Panasonic personalcare

HOW TO ENCOURAGE HAIR GROWTH

Struggling with hair growth?

What can you do to encourage hair growth?

Need help choosing the right hair care tool?

Struggling with hair growth?

Find here some useful information you need to know from trichologist Kate Holden.

Our hair growth is not an essential process so changes to our health and wellbeing can lead to our body pulling resources from hair growth. In other words, the health of our hair and scalp can be directly impacted by our overall health, and if you are dealing with changes to your hair and scalp it can have a huge effect on your self-esteem. That's why, to support hair growth, you have to prioritise 3 things: your health, your scalp, and your hair.

1 YOUR HEALTH

To support your hair growth, looking after your health should be your number one priority. So many factors can have a huge impact on our hair. When we are under any form of stress, our body can trigger processes that pull resources from hair growth and move hairs from the growing (anagen) phase through to the resting and shedding phase (telogen). Emotional stress and anxiety can affect hair growth, but so can physical stress through sleep disruption and a lack of nutrients from your diet. Medications and hormonal changes can also affect the hair growth cycle, especially changes in the balance of oestrogen and androgens like testosterone in women.

2 YOUR SCALP

While it's true that our hair is dead once it leaves the scalp, it is alive in the follicle at the root of the hair, so an unhappy scalp will lead to unhappy hair. Make sure you use shampoos and scalp treatments that support scalp health, especially if you have dandruff, itching or soreness. Most hair types need to shampoo at least once a week to keep the scalp clean, and using warm not hot water and gently massaging the scalp can help to keep blood flowing without irritating it.

3 YOUR HAIR

Breakage is the most common struggle if you're trying to grow out your hair, as split ends and damage can travel up the hair and make the ends look wispy and thin, as well as causing frizz and flyaways. Reducing heat and strong chemicals like bleach and permanent straightening or curling is the most important thing you can do to limit damage, alongside gentle hair care and protective styles.

ABOUT KATE HOLDEN

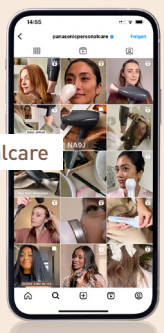
She is a member of the **Institute of Trichologists**, as well as being a qualified hairdresser and undertaking further training in nutrition to provide a holistic evidence-based approach to hair and scalp concerns.

DID YOU KNOW?

Trichology is the science and study of hair (from the Greek 'trikhos' meaning hair). Clinical trichology (i.e. trichology in the context of practising members of the Institute) is the diagnosis and treatment of diseases and disorders of the hair and scalp.

Find more of Kate's tips in our Panasonic Personal Care Instagram account:

@panasonicpersonalcare



What can you do to encourage hair growth?

To support hair growth you have to prioritise your health, your scalp, and your hair. Here are some of Kate's top tips as a trichologist to encourage hair growth:

7 TIPS

1 **Manage stress –** When our body is stressed, more hairs can move from the growing phase into the resting and shedding phase. Both emotional and physical stress can cause this, such as anxiety, sleep disruption, and ill health. Therefore, learn how to manage stress can really help.

2

Eat to support hair growth – If you don't nourish your body, your body can't nourish your hair. Eating enough calories to support your daily activity, along with plenty of protein, fruits and vegetables is really important in supporting hair growth.

3

Shampoo regularly – Most hair types need to shampoo at least once a week to remove residue, build-up and oil, this will help to reduce breakage.

4 **Have a scalp routine -** Use shampoos and scalp treatments that support scalp health, using warm not hot water and gently massaging the scalp.

5

Cut your hair - Breakage is the most common struggle if you're trying to grow out your hair, as split ends and damage can travel up the hair and make the ends look wispy and thin. This is why it's important to have your hair cut at least every 6 months to remove split ends.

6 **Seek specialist help –** If you are worried about your hair, a trichologist, dermatologist or your family doctor can help to check for underlying issues that might be impacting hair growth. Also finding a good hairdresser can make a huge difference to your hair's appearance.

7

Invest in quality hair tools – Panasonic's hair care products are designed with innovative nanoe technology to support both your hair's inner health and its outer beauty and reduce damage over time.

Panasonic Hair Care range

For more hair care tips please visit the Panasonic Personal Care official Instagram account:
@panasonicpersonalcare

Need help choosing the right nanoe hair care tool to suit your needs?

black

NA0J

nanoe™ MOISTURE+ and Mineral technology
Intelligent sensing
Variety of modes
3 nozzles: built-in quick dry nozzle, diffuser and concentrator nozzle

Stronger hair · Colour protection · Enriched hair · Sleek & smooth hair · Shiny & glossy hair

The NA0J hair dryer uses nanoe™ MOISTURE+ and Mineral technology to make your hair stronger from root to tip[1] and to protect hair color from fading[2]. Even with a compact and lightweight design, it realises fast drying with the efficient airflow mechanism.

rose gold · champagne gold

NA9J

nanoe™ and Double Mineral technology
Intelligent temperature control mode
Hot & cold alternating mode
3 nozzles: built-in quick dry nozzle, diffuser and styling nozzle

Shiny & glossy hair · Sleek & smooth hair · Hydrated hair · Enriched hair

Enrich your hair every time you use it. With nanoe™ and Double Mineral technology, EH-NA9J hair dryer will create healthy looking hair from root to tip, while caring for your skin and scalp in the process.

rose gold · pink

NA65

nanoe™ technology
Quick dry nozzle
4 temperature settings / 3 speeds
3 attachments: quick dry nozzle, diffuser and styling nozzle

Shiny & glossy hair · Sleek & smooth hair · Hydrated hair

With built-in nanoe™ technology, clever attachments and tailored speed settings, it's easy to reveal your hair's natural shine and beauty with every use.

rose gold · champagne gold

NA67

nanoe™ technology
Oscillating quick dry nozzle
4 temperature settings / 3 speeds
3 attachments: oscilllating quick dry nozzle, diffuser and styling nozzle

Shiny & glossy hair · Sleek & smooth hair · Hydrated hair

With built-in nanoe™ technology and clever attachments including oscillating quick dry nozzle that distributes airflow and prevents hot spots for more gentle drying. Ideal for family use.

HS0E

nanoe™ technology
3D flexible floating plates
Advanced smooth gloss ceramic plates

Shiny & glossy hair · Sleek & smooth hair · Hydrated hair · Enriched hair

The high-speed intelligent thermal sensor and heater heat your hair evenly, so with just one stroke it becomes smoother. nanoe™ penetrate into the cuticle to tighten it for shiny, straight hair that runs smoothly through your fingers.

HS99

nanoe™ technology
Even heat distribution
Advanced smooth gloss ceramic plates

Shiny & glossy hair · Sleek & smooth hair · Hydrated hair · Professional finish

Panasonic Hair Straightener EH-HS99's unique nanoe™ technology hydrates your hair, improves visible shine and reduces static as you style for a smooth and sleek finish. Beautiful straight styles now take less time and last longer.

[1] Laboratory test, SGS, Japan; Laboratory test, SGS-proderm, Germany; 5 weeks Home-use test (152 women), UK. [2]Laboratory test using Spectrometer, SGS, Japan.