Panasonic personalcare

HOW TO TAKE CARE OF YOUR HAIR IN WINTER

- What happens to your hair in winter?
- What can you do to protect your hair?
- Need help choosing the right hair care tool?

What happens to your hair in winter?

Cold and windy weather can damage our hair. The colder the air the less moisture it can hold, and blustery conditions can contribute to stripping moisture from our hair. Combined with dry heat from radiators and car heaters, and the fluctuations in temperature between inside and outside, our hair can really struggle to adjust.

For Panasonic, wellbeing is key. Therefore, we wanted to collaborate with an expert who could help us in spreading the wellbeing values.

Meet trichologist Kate Holden:

Kate Holden is a respected and certified trichologist, widely known for her expertise in hair and scalp health. Trichologists are specialists in hair and scalp health and are clinically trained to help with issues such as hair loss, hair breakage, poor hair condition and scalp conditions such as those causing oily, scaly or itchy scalps.

Her guidance on the impact of the menopause and hormonal changes, nutrition, long-term illnesses, pregnancy, genetic hair loss, hair care and lifestyle factors is regularly featured in the press along with her opinions on recent trends. Also, through her clinics and social media, she has helped thousands of people of all hair types and backgrounds to improve their hair and scalp health.

As a trichologist, she understands the huge impact that hair and scalp concerns can have on our wellbeing. It's from this understanding that she's chosen to collaborate with Panasonic Personal Care to provide educational content to demonstrate how our advanced hair care works from the inside out to improve both your hair's inner health and its outer beauty.

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.

What can you do to protect your hair?

Here are some tips from Kate Holden on supporting your hair health through winter:

8 TIPS

1 Applying oil to the mid-lengths and ends of your hair 10 minutes before shampooing helps to protect the hair's cuticle from swelling and lubricates the hair to reduce tangling. Coconut oil is particularly good at penetrating the hair.

2

Keeping your hair loosely braided or clipped back when outside will protect it from the environment.

3 Swapping to gentler shampoos will be less stripping on the hair and scalp.

4 Using a targeted deep conditioner once a week helps to reduce knots and increase shine.

5

Houseplants and humidifiers will increase humidity inside to combat the dry heat from heaters.

6

Natural fibres like cotton, wool, cashmere and silk are less likely to create static electricity and frizz compared to synthetic materials like polyester.

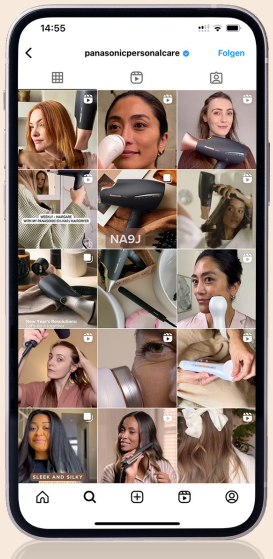
7 Reducing how often you are bleaching, relaxing or perming your hair will limit brittleness and snapping.

8

Choosing styling tools with nanoe technology helps to support hair health by creating optimal moisture balance and protecting the cuticle.

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

@panasonicpersonalcare



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?

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

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

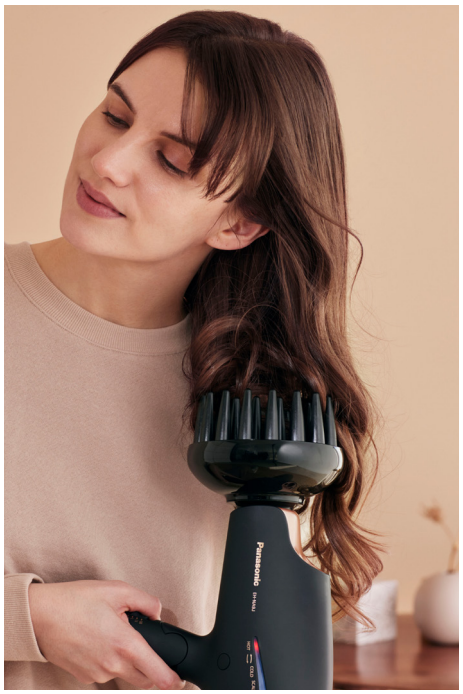
With built-in nanoe™ technology, clever attachments and tailored speed settings, it's easy to reveal your hair's natural shine and beauty with every use.

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

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

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

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.