

HAIRSTORY

NEW WASH

3 NEW WAYS TO WASH HAIR



For decades hair washing lived in two discrete categories: Shampoo and conditioner. But modern science reveals a cleansing/moisture continuum: While shampoo cleans (over-cleans and strips), conditioner moisturizes (to fix what shampoo damages).

So, if shampoo and conditioner are the extremes, what lives in the middle that enables hair to flourish, free from co-dependence? New Wash does.

Three formulas mean that everyone can live in a post-shampoo/conditioner world.

HOW DOES DETERGENT CLEAN?

Cleansers rely on molecules that attract both oil and water.

These substances are amphiphilic – amphi for “both” and philic for “loving.”

Detergents are super-strong amphiphilic substances.

They are really good at attaching to anything oily.

They are also really good at attaching to water.

So, when you wash with shampoo, detergent grabs the oil on the hair and scalp, along with the impurities that the oil attracts.

When rinsed, detergent also attaches to water, which carries it away along with oil.

Sounds good, right? Turns out, not so good:

Detergent attaches to all kinds of oil – even those your body needs for protection.

Without them, hair is exposed to potential damage from heat, chemicals, and friction.

The scalp is vulnerable to irritation.

Glands respond by going into overdrive to produce even more oil.

Hair gets greasy again, and the vicious cycle is repeated over and over (and over) again.

HOW DOES NEW WASH CLEAN?

New Wash also uses amphiphilic substances to clean, but they're a very different kind.

Like detergent, they attract anything oily.

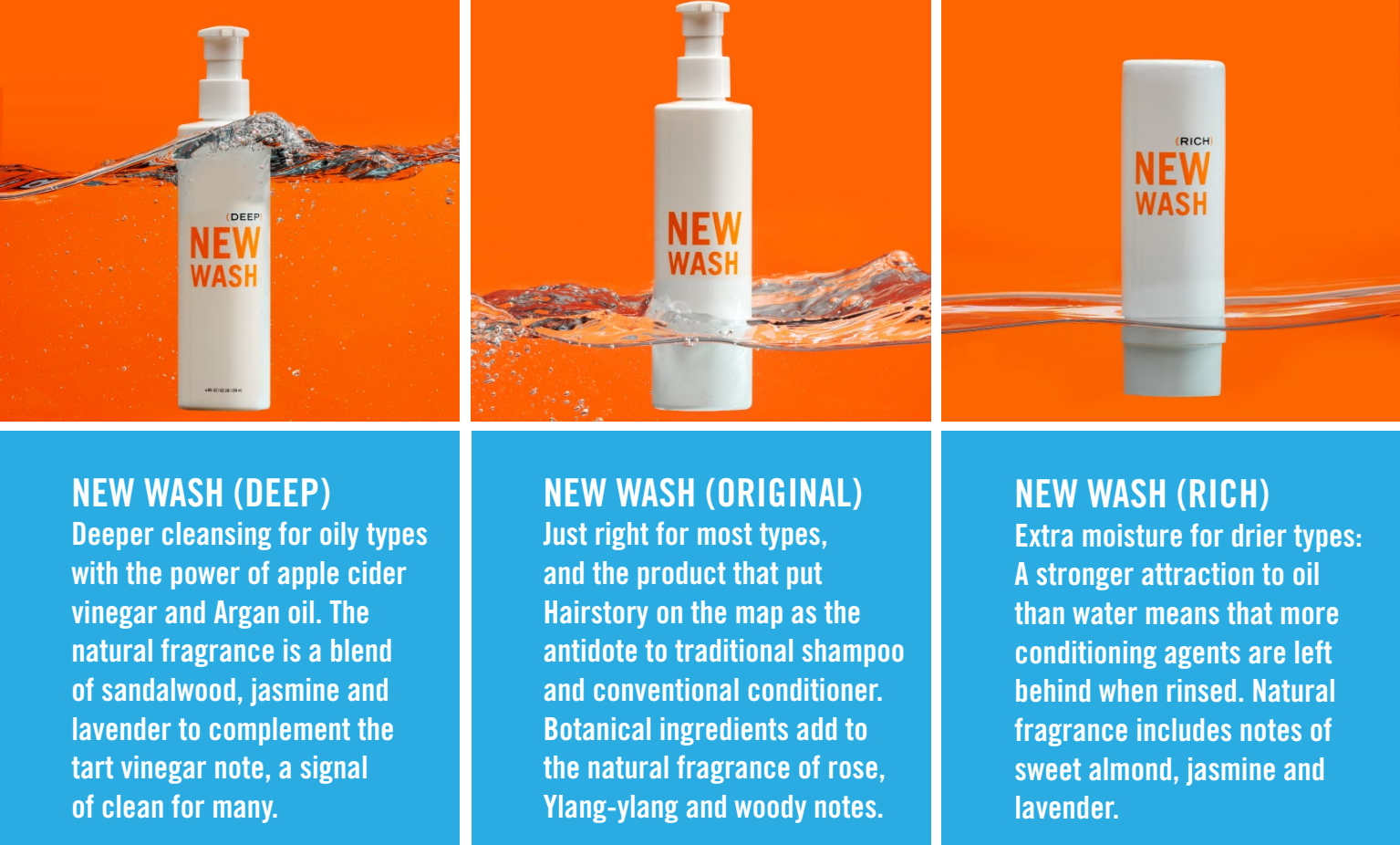
Unlike detergent, they have a weaker attraction to water.

So, when you rinse New Wash, the molecules carrying oils loosely attached to hair are carried away. The molecules that grab onto firmly attached oils (the good ones) stay put, and the “shower express” passes them by.

But the New Wash molecules that don't get rinsed away are left behind for good reason:

They are highly moisturizing, which is what makes hair feel so soft after washing – and why New Wash users don't need conditioner.

Wrap your mind around this: Some of the substances in New Wash that clean also condition. Sounds like magic, but it's sound science, happening every day in showers worldwide. Genius.



NEW WASH (DEEP)

Deeper cleansing for oily types with the power of apple cider vinegar and Argan oil. The natural fragrance is a blend of sandalwood, jasmine and lavender to complement the tart vinegar note, a signal of clean for many.

NEW WASH (ORIGINAL)

Just right for most types, and the product that put Hairstory on the map as the antidote to traditional shampoo and conventional conditioner. Botanical ingredients add to the natural fragrance of rose, Ylang-ylang and woody notes.

NEW WASH (RICH)

Extra moisture for drier types: A stronger attraction to oil than water means that more conditioning agents are left behind when rinsed. Natural fragrance includes notes of sweet almond, jasmine and lavender.

WHAT IT IS

- Life-changing
- Detergent-free
- The shampoo antidote

WHAT IT ISN'T

- A co-wash; it actually cleans while it moisturizes.
- A cleansing conditioner; it has no detergent, and no build-up over time.
- A Wen® wannabe: It has no silicones to clog follicles and lead to hair loss.

WHAT IT DOES

- Treats hair like delicate fabric
- Restores hair to its optimal state
- Leaves natural protection intact
- Conditions when and where needed
- Leaves color where it belongs
- Makes conditioners unnecessary

WHAT IT DOESN'T DO

- Over-clean
- Cause frizz
- Strip color
- Irritate skin

HOW TO USE IT

- More massaging
- Combing through to ends
- More rinsing
- No more conditioning!

HOW TO MISUSE IT

- Use too little
- Massage too little
- Rinse too little

WHAT TO WATCH OUT FOR

Breaking the vicious cycle may take time:
Scalps may get irritated or rebel by overproducing oil.

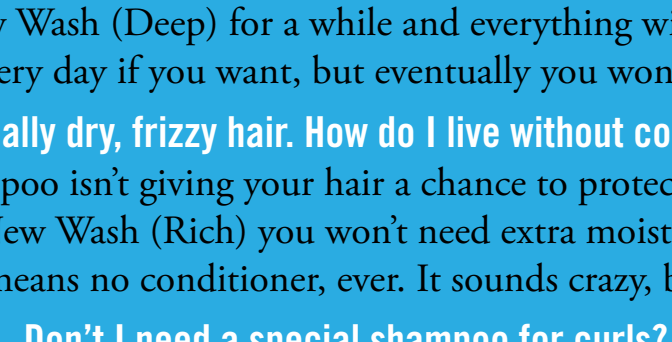
WHAT TO DO

- Wash more often.
- Use more than usual.
- Switch formulas.

WHAT NOT TO DO

Don't give up and fall off the wagon!

Watch this [film](#) about the new way to wash clients' hair.



Whether it takes one wash or one month, hair will become softer, shinier, bouncier, fuller, healthier, happier.

People who hate their hair will start to love it.

Change the relationship and you change the story.

COMMON QUESTIONS (AND ANSWERS)

I have really oily hair and I wash it every day. Can I still?

Shampoo cleans too aggressively.

Your scalp gets the signal to rev up the oil factory to replenish natural moisture.

Use New Wash (Deep) for a while and everything will change. Wash every day if you want, but eventually you won't need to.

I have really dry, frizzy hair. How do I live without conditioner?

Shampoo isn't giving your hair a chance to protect itself.

With New Wash (Rich) you won't need extra moisturizing – and that means no conditioner, ever. It sounds crazy, but it's true.

Don't I need a special shampoo for curls?

New Wash is ideal for most types of hair – and it does spectacular things for curls.

What about my color?

There is nothing better for color than New Wash.

It redefines the term color-safe. Just notice how clear the rinse water is.

How do I give up my dandruff shampoo?

Dandruff shampoo treats symptoms, but not the cause, which detergent may contribute to.

How great would it be to have a healthy scalp and fantastic hair? (Dandruff shampoos rarely offer both).

Try New Wash every day for a week and see what happens.

Are Hairstory products safe for pregnant or nursing women?

Yes, all four products are safe during and following pregnancy. They are also safe for children (we use it on ours).

Can I use New Wash with a Brazilian blowout or Keratin treatment?

Yes, such treatments will not be negatively affected (but may become unnecessary).

Can I use New Wash on extensions?

Yes, use New Wash on extensions, but be careful around tape or adhesives.

Can I still use dry shampoo to freshen up mid-week or after a workout?

Yes, you can still use dry shampoo, but we bet you won't need it.

Is there ever a reason not to use New Wash?

Yes, if there is a specific, known allergy to one of the ingredients (often found in fragrance ingredients, which we list).

Can I use New Wash to rinse color or bleach?

Yes, Hairstory colorists use it exclusively throughout the color process, even as a base for toners.

Can New Wash be used with Olaplex?

Yes, New Wash is compatible with Olaplex.

DOLLAR\$ & \$EN\$E

How much does New Wash cost?

New Wash retails for \$40 for an 8-ounce bottle.

A New Wash Club subscription is \$90 for each 20-ounce refill. The aluminum dispenser is free.

(We offer a full refund policy within 30 days of purchase.)

Why is New Wash so expensive?

We cut no corners when formulating New Wash.

It is made with premium ingredients, many organic. Compare it to buying both shampoo and conditioner:

If you spend \$20 for each, we are competitive. And if you use treatments or masques, well...

How long does New Wash last?

The average time between orders of 8-ounce bottles is 82 days. New Wash Club usage varies:

Families may schedule recurring orders of 20-ounce refills every 10 weeks.

WHAT IS IN NEW WASH?

We list all ingredients on our [site](#), including those in naturally-derived fragrance.

Roll over them with your cursor to see why we included them, and how the EWG (Environmental Working Group) rates their safety.

1 is the least toxic, and 10 the most: New Wash is as good as it gets.

Some Dirt on Detergent

Sodium Laureth Sulfate (SLS) is a common detergent that causes complaints including split or fuzzy hair, swelling of the arms, face or hands, irritation of the scalp and eyes. Some findings link it to a hormone imbalance. While generally considered safe at a concentration of 1%, the amount absorbed by the bloodstream over time can mean much higher residual levels in the body.

According to the National Institute of Health: SLS is listed in more than 80 products including toothpaste, mouthwash, makeup, body wash and shampoos. Some household soaps have a concentration as high as 30%, considered unsafe and likely to cause skin irritation.

According to the International Journal of Toxicology:

- Sodium Cocoyl Isethionate is a mild irritant to eyes at a test concentration of 2.5%
- Sodium Lauryl Sulfoacetate is slightly toxic when ingested at a test concentration of 12%, slightly irritating to eyes at 3.0%, and a mild to strong skin irritant at up to 2.0%.
- Disodium Laureth Sulfosuccinate may cause eye and skin irritation.
- Sodium Lauroyl Sarcosinate can enable the penetration of other ingredients through the skin.
- Cocamidopropyl Betaine may cause an allergic reaction after repeated exposure.

SUMMING UP

Use the appropriate New Wash on every client.

They all improve the quality of hair, and enhance your work.

New Wash cleans hair the way it should be – gently, like cashmere or silk, and leaves the protective barrier unscathed (perhaps for the very first time).

It leaves behind exactly the right conditioning agents in exactly the right places.

New Wash (Rich) is the most moisturizing.

New Wash requires new habits:

More massaging. Combing through to ends. More rinsing. No conditioning.

New Wash will not work properly if:

You use too little, massage too little, or rinse too little.

Compare the price of New Wash to buying both shampoo and conditioner (plus treatment for some).

Detergent is the enemy of good hair, and a major irritant to skin and eyes.

NEVER USE SHAMPOO AGAIN!