Dry, Dull & Coarse Hair Causes & Symptoms

Causes

Naturally dry hair is caused by the sebaceous glands producing too little natural oil, also called sebum, and from lack of moisture. This means that the hair is not sufficiently lubricated or hydrated, so the natural protection and moisture level of the hair is reduced. Naturally coarse hair often has a tendency for dryness as there are fewer sebaceous glands on the scalp. In addition to these factors, hair can become drier as we age.

Further reasons for dry, lifeless hair are often caused by external factors or even self-inflicted:

- The sun
- Extreme climates - hot and cold temperatures
- Pollution and dry air including central heating
- Over use of heated styling aids
- Using the incorrect or harsh products
- Chemical treatments - over-processing (i.e. perming, colouring, bleaching etc.)
- Illness and some prescribed medicines
- Poor diet with lack of nutrients

Symptoms

- Looks dull and lifeless
- Loses ability to maintain natural sheen
- Often brittle and prone to split ends
- May feel rough to touch
- Scalp may be tight and dry

HYDRO-REVIVE The Replenishers

Kitoko® Hydro-Revive blends nourishing botanical extracts with our unique Electron Acceptor Technology®. Each product has been created to replenish and moisturise dry, dull and coarse hair whilst leaving the hair soft, supple and beautifully radiant.

Hydro-Revive **Cleanser**

- Ultra-gentle sulphate-free formula
- Contains Baobab, Green Tea, Fire Tulip, Karité, Vitamins A & E, NMF and Smectic Clay to remove impurities and moisturise
- Leaves hair soft, shiny and manageable
- Colour-safe formula
- pH 4.0-5.0

Available sizes: 100ml, 250ml & 1L

Hydro-Revive **Balm**

- Frequent-use conditioner
- Enhanced with Baobab, Green Tea, Fire Tulip, Tamarind, Karité extract, Vitamins A & E and NMF to condition and moisturise
- Leaves the hair tangle-free, shiny and manageable
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 100ml, 250ml & 1L

Hydro-Revive **Active Masque**

- Indulgent, deep-action hydration treatment
- Enhanced with Baobab, Green Tea, Fire Tulip, Tamarind, Papyrus, Karité extract, Vitamins A & E and NMF to condition, quench and smooth moisture-thirsty hair
- Leaves the hair detangled, supple, controllable & beautifully radiant
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 200ml & 450ml