Fragile & Damaged Hair Causes & Symptoms

Causes

We often expose our hair to harmful influences, such as the overuse of heated styling tools, which can result in the hair becoming fragile and damaged. Blow dryers, heated tongs, rollers and straighteners will all take their toll.
In addition to these factors, hair can become more fragile as we age.

Further reasons for hair damage are:

- Incorrect cutting
- Friction from excessive brushing
- The Sun's UV rays, the sea and even chlorinated water in pools
- Extreme climates - hot and cold temperatures
- Over-use of chemical treatments (perming, colouring, bleaching etc.)
- Using incorrect or harsh products
- Illness and some prescribed medicines

Symptoms

- Hair is lifeless and lacks lustre
- Loses natural elasticity
- Often brittle and prone to split ends
- Breakage may occur
- May feel rough to touch

NUTRI-RESTORE The Rejuvenators

Kitoko® Nutri-Restore blends nourishing botanical extracts with our unique Electron Acceptor Technology®. Each product has been created to rejuvenate and strengthen fragile, damaged and chemically treated hair whilst leaving the hair restored and protected against further harm.

Nutri-Restore **Cleanser**

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

Available sizes: 100ml, 250ml & 1L

Nutri-Restore **Balm**

- Frequent-use conditioner
- Enhanced with Hibiscus, Green Tea, Fire Tulip, Tamarind, Karité, Vitamins A & E and NMF to nourish and strengthen
- Leaves the hair detangled, soft and manageable
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 100ml, 250ml & 1L

Nutri-Restore **Active Masque**

- Indulgent, deep-action nourishing treatment
- Enhanced with Hibiscus, Green Tea, Fire Tulip, Tamarind, Papyrus, Karité, Vitamins A & E and NMF to repair and rejuvenate fragile, damaged or chemically treated hair
- Leaves the hair strengthened, tangle-free, super-soft, shiny and manageable
- Colour-safe formula
- pH 3.5-4.5

Available sizes: 200ml & 450ml