

Sun, Sun, Go Away! – Protecting your hair from sun damage

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SPF creams are a rage in the market these days with women becoming wary of stepping out in the sun and getting tanned. But here's what most of us never consider – the damage those rays are doing to our gorgeous hair. That's right, continuous exposure to harsh sunrays can dry out your hair, making them limp. It also tends to fade out colored hair. The sun can be harsh on your scalp too, making it dry and itchy. The solution to this is not over treating to hair to more masks and conditioners having harsh chemicals in them. It can be done simply by making some simple additions to your daily regime instead.

1. Use a scarf

A scarf has multiple utility points. Not only does it add a little glamour to your outfit, it also protects you from dust, pollution and direct exposure to UV rays. While it may feel a little suffocating to keep it on for extended periods of time but you will soon get used to it. Invest in a light weight scarf which would not make you swelter too much.

2. Moisturize!

The greatest damage that sun can cause to any part of your body is drying it out of all the moisture. Hence, it is very important to keep your tresses thoroughly moisturized throughout the

day; especially, if your job involves staying out for long periods of time during the day. Invest in a leave-in conditioner if you don't have one already. And if you do, use it repeatedly.

Veola offers a range of conditioners which will keep your hair smooth and hydrated for the day. What's more, they are made of completely herbal products so no added damage!

3. Co-wash

A trend that has caught up in the west is only using your conditioner instead of doing the entire shampoo+conditioner regime every day. Not only does it save time, it is extremely useful to keep your dry tresses moisturized. Also, since conditioner would cleanse out the hair partially, it also reduces the need for shampooing to 2-3 times per week. Beauties with dry hair should definitely give it a shot.

While using regular conditioners can be harmful to your delicate mane, Veola's herbal conditioners, made for different types of hair are a perfect solution to those looking to co-wash. Try them out, they won't disappoint you!

4. Cut out the shampoo

You may feel the need to wash your hair often owing to the greasy build up due to being out all day. Trust us, it would do more harm than good. If you have to, wash hair alternate days with a mild shampoo but try to keep it away as much as possible.

5. Stay away from all kinds of heat

Styling your hair using hot irons and curlers during hot summer days is like adding oil to the fire. Heat treated hair are more prone to damage and would easily wither when exposed to sun for too long. Hence, stack away your heat tools for some time and go natural!

Another solution can be to use a good heat protectant before applying any kind of heat to your hair. Veola's Heat Protectant Serum is a mild but effective way to protect your tresses and keep them moisturized despite the exposure to heat.

6. Trim away!

Since your hair will dry out quickly if you are out in the sun for too long, your split ends are

bound to get more common. Do not avoid an appointment at the hair dressers and make sure that you regularly trim out the dead and lifeless ends of your hair. This would boost growth and make your hair look healthier.

7. Tie them up

A practical solution to save your hair from a sun-burn, is to avoid wearing them down too much. This also keeps your neck sweat free for longer time and keeps you from worrying about damage. Get creative with buns, braids and various other up-dos. There is a lot you can do with a few bands and bobby pins!

8. Deep Conditioning

Spare a couple hours on weekends to pamper yourself with hair masks. Make sure you use ones as per your hair type. The problem with deep conditioning is – people do not use it enough. Try out Veola's Hair Masks, they will work wonders for your hair.

9. Stay Hydrated

Apart from Hair related treatments, you can also make sure that your hair stays moisturized by drinking fluids throughout the day. Make a habit to at least drink 4 litres of water a day. The advantages are unlimited!

10. Use products containing SPF

Recently we have had lip balms containing SPF but the idea of hair products containing SPF has not taken off in this part of the world yet. Veola, being a pioneer in this, already has a hair cream designed specifically to protect your precious locks from drying out in the sun. Use it regularly, and you can forget about any UV damage to your hair!

Sun damage is a real thing and it happens almost daily, as soon as you step out of your house. Hence, it's high time that we ladies go all out on it and protect our hair from the most common offender. Try these tips out and let us know if it benefits you!