle pressing or squeezing. To normalize the function of these glands and discourage further build-up, excess sebum should be flushed out or rinsed with each treatment.

## Antidandruff Treatment

As you may remember from Chapter 11, Dandruff is the visible shedding of skin cells and the result of a fungus called *malassezia* (mäl-SĒ-zē-). The dandruff can sit on the scalp and create dryness, itchiness, and discomfort. Modern antidandruff shampoos, conditioners, and topical lotions contain antifungal agents that control dandruff by suppressing the growth of *malassezia*. Moisturizing salon treatments also soften and loosen scalp scales that stick to the scalp in crusts. Because of the ability of fungus to resist treatment, additional salon treatments and the frequent use of antidandruff home care should be

**figure 15-1**  
Scalp steamers can be used with hair and scalp treatments to help infuse moisture.



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recommended. The use of an infrared lamp used with massage could help to penetrate the product into the hair shaft and scalp while keeping the scalp warm and moist enough to loosen and lift the agitated cells that should be removed from the scalp during the rinsing process and potentially after the shampoo.

*After reading the next few sections, you will be able to:*

**LO 4** Describe how hair brushing contributes to a healthy scalp.

## Learn the Benefits of Proper Hair Brushing

Correct hair brushing stimulates blood circulation to the scalp; brushing helps remove dust, dirt, and hairspray buildup from the hair and gives hair added shine. You should include a thorough hair brushing prior to the beginning of every shampoo ([figure 15-2](#)). When performing a scalp treatment, pay attention to the pressure used in brushing. Brush gently to remove debris and buildup while not allowing the brush to over-stimulate or prick the scalp area. You should always begin brushing the hair from the ends first and then work up towards the scalp. You can then freely brush the hair to rid of all tangles. This allows a proper detangling procedure without after additional friction or stress to the hair. Combing the hair with a wide-toothed comb is generally suggested for wet hair detangling post the shampoo process.

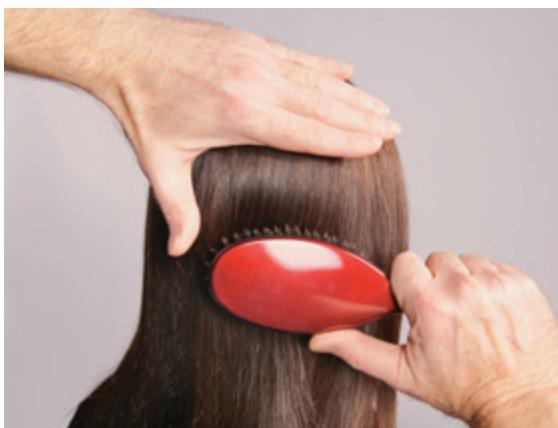
There are certain times, however, when brushing, massaging, or shampooing the scalp is not recommended. Check the list below for some of the situations when brushing should be avoided:

- If the scalp is irritated.
- Prior to a chemical service (follow manufacturer's directions).
- Prior to or after haircolor service (semi-permanent or permanent).
- Prior to or after bleach lightening or highlighting services (follow manufacturer's directions).

If shampooing is recommended by the manufacturer prior to a service, shampoo gently to avoid scalp irritation.

There are many brushes on the market; the most highly recommended hairbrushes are those made from natural bristles. Natural bristles have many tiny overlapping layers or scales, which clean and add luster to the hair. Hairbrushes with nylon bristles are shiny and smooth and are more suitable for hairstyling. Paddle brushes with rubber interior bristles and plastic vent brushes are also widely used especially when detangling wet hair.

### P 15-3 Hair Brushing See page 345





After reading the next few sections, you will be able to:

**LO5** Evaluate the uses and benefits of the various types of shampoo.

# Provide a Proper and Effective Shampoo Service

The shampoo service provides a good opportunity to make sure that the hair and scalp are properly cleansed and nourished, providing a great canvas for styling and ongoing hair care. Prior to any service, analyze the client's hair and scalp. Always check the scalp and hair for any of the following conditions because they may alter your product choices or even your professional ability to perform the service:

- Dry, dehydrated hair
- Excessive shedding of the hair
- Thinning of the hair
- Dry, tight scalp
- Oily scalp
- Abnormal flaking on the scalp
- Open wounds or scalp irritations
- Scalp disorders or diseases
- Tick or lice infestation

If there are any open wounds, reddened scalp irritations, abnormal scalp flaking, or apparent diseases or infestations, immediately direct the client to a physician and do not continue with the service.

In salons where shampoos are performed by salon assistants, these assistants should always alert the stylist about any hair or scalp conditions, including suspected diseases or disorders. A client with an infectious disease is never to be treated in the salon and should be referred to a physician.

The primary purpose of a shampoo is to cleanse the hair and scalp prior to a service. This is also the best time to educate your client about the importance of home hair care and to suggest the best hair care products to use at home.

To be effective, a shampoo must remove all dirt, oils, cosmetics, and skin debris without adversely affecting either the scalp or hair. The scalp and hair need to be cleansed regularly to combat the accumulation of oils and perspiration that mix with the natural scales and dirt to create a breeding ground for disease-producing bacteria. Hair should only be shampooed as often as necessary. Excessive shampooing strips the hair of its protective oil (sebum) that, in small amounts, seals and protects the hair's cuticle. As a general rule, oily hair needs to be shampooed more often than normal or dry hair.

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Always maintain good posture to protect against muscle aches, back strain, discomfort, fatigue, and other physical problems that can result from the action of performing a shampoo. The most important rule regarding posture is to always keep your shoulders back while performing a shampoo. Avoid slumping over the client or placing your torso, arms, and back into an unnatural position this will help avoid injury. Remember, too, to hold your abdomen and core in, thereby lifting your upper body. Free-standing shampoo bowls allow for healthier body alignment and help reduce strain on the back and shoulders.

Let's take a moment to look at the composition of a basic shampoo product.

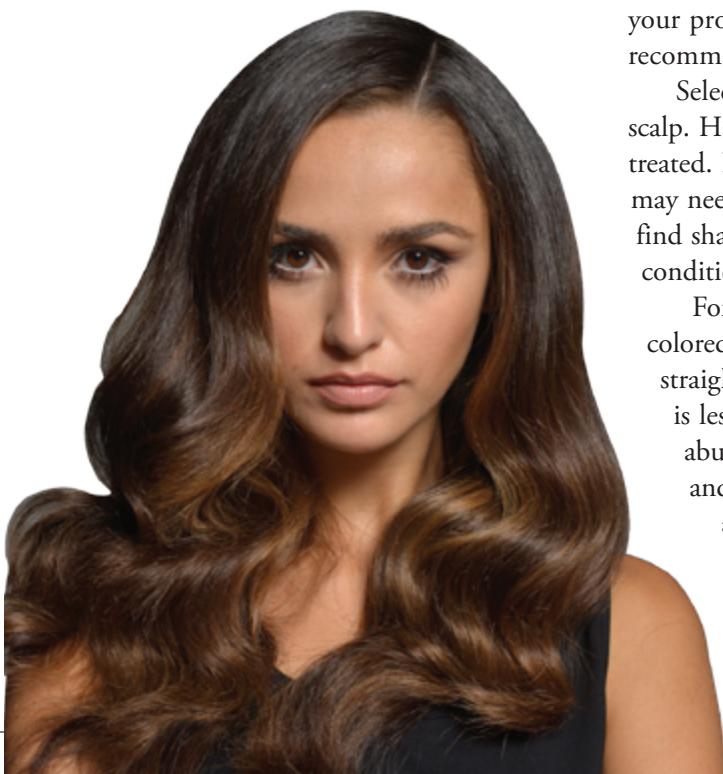
## P 15-6 Basic Shampooing and Conditioning See page 348

### Selecting the Proper Shampoo

There are many types of shampoo available on the market. As a professional cosmetologist, you should become skilled at selecting shampoos that support the health of the hair, whether the hair is natural or chemically altered. There are numerous products on the market that target the hair's specific needs. There are shampoos for color-treated hair, color toning, and some that even protect the fading of haircolor. There are shampoo choices for chemically relaxed hair, hair processed with keratin-based products that are used for smoothing or straightening, as well as cleansers for hair treated with cold wave products. Manufacturer's also produce shampoo products to meet the needs of the hair type and texture. Formulas have been developed to remedy fine and limp hair, coarse and dense hair, and some can enhance volume, remove frizz, and provide additional strength to the hair. For any situation you can imagine, there is a shampoo formulated to answer that market need. Most shampoo products contain water combined with various percentages of surfactants, lathering agents, and other ingredients that assist in maintaining or balancing the pH levels. Always read labels and accompanying literature carefully so that you can make informed decisions about the use of various shampoos. A thorough knowledge of your products will help you choose the right product and additionally recommend them as home-care items for purchase by your clients.

Select a shampoo according to the condition of the client's hair and scalp. Hair can usually be characterized as oily, dry, normal, or chemically treated. Keep in mind that some clients have multiple hair conditions and may need products to address various concerns. It is not uncommon to find shampoo products marketed to help many concerns or to neutralize conditions.

For example, chemically treated hair (hair that has been lightened, colored, permed, chemically relaxed, or processed with a keratin straightener) may require a product, such as a sulfate-free shampoo, that is less harsh and more conditioning. In addition, hair that has been abused by the use of harsh shampoos or damaged by improper care and exposure to the elements such as wind, sun, cold, and heat may also need to be treated with more conditioning agents.



Using the right home-care products can make all the difference in how your clients' hair looks, feels, and behaves. It is your job to recommend and educate clients about which products they should be using, as well as how and why. Otherwise, they will make their own uninformed decisions, perhaps buying inferior products at the drugstore or supermarket. The wrong product choice can make a good haircut look bad, can negatively affect the client's opinion of your work, and can affect the outcome of a chemical service. Remember: You want your clients to look their best so that they become good advertising for you.

## The pH Scale

Chapter 12, Basics of Chemistry, provides you with an overview of important chemistry basics, including pH and surfactants. Refer to that chapter as necessary. The following is a brief review of pH as it applies to shampoo.

Understanding pH levels will help you select the proper shampoo for your client. The amount of hydrogen in a solution, which determines whether it is alkaline or acidic, is measured on a pH scale that has a range from 0 to 14. The pH of a neutral solution, one which is neither acidic nor alkaline, is 7. A shampoo that is acidic will have a pH ranging from 0 to 6.9; a shampoo that is alkaline will have a pH 7.1 or higher. The more alkaline the shampoo, the stronger and harsher it is. A high-pH shampoo can leave the hair dry, brittle, and porous. A high-pH shampoo can cause fading in color-treated hair. A slightly acidic shampoo more closely matches the ideal pH of hair.

## The Chemistry of Water

Water is the most abundant and important element on Earth. It is classified as a universal solvent because it is capable of dissolving more substances than any other solvent known to science.

Fresh water from lakes and streams is purified by sedimentation (matter sinking to the bottom) and filtration (water passing through a



### FOCUS ON

#### Seven Ways to Make a Good Shampoo Experience Great!

1. The scalp is always massaged according to the preference of the client. Some clients have a sensitive scalp and want a very light massage, while others want a firm massage. In order to service every client to the best of your ability, ask about massage preferences before beginning the procedure.
2. Always ask the client if the water feels too warm, too cool, or just right; adjust the temperature accordingly.
3. Do not allow the water or your hands to touch the client's face during the shampoo. Allowing the face to get wet may cause irritation or remove makeup and can potentially turn an otherwise great shampoo into an unpleasant experience.
4. It is easy to miss the nape of the neck when shampooing and rinsing, so you should always double-check this area before escorting the client to your station.
5. Throughout the shampoo, be very careful not to drench the towel that is draped around the client's neck. If the towel becomes damp, replace it with a clean, dry towel before leaving the shampoo area.
6. When blotting the hair after the shampoo, be careful once again not to touch the face. If you remove part of your client's makeup, she may feel self-conscious during the entire visit.
7. As you learn to give a great shampoo, you should also learn how to give a great relaxation massage. You may hear your clients say, "Don't stop, you can do that for hours," every time they come to you. Even though you may hear this five times a day, it is always satisfying to know that you are making your clients feel good!

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porous substance, such as a filter paper or charcoal) to remove suspended clay, sand, and organic material. Before the water enters public water pipelines, small amounts of chlorine are added to kill bacteria. Boiling water at a temperature of 212 degrees Fahrenheit (100 degrees Celsius) will also destroy most microbes. Water can be further treated by distillation, a process of heating water so that it becomes a vapor, and then condensing the purified vapor so that it collects as a liquid. Distillation is often used in the manufacturing of cosmetics.

Water is of crucial importance in the cosmetology industry because it is used for shampooing, mixing solutions, and many other functions. Depending on the kinds and amounts of minerals present in water, water can be classified as either hard or soft. You will be able to make a more professional shampoo selection if you know whether the water in your salon and area is hard or soft. Most water-softener companies can supply you with a water-testing kit to determine how hard or soft your water is (soft, slightly hard, moderately hard, hard, or extremely hard).

**Soft water** is rainwater or chemically softened water that contains only small amounts of minerals and, therefore, allows soap and shampoo to lather freely. For this reason, it is preferred for shampooing. **Hard water** is often found in well water and contains minerals that reduce the ability of soap or shampoo to lather. Hard water may also change the results of the haircoloring service. However, a water treatment process can soften hard water.

Always remember to monitor the temperature and pressure of the water before and during the professional service. Warmer, tepid water is adequate for rinsing shampoo and chemical product and cooler water works well to close the cuticle post-service, helping to add shine and vibrancy to the hair.

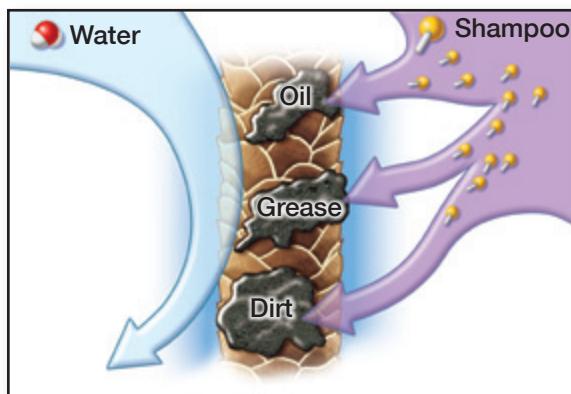
## The Chemistry of Shampoo

To determine which shampoo will leave your client's hair in the best condition for the intended service, you need to understand the chemical and botanical ingredients regularly found in shampoos. Many shampoos have ingredients in common. It is often the small differences in formulation that make one shampoo better than another for a particular hair texture or condition.

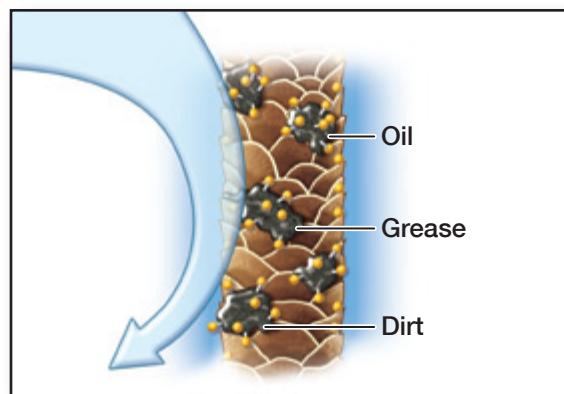
Water is the main ingredient in most shampoos. Generally it is not just plain water, but purified or **deionized water** (DEE-eye-on-ized WAH-ter), water that has had impurities, such as calcium and magnesium and other metal ions that would make a product unstable, removed. Water is usually the first ingredient listed, which indicates that the shampoo contains more water than anything else. From there on, ingredients are listed in descending order, according to the percentage of each ingredient in the shampoo.

### **Surfactants**

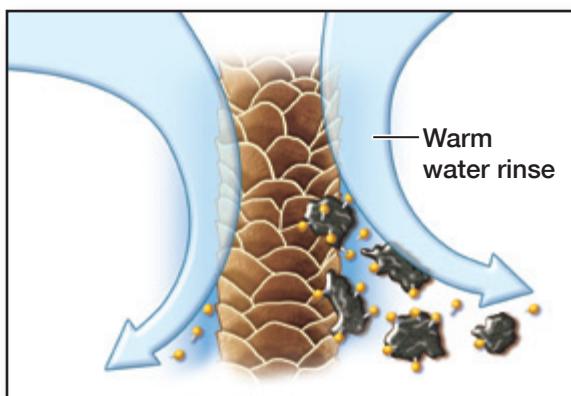
The second ingredient that most shampoos have in common is the primary surfactant (or base detergent). Surfactants are cleansing or surface active agents. A surfactant molecule has two ends: a hydrophilic or water-attracting head and a lipophilic or oil-attracting tail. During



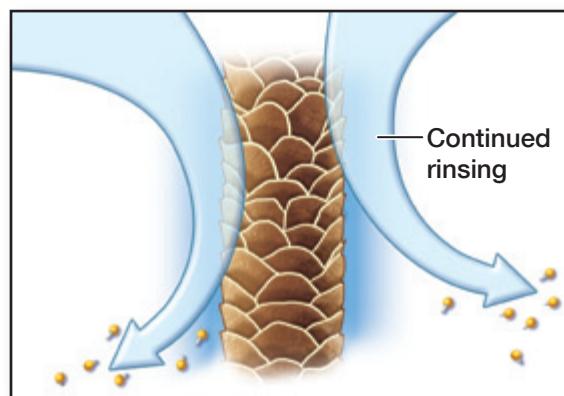
**figure 15-3**  
The tail of the shampoo molecule is attracted to oil and dirt.



**figure 15-4**  
Shampoo causes oils to roll up into small globules.



**figure 15-5**  
The heads of the shampoo molecules attach to water molecules.



**figure 15-6**  
Thorough rinsing washes away debris and excess shampoo.

the shampooing process, the hydrophilic head attracts water and the lipophilic tail attracts oil. This creates a push/pull process that causes the oils, dirt, and deposits to roll up into little balls that can be lifted off in the water and rinsed from the hair. Even shampoos that are marketed as surfactant-free have gentle cleansing agents added to the base (**figures 15-3 through 15-6**).

Other ingredients are added to the base surfactants to create a wide variety of shampoo formulas. **Moisturizer**, which is a product formulated to add moisture to dry hair or promote the retention of moisture, is a common additive along with oil, protein, preservative, foam enhancer, and perfume.

### ACTIVITY

List all the hair products used in your school, along with the hair types appropriate for each. Analyze the hair of one or two classmates and recommend a particular shampoo and conditioner. List the benefits of each product for that particular "client." With your instructor's guidance, you might even try using your recommended choices on your classmates. Keep a record of what products you use, how the hair feels and behaves afterward, and your classmates' own opinions about the products.

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## WEB RESOURCES

To learn about the latest products and more in hair care, search the keywords *hair care products*.

### Types of Shampoo

Shampoo products are the most widely purchased of all hair care products. Consumer studies show that the fastest growth items in the shampoo market are products that meet the specific needs of hair and scalp concerns.

Clients are increasingly well informed about beauty products from reading about them in beauty magazines and other consumer reports. Make sure that you are current with your product knowledge and technical theory for proper hair care. Your credibility as a professional will be in question if your client is better informed than you are.

Many good shampoos exist for every type of hair and/or scalp condition. There are shampoos for dry, oily, fine, coarse, limp, lightened, permed, relaxed, or color-treated and chemically treated hair. There are shampoos that deposit a slight amount of color to color-treated hair and those that cleanse hair of styling product buildup, mineral deposits, and so forth.

The list of ingredients is your key to determining which shampoo will leave a client's hair shiny and manageable, which will treat a scalp or hair condition, and which will prepare the hair for a chemical treatment. Now that you are familiar with pH and the chemistry of water and shampoo, here are some of the different types of shampoos.

#### **pH-Balanced Shampoo**

A **pH-balanced shampoo** is balanced to the pH of skin and hair (4.5 to 5.5). Many shampoos are pH balanced by the addition of citric, lactic, or phosphoric acid. Most experts believe that an acid pH of 4.5 to 5.5 is essential to preventing excessive dryness and hair damage during the cleansing process. Shampoos that are pH balanced help to close the hair cuticle and are recommended for hair that has been color-treated or lightened.

#### **Conditioning Shampoo**

**Conditioning shampoo**, also known as *moisturizing shampoo*, is designed to make the hair appear smooth and shiny and to improve the manageability of the hair. Protein and biotin are just two examples of conditioning agents that boost shampoos so that they can meet current grooming needs. These conditioning agents restore moisture and elasticity, strengthen the hair shaft, and add volume. They also are **nonstripping**, meaning that they do not remove artificial color from the hair.

#### **Medicated Shampoo**

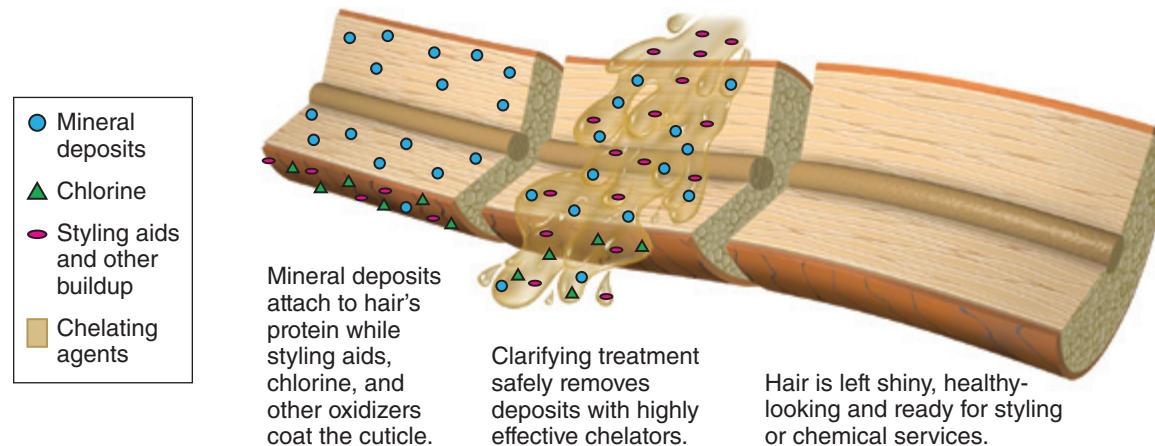
**Medicated shampoo** contains special ingredients that are very effective in reducing dandruff or relieving other scalp conditions. Some medicated shampoos have to be prescribed by a physician. They can be quite strong and could affect the color of color-treated or lightened hair. In some cases, the shampoo must remain on the scalp for a longer period of time than other shampoos in order for the active ingredient to work. Always read and follow the manufacturer's instructions carefully.

#### **Clarifying Shampoo**

**Clarifying shampoo** contains an active chelating agent that binds to metals (such as iron and copper) and removes them from the hair, as well as an

## DID YOU KNOW?

You may be able to find shampoos on the professional and retail market that address the needs of various hair types, textures, and conditions. But did you know that shampoos that are sold at mass retail outlets such as drugstores and grocery stores are going to offer the customer products with limited amounts of and kinds of beneficial active ingredients? To find professional-grade products, look to the salon professional market. Here you will find neutralizing shampoos and color-safe shampoos with high-quality ingredients that should be used by professionals. Most professional products will be labeled "for professional use only" and will have a disclaimer printed directly on the product packaging.



**figure 15-7**

Clarifying shampoos should be used when a buildup is evident, after swimming, and prior to all chemical services.

equalizing agent that enriches hair, helps retain moisture, and makes hair more manageable. Clarifying shampoo should be used when a buildup is evident, after swimming, and prior to all chemical services (**figure 15-7**).

#### **Balancing Shampoo**

For oily hair and scalp, **balancing shampoo** will wash away excess oiliness, while preventing the hair from drying out.

#### **Strengthening Shampoo**

**Strengthening shampoo** contains a variety of strengthening and nourishing ingredients and is designed to repair damaged and brittle hair.

#### **Dry Shampoo**

Sometimes, the state of a client's health makes a wet shampoo uncomfortable or hard to manage. For instance, an elderly client may experience some discomfort at the shampoo bowl due to pressure on the back of the neck. In such a case, it is advisable to use a **dry shampoo**, also known as *powder shampoo*, which cleanses the hair without the use of soap and water. The powder picks up dirt and oils as you brush or comb it through the hair. It also adds volume to the hair. Dry shampoo can also be used between shampoos to rid of excess oils and extend the life of a style. The elimination of oils promotes the luster of the hair and allows volume to return to the hairstyle. Follow the manufacturer's instructions. Never give a dry shampoo before performing a chemical service.

A dry shampoo can be applied at the stylist's station, with the client draped as for a chemical service. Follow the manufacturer's directions, as they will vary. For the most part, you will be applying the powder directly to the hair from scalp to the ends, and then brushing through with a natural-bristle brush to remove oil and dirt (**figure 15-8**).

#### **Sulfate-Free Shampoo**

**Sulfate-free shampoo**, sometimes called soap-free shampoos, are formulated with little to no alkaline soap base. They are manufactured as wetting agents to be compatible with hair and soft water sources and generally are



**figure 15-8**

Apply the dry shampoo directly onto the scalp and out to the hair ends, then brush through with a natural-bristle brush to remove oil and dirt.

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known to be sensitive to artificial hair color and to maintaining the natural oils in the hair.

### **Shampoos for Thinning Hair**

Shampoos marketed for thinning hair are usually formulated to be gentler and have a lighter molecular weight that encourages a clean environment for healthy hair growth. These shampoos contain volume-boosting ingredients that give the illusion of additional volume and density to the hair.

### **Neutralizing Shampoo**

A **neutralizing shampoo** is designed to re-balance the pH level of your hair by neutralizing any alkali and unwanted residues in the hair. It works to help return the hair to the average pH of hair after a chemical interaction. A neutralizing or balancing shampoo is most often used as part of the chemical relaxing process.

### **Color-Enhancing Shampoo**

**Color-enhancing shampoo** is created by combining the surfactant base with basic color pigment. It is similar to a temporary color rinse because it is attracted to porous hair and results in only slight color changes that are removed with plain shampooing. Color-enhancing shampoos are used to brighten, to add a slight hint of color, and to eliminate unwanted color tones, such as gold or brassiness and overly cool strands.

### **Shampoos with Keratin Protein Added**

A shampoo with keratin protein added is designed to help strengthen the hair as it cleanses. It is manufactured with artificial protein molecules added to the shampoo base to cling to the natural protein in the hair.

### **Shampoo for Hairpieces and Wigs**

Prepared wig-cleaning solution is available for these hair enhancements (for more information on wigs and their care, see Chapter 19, Wigs and Hair Additions).

## **Shampooing Clients with Special Needs**

Clients with disabilities or those who are wheelchair bound will usually tell you how they prefer to be shampooed. Some clients in wheelchairs will allow you to shampoo their hair while they remain seated in their



### **FOCUS ON**

#### **Suggest Products to Take Home**

You can begin to establish your professional relationship during the shampoo by giving clients information about what you are doing and why. Clients are definitely becoming more product and ingredient savvy with hair care products. They also seek information on the basic details of their services. Let clients know what shampoo and conditioner you are using and why you have selected those products especially for their hair. Mention that these products are available for purchase, and emphasize their

benefits. Making the products available in the salon enables the client the opportunity to purchase products that will enable them to re-create the styling service performed in the salon. They will often make a purchase based on your advice and will thank you for your professional recommendation.

You will often find that the stylist with the highest client retention also has the highest retail/home-care sales in the salon. This stylist has gained the clients' trust and professional respect.

wheelchair, facing the shampoo bowl and bending forward, with a towel to protect their face. If the wheelchair is the correct height in relation to the shampoo bowl, shampoo as normal while the client remains in the wheelchair.

Sometimes a client will arrive in the salon with their hair freshly shampooed from home and other times a dry shampoo is appropriate. The same goes for clients with other special needs. Always ask about their preferences and make their comfort and safety a priority.

*After reading the next few sections, you will be able to:*

**LO6** Evaluate the uses and benefits of the various types of conditioner.

## Recommend and Use Conditioners

**Conditioner** is a special chemical agent applied to the hair to deposit protein or moisturizer to help restore the hair's strength, infuse moisture, give hair body, and protect hair against possible breakage. Conditioners are a temporary remedy or cosmetic fix for hair that feels dry or appears damaged. They can only repair hair to a certain extent; conditioners cannot improve the quality of new hair growth.

Conditioning treatments can restore luster, shine, manageability, and strength while the damaged hair grows long enough to be cut off and replaced by new, healthier hair. Because of frequent shampooing, the use of thermal styling tools, and chemical services, conditioning is a must for clients who care about their hair.

Conditioners are available in the following basic types:

- **Cleansing conditioner.** Cleansing conditioners offer gentle cleansing while providing extra nourishment for your hair. They are usually free of harmful detergents and contain less irritating surfactants. This type of cleanser doesn't typically remove all of the natural oils and cleans hair without feeling stripped.
- **Rinse-out conditioner.** Finishing rinses or cream rinses that are rinsed out after they are worked through the hair for detangling.
- **Treatment or repair conditioner.** Deep, penetrating conditioners that restore protein and moisture and sometimes require longer processing time or the application of heat.
- **Leave-in conditioner.** Applied to the hair and not rinsed out.

Most conditioners contain silicone along with moisture-binding **humectants** (hew-MECK-tents), substances that absorb moisture or promote the retention of moisture. Silicone reflects light and makes the hair appear shiny. Other ingredients reduce frizz or bulk up the hair. Most treatments and leave-ins contain proteins, which penetrate the cortex and reinforce the hair shaft from within.



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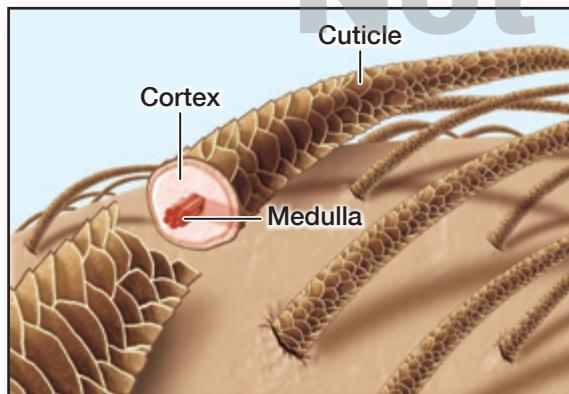


figure 15-9

Moisturizing conditioners contain humectants that attract moisture from the air and are absorbed into the cortex.

Since the hair's cuticle is made up of overlapping scales, a healthy cuticle lies down smoothly and reflects light, giving the appearance of shiny hair. Conditioners, detangling rinses, and cream rinses smooth the cuticle and coat the hair shaft to achieve healthier looking hair.

The cortex makes up 90 percent of the hair strand. The cortex can be penetrated with **protein conditioner**, products designed to penetrate the cortex and reinforce the hair shaft from within to temporarily reconstruct the hair. Moisturizing conditioners also contain humectants that attract moisture from the air and are absorbed into the cortex (Figure 15-9).

## Other Conditioning Agents

Other conditioning agents that you need to be familiar with include the following:

- **Spray-on thermal protector** is applied to hair prior to any thermal service to protect the hair from the harmful effects of blowdrying, thermal irons, or electric rollers.
- **Scalp conditioner**, usually found in a cream base, is used to soften and improve the health of the scalp. It contains moisturizing and emollient (ee-MAHL-yunt) ingredients.
- **Medicated scalp lotion** is a conditioner that promotes healing of the scalp.
- **Scalp astringent lotion** (SKALP-UH-STRAY-in\_jent LOW-shun) removes oil accumulation from the scalp and is used after a scalp treatment and before styling.

Table 15-1 lists the types of products suitable for various hair types.

table 15-1

### MATCHING PRODUCTS TO HAIR TYPES

Hair type	Fine	Medium	Coarse
Straight	<ul style="list-style-type: none"><li>• volumizing shampoo</li><li>• detangler, if necessary</li><li>• protein treatments</li></ul>	<ul style="list-style-type: none"><li>• pH/acid-balanced shampoo</li><li>• finishing rinse</li><li>• protein treatments</li></ul>	<ul style="list-style-type: none"><li>• moisturizing shampoo</li><li>• leave-in conditioner</li><li>• moisturizing treatments</li></ul>
Wave, curly, extremely curly	<ul style="list-style-type: none"><li>• fine hair shampoo</li><li>• light leave-in conditioner</li><li>• protein</li><li>• spray-on thermal protectors treatments</li></ul>	<ul style="list-style-type: none"><li>• pH/acid-balanced shampoo</li><li>• leave-in conditioner</li><li>• moisturizing treatment</li></ul>	<ul style="list-style-type: none"><li>• moisturizing shampoo</li><li>• leave-in conditioner</li><li>• protein and moisturizing treatments</li></ul>
Dry and damaged (perms, color, relaxers, blowdrying, sun, hot irons)	<ul style="list-style-type: none"><li>• gentle cleansing shampoo or cleansing conditioner</li><li>• light leave-in conditioner</li><li>• protein and moisturizing repair treatments</li><li>• spray-on thermal protection</li></ul>	<ul style="list-style-type: none"><li>• shampoo for chemically treated hair</li><li>• moisturizing conditioner</li><li>• protein and moisturizing repair treatments</li></ul>	<ul style="list-style-type: none"><li>• deep-moisturizing shampoo for damaged hair</li><li>• leave-in conditioner</li><li>• deep-conditioning treatments and hair masks</li></ul>

table 15-1

Matching products to hair types



## Deep-Conditioning Treatment

**Deep-conditioning treatment**, also known as *hair mask* or *conditioning pack*, is a chemical mixture of concentrated protein and intensive moisturizer. It penetrates the cuticle layer and is the chosen therapy when a moisturizing and/or protein treatment is desired. These conditioners come in the forms of creams, lotions, and sometimes in a serum form.

After reading the next few sections, you will be able to:

- LO 7** Demonstrate appropriate draping for a basic shampooing and conditioning, and draping for a chemical service.

# Use Professional Draping

After the client consultation and before any professional cosmetology service can begin, the client must be appropriately draped for the service or services they are to receive. Client draping is an important aspect of every overall service because it contributes to the client's safety and comfort.

Have you ever been in a salon for a haircut and had your clothing get wet during a shampoo because you weren't properly draped? Or worse yet, have you ever had a haircolor service and then, once the service was over, realized that the haircolor was all over the collar of your shirt or somewhere else on your clothing, because the stylist didn't protect your clothing properly? Not only are these incidences annoying to the client, they are completely avoidable when the stylist takes the time to ensure a professional draping. Prior to draping, request that the client remove all jewelry. The client should be responsible for securing all of her personal items. If the salon has a safe locker service, offer that service to the client to secure his or her valuables.

Before the draping service, make sure that proper sanitary practices are used and that each cape has been laundered in a disinfecting solution prior to use. Always use a protective neck strip and/or towel between the neck of the client and the band of the cape to ensure protection for the client.

There are two types of draping that are used in the salon. They are:

1. Shampoo draping
2. Chemical service draping

A shampoo draping, sometimes called a wet draping, is a draping used when a client is in the salon for a shampoo and styling or a shampoo and haircutting service. Turn client's collar inward if applicable. Two terry cloth towels are used to protect the client from getting wet: one under the plastic shampoo cape and one over the cape. When shampooing, make sure to position the cape on the outside of the shampoo chair. Once the shampoo service is completed and before the haircutting or hairstyling service begins, the terry cloth towels are removed and replaced with a paper neck strip, and the plastic cape is replaced with a haircutting or styling cape. The neck strip is less bulky and will allow a natural fall to the

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hair for more precision while cutting. The dry haircutting cape is more comfortable for the client and will allow the hair to move more freely.

## P 15-4 Draping for a Basic Shampooing and Conditioning *See page 346*

A chemical draping is used for clients who will have a chemical service or treatment, such as a haircoloring, permanent wave, or chemical hair relaxing.

In a chemical drape, turn client's inward if applicable or offer a smock as not to damage clothing.

The client is draped with two terry towels, one under the cape and one over the cape, the same as you learned for a wet set. The towels and cape however, remain as a part of the drape until the service is completed and are regularly checked for dryness and replaced by the stylist if needed to ensure the comfort of the client.

## P 15-5 Draping for a Chemical Service *See page 347*

Be sure to read and follow the manufacturer's directions regarding whether or not a shampoo is required before using a particular chemical product such as haircolor. If the manufacturer requires that the client be shampooed before the color product is applied, then follow the procedure



### ACTIVITY

Role playing is a good way to practice recommending retail products to clients. Pair off with a classmate. One student should take the role of the stylist and the other should play a client. Your scene might go like this:

**Stylist:** Have you encountered any problems with your scalp or hair since your last salon visit, Mrs. Benson?

**Mrs. Benson:** Actually, I have been noticing some flaking and dryness at the top of my head.

**Stylist:** I noticed that as well during my hair analysis today. I'm going to use this shampoo for color-treated hair and finish with this moisturizing conditioner. [Show shampoo and conditioner bottles to the client and place them in her hands.] After your hair has gone through a chemical service such as haircoloring, we need to make sure that we are replenishing the hair with the necessary moisture lost during the process. The hair and scalp need a balance of moisture and protein to stay healthy.

**Mrs. Benson:** That sounds good. But won't the conditioner make my hair feel limp?

**Stylist:** Not at all, I'll be using a light-weight conditioner. It will infuse moisture where needed and the residue will simply rinse off. It will leave your hair silky and shiny and not weigh it down. If you like it, you can purchase some before you leave. You know, using the right shampoo and conditioner will help keep your hair healthy between visits to the salon.

**Mrs. Benson:** Great! Let's do it!



for shampoo draping, shampoo the client gently, and, before the chemical service is to begin, re-drape the client for a chemical service.

*After reading the next few sections, you will be able to:*

- LO8** Identify the three-part procedure of a hair care service and explain why it is useful.

# Understand the Benefits of the Three-Part Procedure

It is easier to keep track of what you are doing, to remain organized, and to give consistent service if you break your hair-care procedures into three individual parts. The Three-Part Procedure consists of: 1) pre-service, 2) actual service, and 3) post-service.

## Part One: Pre-Service Procedure

The pre-service procedure is an organized, step-by-step plan for the cleaning and disinfecting of your tools, implements, and materials; for setting up your station; and for meeting, greeting, and escorting your client to your service area.

**P 15-1** **Pre-Service Procedure** See page 340

## Part Two: Service Procedure

The service procedure is an organized, step-by-step plan for accomplishing the actual service the client has requested such as a shampoo, haircut, haircoloring, or chemical service.

## Part Three: Post-Service Procedure

The post-service procedure is an organized, step-by-step plan for caring for your client after the procedure has been completed. It details helping your client through the scheduling and payment process of the salon and provides information for you on how to prepare for the next client.

**P 15-2** **Post-Service Procedure** See page 343

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## PRE-SERVICE PROCEDURE

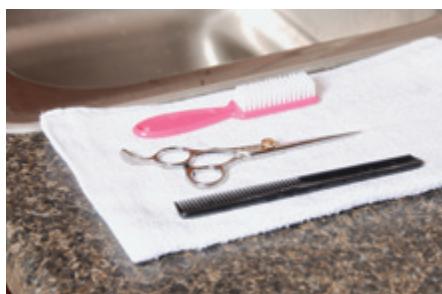
### A. CLEANING AND DISINFECTING



- 1 Put on a fresh pair of gloves while performing this pre-service to prevent possible contamination of the implements by your hands and to protect your hands from the powerful chemicals in the disinfectant solution.



- 2 Clean all tools and implements such as combs, brushes, rollers, clips, scissors, and any other reusable, nonelectrical items by first rinsing them in warm running water and then thoroughly washing them with soap, a small nylon brush, and warm water. Brush grooved items, if necessary, and open hinged tools to scrub the revealed area.



- 3 Rinse away all traces of soap with warm running water. The presence of soap in most disinfectants can cause them to become inactive. Dry the items thoroughly with a clean fabric or disposable towel or allow them to air dry on a clean towel. Your implements are now properly cleaned and ready to be disinfected.



- 4 Immerse cleaned implements in an appropriate disinfection container holding an EPA-registered disinfectant for the required time (usually 10 minutes). Remember to open hinged implements before immersing them in disinfectant solution. If the disinfectant solution is visibly dirty, the solution has been contaminated and must be replaced.

- 5 Remove implements, avoiding skin contact, and rinse and dry tools thoroughly.  
6 Store disinfected implements in a clean, dry, sterile container until needed.



- 7** Remove gloves and thoroughly wash your hands with liquid soap. Then rinse and dry them with a clean fabric or disposable towel.

## B. BASIC STATION SETUP



- 8** Put on a fresh pair of gloves and clean and disinfect your station and client chair with an approved disinfectant cleaner.



- 9** Each day, ensure that the disinfection container is filled with clean disinfectant solution at least 20 minutes before your first service. Use a disinfectant approved by your states board regulations, and follow the manufacturer's directions for use. Change the disinfectant every day or when the solution is visibly contaminated with debris.



- 10** Collect all implements and professional products that you will use during the service, along with any electrical equipment such as a blow dryer or clippers, and bring them to your station.

## C. STYLIST PREPARATION

- 11** Review your appointment schedule for the day and resolve any potential time conflicts or challenges you perceive.
- 12** Retrieve the client's intake form and service record card and review them. If the appointment is for a new client, be sure to either have a blank or digital consultation form at your station or ensure that the receptionist enters intake form information into the system when the client is checked in (so it is available digitally to review).

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**13** Organize yourself by taking care of your personal needs before the client arrives—use the restroom, get a drink of water, return a personal call—complete whatever you need to so that when your client arrives, your full attention is focused on his or her needs.

**14** Turn off your cell phone. Be sure that you eliminate anything that can distract you from your client while they are in the salon.

**15** Take a moment to clear your head of all personal concerns and issues. Take a couple of deep breaths and remind yourself that you are committed to providing your client with fantastic service and your full attention.

**16** Wash your hands thoroughly before going to greet your client.

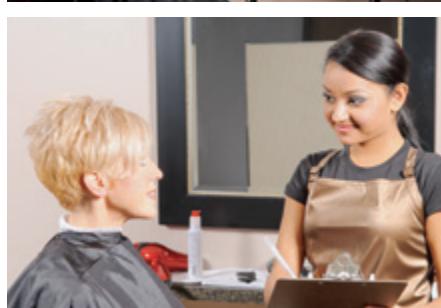
## D. GREET CLIENT



**17** Greet the client in the reception area with a warm smile and in a professional manner. Introduce yourself if you have never met and shake hands. If the client is new, ask her for the intake form she filled out in the reception area.



**18** Escort the client to your station and invite them to take a seat. Make sure your client is comfortable before beginning the service. Remember, the client is a person with whom you want to build an ongoing relationship. By showing a client respect, you lay the foundation that establishes trust in you as a professional.



**19** Perform a consultation before beginning the service. Discuss the information on the intake form, note any changes on the service record, and determine a course of action for the service.

# POST-SERVICE PROCEDURE

## A. ADVISE CLIENT AND PROMOTE PRODUCTS



- 1 Before your client leaves your styling chair, determine if he or she is satisfied. Be receptive and not defensive. Listen to any questions or concerns. If necessary, make any adjustments or give an explanation as to what adjustments are achievable. Determine a plan for future visits.



- 2 Advise the client about proper at-home maintenance and explain the benefits of using professional products at home. This is the time to discuss your retail product recommendations. Explain why the recommended products are important and how to use them.

## B. SCHEDULE NEXT APPOINTMENT AND THANK CLIENT



- 3 Escort the client to the reception desk, write up a service ticket that describes the service provided, and recommended home-care products. Place all the recommended professional retail home-care products on the counter for the client. Review the service ticket and the product recommendations with your client.



- 4 After the client has paid for their service and take-home products, ask him or her if you can schedule the next appointment. Set up the date, time, and services for this next appointment. Write the information on your business card and give it to the client.

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- 5** Thank the client for the opportunity and invite her or him to return for additional services. Encourage the client to contact you should he or she have any questions or concerns about the service provided. Genuinely wish the client well, shake their hand, and wish him or her a great day.



- 6** Return to your station and record all service information, observations, and product recommendations on the intake form and service record card. Be sure you return the intake form and service record card to the proper place for filing.

## C. PREPARE WORK AREA AND IMPLEMENTS FOR NEXT CLIENT



- 7** Put on a fresh pair of gloves and clean, then disinfect and reorganize your station, sweep and dispose of hair properly in a covered trash receptacle. Place all used towels and capes in the laundry. Close and remove any styling products or aids you used.



- 8** Clean and then disinfect all used tools and implements. Follow all steps for disinfecting implements described in the pre-service procedure.

- 9** Reset your station with disinfected tools and the proper styling products and prepare to greet your next client.



# HAIR BRUSHING



## IMPLEMENTS & MATERIALS

You will need all of the following implements, materials, and supplies:

- |   |                                     |                                       |
|---|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Comb                   | <input type="checkbox"/> Neck strip | <input type="checkbox"/> Shampoo cape |
| <input type="checkbox"/> Two terry cloth towels | <input type="checkbox"/> Hairbrush  |                                       |

## PREPARATION

Perform:

**P 15-1** Pre-Service  
Procedure *See page 340*

## PROCEDURE

- ① Show your client to the shampoo chair and assist him or her in becoming comfortable.
- ② Drape your client for a shampoo. (**See Procedure 15-4, Draping for a Basic Shampooing and Conditioning.**)
- ③ Ask the client to remove all hair ornaments, jewelry, and glasses and put them in a secure place.
- ④ Examine the condition of scalp to be sure there are no abrasions. If the scalp has open abrasions, do not continue with the service. Have client consult a physician.
- ⑤ Part the hair using a half-head parting.
- ⑥ Further subsection the hair 1 inch (2.5 centimeters) from the front hairline to crown.
- ⑦ Hold the hair in your non-dominant hand between thumb and fingers.
- ⑧ Lay brush (held in dominant hand) with bristles down on the hair, close to the scalp.
- ⑨ Rotate the brush by turning your wrist slightly and sweeping bristles the full length of the hair shaft.
- ⑩ Repeat brushing three times on each strand.
- ⑪ Continue brushing until the entire head has been brushed.
- ⑫ Now move on to the next portion of the service.

## POST-SERVICE

Complete:

**P 15-2** Post-Service Procedure *See page 343*

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# DRAPING FOR A BASIC SHAMPOOING AND CONDITIONING

## IMPLEMENTS & MATERIALS

You will need all of the following implements, materials, and supplies:

- Shampoo cape
- Two terry cloth towels
- Neck strip

## PROCEDURE

- 1 Once the client is comfortably seated in the shampoo chair, turn their collar to the inside of their shirt, if needed.
- 2 Place a terry cloth towel, folded lengthwise and diagonally, across the client's shoulders and cross the ends under the client's chin.
- 3 Place a shampoo cape over the towel and fasten it in the back securely, making sure it does not touch the client's skin.
- 4 Place another terry cloth towel over the cape and secure it in the front.
- 5 Proceed with the shampoo procedure. (See Procedure 15-6, Basic Shampooing and Conditioning.)
- 6 Once the shampoo is completed, escort the client back to your work station.
- 7 Help the client to get comfortably seated and, using towel two of the original draping, completely towel dry the hair. Once towel dried, pin long hair up and out of the way.
- 8 Remove the shampoo cape and towel one. Dispose of towels one and two properly.
- 9 Secure a neck strip around the client's neck. Place and fasten a cutting or styling cape over the neck strip. Fold the neck strip down over the cape so that no part of the cape touches the client's skin.
- 10 Proceed with the scheduled service.

# DRAPING FOR A CHEMICAL SERVICE

## IMPLEMENT & MATERIALS

You will need all of the following implements, materials, and supplies:

- Chemical Service cape       Two terry cloth towels

## PROCEDURE

- ① Once the client is comfortably seated in the shampoo or styling chair, turn their collar to the inside of their shirt, if needed.
- ② Place a terry cloth towel, folded lengthwise and diagonally, across the client's shoulders and cross the ends under the client's chin.
- ③ Place a chemical service cape over the towel and fasten it in the back securely, making sure it does not touch the client's skin.
- ④ Place another terry cloth towel over the cape and secure it in the front.
- ⑤ Proceed with the chemical service. Be sure to check both towels used in the draping. If either towel becomes wet or soiled with chemicals or other product, replace it promptly.

## BASIC SHAMPOOING AND CONDITIONING

### IMPLEMENTS & MATERIALS

You will need all of the following implements, materials, and supplies:

- |                                      |                                       |                                       |  |
|--------------------------------------|---------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Conditioner | <input type="checkbox"/> Hooded dryer | <input type="checkbox"/> Shampoo      | <input type="checkbox"/> Three towels    |
| <input type="checkbox"/> Hairbrush   | <input type="checkbox"/> Plastic cap  | <input type="checkbox"/> Shampoo cape | <input type="checkbox"/> Wide tooth comb |

### PREPARATION | PROCEDURE

Perform:

**P 15-1 Pre-Service Procedure** *See page 340*



- 1** Show your client to the shampoo chair and assist him or her in becoming comfortable.



- 2** Drape your client for a shampoo. (See **Procedure 15-4, Draping for a Basic Shampooing and Conditioning.**)

- 3** Ask the client to remove all hair ornaments, jewelry, and glasses and put them in a secure place.

- 4** Examine the condition of the scalp to be sure there are no abrasions. If scalp has open abrasions, do not continue with the service. Have the client consult a physician.

- 5** Brush hair thoroughly. (See **Procedure 15-3, Hair Brushing.**)

- 6** Assist the client in leaning back into the shampoo bowl, making sure that his or her neck fits properly into the neck rest.



- 7** Turn on the water and adjust volume and temperature of water spray. Test the water temperature on your inner wrist; monitor by keeping your fingers under spray. Saturate the hair with warm water. Lift the hair and work it with your free hand; protect the client's face, ears, and neck from the spray.



- 8** Apply a small amount of shampoo. Begin at the hairline and work back and into lather using the cushions (pads) of fingertips.



- 9** Begin at front hairline and work in back and forth movements until the top of the head is reached.



- 10** Continue to back of head, shifting fingers back about one inch at a time.

- 11** Lift the head with either hand, depending on whether you are right- or left-handed; with the non-dominant hand, start at the top of the right ear, using back and forth movement, and work to back of the head.

- 12** Drop your fingers down about one inch and repeat the process until right side of the head has been shampooed.



- 14** Allow the client's head to relax and work around the hairline with your thumbs in a rotary movement.

- 15** Repeat all steps until the scalp has been thoroughly shampooed. Remove excess lather by squeezing the hair gently.

- 13** Beginning at the left ear, repeat the prior two steps on the left side of the head.

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16 Rinse the hair thoroughly, using a strong spray of water.



17 Lift the hair at crown and back to permit the spray to rinse the hair until the water runs clear.



18 Cup your hand and pat the hair, forcing the spray against the base scalp area.

19 Shampoo and rinse again if needed.



20 Gently squeeze excess water from the hair.



21 Apply conditioner throughout the hair.



22 Gently comb conditioner through, distributing it with a wide-tooth comb.

- 23 Massage scalp, if applicable. (See Procedure 15-7, Scalp Massage.)



24 If conditioner is to remain on the hair more than 1 minute, as in a deep-conditioning treatment, place a plastic cap on the client's head and sit the client upright for the recommended time. If heat is required, follow manufacturer's directions.



25 Rinse the hair thoroughly.

26 Remove excess moisture from the hair at the shampoo bowl, before the client sits up, by partially towel drying the hair and wiping excess moisture from around the client's face and ears with the ends of towel.

27 Lift the towel and drape it over the client's head by placing your hands on top of the towel and massaging until the hair is partially dry. Ask the client to sit up.

- 28 Clean out the shampoo bowl, removing any loose hair, and wipe out bowl.
- 29 Escort the client back to your work station.
- 30 Once the client is comfortably seated, completely towel dry the hair and, if needed, pin it up and out of the way. Change the drape to keep the client's clothing dry and then comb the client's hair, beginning with the ends at the nape of the neck.
- 31 Now you are ready to proceed with the rest of the service.

## POST-SERVICE

Complete:

**P 15-2 Post-Service Procedure See page 343**

# SCALP MASSAGE

## PREPARATION

Perform:

**P 15-1** Pre-Service Procedure *See page 340*

**P 15-6** Basic Shampooing and Conditioning *See page 348*  
Perform through step 23.



**1** To begin the scalp massage, cup the client's chin in your left hand. Place your right hand at the base of the skull and rotate the head gently. Reverse the position of your hands and repeat.

**2** Place your fingertips on each side of the client's head; slide your hands firmly upward, spreading the fingertips until they meet at the top of the head. Repeat four times.

**3** Place your fingertips again on each side of the client's head, this time 1 inch (2.5 centimeters) back from where you placed your fingertips in step 2. Slide your hands firmly upward, spreading the fingertips until they meet at the top of the head, rotate and move the client's scalp. Repeat four times.

**4** Hold the back of the client's head with your left hand. Place your stretched thumb and the fingers of your right hand on the client's forehead. Move your hand slowly and firmly upward to 1 inch (2.5 centimeters) past the hairline. Repeat four times.



- 5 Place the palms of your hands firmly against the client's scalp. Lift the scalp in a rotary movement, first with your hands placed above the client's ears and second with your hands placed at the front and back of the client's head.



- 6 Place the fingers of both hands at the client's forehead. Massage around the hairline by lifting and rotating.

- 7 Repeat the preceding movement over the entire head moving back towards the nape.  
8 Resume Basic Shampooing Service with step 24.

## POST-SERVICE

Complete:

P 15-2 Post-Service Procedure See page 343



Check out [miladypro.com](http://miladypro.com) for additional resources and training to enhance your technical skills. Keyword: *FutureCosPro*

# Not For Sale

## REVIEW QUESTIONS

- 1 What are two important requirements for a healthy scalp?
- 2 How should scalp and hair that are dry, oily, or have dandruff be treated?
- 3 What are the benefits of scalp massage?
- 4 Why is hair brushing important to maintaining a healthy scalp and hair?
- 5 What shampoo is recommended most to address dandruff? on product buildup? on hair that is damaged?
- 6 What is the action of conditioner on the hair?
- 7 List and describe two types of professional draping? At what point in the service do you remove or replace the towels and cape used for each.
- 8 Describe the benefits of using the Three-Part Procedure and list the parts.

## STUDY TOOLS

- **Reinforce what you just learned:** Complete the activities and exercises in your Theory or Practical Workbook, or your Study Guide.
- **Expand your knowledge:** Search for websites about the topics in this chapter and make a list of additional resources.
- **Study and prepare for your quiz:** Take the chapter test in your Exam Review or your Milady U: Online Licensing Prep.
- **Re-Test your knowledge:** Take the Chapter 15 Quizzes!
- **Learn even more:** Look up in a dictionary or search the internet for the definitions for any additional terms you want to learn about.

## CHAPTER GLOSSARY

<b>balancing shampoo</b>	p. 333	Shampoo designed to wash away excess oiliness while preventing the hair from drying out.
<b>clarifying shampoo</b>	p. 332	Shampoo containing an active chelating agent that binds to metals (such as iron and copper) and removes them from the hair; contains an equalizing agent that enriches hair, helps retain moisture, and makes hair more manageable.
<b>color-enhancing shampoo</b>	p. 334	Shampoo created by combining the surfactant base with basic color pigments that help to extend the vibrancy of the haircolor while adding hydration for hue intensity.
<b>conditioner</b>	p. 335	Special chemical agent applied to the hair to deposit protein or moisturizer to help restore hair strength, infuse moisture, give hair body, or to protect hair against possible breakage.

<b>conditioning shampoo</b>	p. 332	Also known as <i>moisturizing shampoo</i> ; shampoo designed to make the hair appear smooth and shiny and to improve the manageability of the hair.
<b>deep-conditioning treatment</b>	p. 337	Also known as <i>hair mask</i> or <i>conditioning pack</i> ; chemical mixture of concentrated protein and intensive moisturizer.
<b>deionized water</b> DEE-eye-on-ized WAH-ter	p. 330	Water that has had impurities (such as calcium and magnesium and other metal ions that would make a product unstable) removed.
<b>dry shampoo</b>	p. 333	Also known as <i>powder shampoo</i> ; shampoo that cleanses the hair without the use of soap and water.
<b>hard water</b>	p. 330	Water that contains minerals that reduce the ability of soap or shampoo to lather.
<b>humectants</b> hew-MECK-tents	p. 335	Substances that absorb moisture or promote the retention of moisture.
<b>medicated scalp lotion</b>	p. 336	Conditioner that promotes healing of the scalp.
<b>medicated shampoo</b>	p. 332	Shampoo containing special chemicals or drugs that are very effective in reducing dandruff or relieving other scalp conditions.
<b>moisturizer</b>	p. 331	Product formulated to add moisture to dry hair or promote the retention of moisture.
<b>neutralizing shampoo</b>	p. 334	Shampoo used for chemically processed or relaxed hair that is designed to re-balance the pH level of the hair by neutralizing any alkali and unwanted residues in the hair; after a chemical interaction, it works to help return the hair to the average pH.
<b>nonstripping</b>	p. 332	Product that does not remove artificial color from the hair.
<b>pH-balanced shampoo</b>	p. 332	Shampoo that is balanced to the pH of skin and hair (4.5 to 5.5).
<b>protein conditioner</b>	p. 336	Product designed to penetrate the cortex and reinforce the hair shaft from within.
<b>scalp astringent lotion</b> SKALP-UH-STRAY-in-jent LOW-shun	p. 336	Product used to remove oil accumulation from the scalp; used after a scalp treatment and before styling.
<b>scalp conditioner</b>	p. 336	Product, usually in a cream base, used to soften and improve the health of the scalp.
<b>sulfate-free shampoo</b>	p. 333	Shampoo that does not contain harsh soap detergents. They are formulated with little to no alkaline soap base; manufactured as wetting agents to be compatible with hair and soft water sources, and generally are known to be sensitive to artificial hair color and to maintaining the natural oils in the hair.
<b>soft water</b>	p. 330	Rainwater or chemically softened water that contains only small amounts of minerals and, therefore, allows soap and shampoo to lather freely.
<b>spray-on thermal protector</b>	p. 336	Product applied to hair prior to any thermal service to protect the hair from the harmful effects of blowdrying, thermal irons, or electric rollers.
<b>strengthening shampoo</b>	p. 333	Shampoo that contains a variety of strengthening and nourishing ingredients and is designed to repair damaged and brittle hair.