

*the most popular international women's magazine...
talks about Legerity Beauty Hair Collection*

Frizzy hair? Taming them is possible with the right routine

In summer it is easy for hair to become frizzy and shapeless. But making them softer, more elastic and smooth is possible by following some small tricks and using products able to give support and brightness.

Summer and frizz often go together. Because the UV rays of the Sun ruin the hair fiber making hair drier and because the high humidity that is often found during the Summer days puts a strain on any hair.



What to do?

The fight against frizzy hair is never on an equal footing, because if you have a smooth style, no matter whether straight or wavy, as soon as you leave home or the hairdresser, it loses tone and vitality, if not even its shape, swelling and assuming that typical opacity that gives frizziness. Which is not due to anything other than the scales of the stem that open, absorbing moisture and thus reflecting the sunlight.

But it is also true that there is frizz and frizz, real and apparent and, first of all, it is necessary to learn to understand and to distinguish what kind of hair characterizes us. The first, as we said, produces shapeless hair, without any structure, a little dehydrated and faded and requiring special care. The apparent frizz, on the other hand, is mainly due to brittle hair, perhaps with split ends and little elasticity.

The good news is that although the struggle is complicated, you can easily deal with a correct hair routine, implementing small strategies that can help in the venture and above all by using the right products. Among these, the Legerity Beauty Hair Collection by Screen and in particular the must-have product, the Beauty Hair Cream, a beauty cream for hair with an immediate metamorphosis effect with instant beautifying cosmetic action, suitable for all types of hair.





Thanks also to its "weightless" formula, the result of the highest cosmetic technology, it helps to shape and maintain styles giving, together, both volume and lightness. Its special texture, pleasant to the touch, helps to intensify the instant transformation effect and the resilience of the hair, and is particularly suitable in cases of frizzy hair, while its natural ingredients regenerate, reinforce and revitalize the stem with a long lasting immediate silky and illuminating action.

Its action, therefore, is complex and multi-faceted as it regenerates the hair shaft, protecting it from external attacks, gives softness and allows to obtain an optimal and lasting result with styles, even if done at home.



Moreover, the Legerity line is enriched with four other products able to act on hair from all points of view, with a holistic action: Beauty Hair Shampoo, Beauty Hair Mask (Fine/Normal and Thick hair) and Beauty Hair Balm. All characterized by a mix of precious ingredients enclosed in Legerity BHB (Beauty & Health Blend), a special blend of rice and silk proteins, sunflower seed oil and rosemary extract, whose synergistic action has antioxidant, filler-protective, moisturizing and nutrients properties.

Moreover, to meet the needs of those who travel often or to lighten their holiday luggage, all the products of the Legerity line are also available in a miniature version, in a kit that includes not only the performance of the individual products, but also the elegance of the transparent case that encloses them. The set contains: Beauty Hair Shampoo 50ml, Beauty Hair Mask 40ml, Beauty Hair Balm 35ml and Beauty Hair Cream 15ml.

But, in addition to the right products, what are the other routine gestures to improve the texture of hair and what mistakes should be avoided? Starting from brushing, or rather from hairdrying, make sure that the hair is completely and thoroughly dry.

To improve this operation, it would be useful to choose a hair dryer with a certain power, better still if a professional one is used similar to the one's used by hairdressers and avoid using irons on wet or damp hair as this will dry them even more.

GLAMOUR



Pay attention to the heat: do not use irons too often and keep the dryer at a safe distance. Furthermore, to remove excess water, it would be better to choose a towel without actually rubbing too much, because wet hair makes it even more fragile and this is why it should be gently brushed instead. Even haircuts can help: it is better to prefer scaled instead of net cuts keeping the hair style as natural as possible.

Avoid fringes, much better are long tufts. Also go for messy hairstyles, soft buns, low tails and braids on the nape of the neck with a slightly scruffy effect.