

# WHY YOUR SKINCARE ROUTINE SHOULDN'T STOP AT YOUR HAIRLINE.

**N**othing feels as good as having beautiful skin. We consider it so important to our overall appearance that most women have an entire skincare routine devoted to keeping facial skin looking healthy and youthful. We exfoliate, we cleanse, we mask, and we cream – but most women ignore some of the most important skin on their bodies: the scalp. The fact is, giving the scalp appropriate care directly affects the condition of your hair.

**“What’s more, the skin on your scalp ages six times faster than facial skin”**

It is time to give your scalp the extra care needed to bring out the best in your hair.

## REVITALIZE YOUR SCALP. BEAUTIFY YOUR HAIR.

The scalp is where beautiful hair begins, and addressing skin aging is vital to keeping your scalp and hair in great condition. External stress factors such as UV radiation, pollution, chemical stress, and extreme heat and cold can lead to oxidative stress, the main external cause of skin aging. This can become visible through three key signs of aging: dehydration, imbalance and weak, thinning hair.

The good news is that you can now combat these signs of aging with the new Kerasilk Revitalize range by Goldwell, which offers a unique scalp and hair rejuvenating routine. All products are enriched with ECTOIN®, one of nature’s most powerful protectors that effectively shields the scalp from oxidative stress.

Inspired by the key elements of face care, the Revitalize routine creates a “facial” the scalp. Its three segments – detoxifying, redensifying, and nourishing – transform your scalp to reveal healthier and more youthful-looking hair. It’s a highly effective way to give your scalp the same level of care you give the rest of your skin, and your hair will thank you for it.



### THE SCALP FACIAL

1. **Exfoliating Pre-Wash** with naturally derived jojoba-pearls
2. Three customized **shampoos** gently cleanse scalp and hair
3. **Rebalancing Scalp-Foundation** with activating micro-foam
4. Three customized **serums** combat specific signs of scalp aging for lasting results

GET YOUR PERSONAL SCALP-CARE ROUTINE WITH KERASILK REVITALIZE – ONLY IN GOLDWELL SALONS.