

MASTER'S TOUCH *Tips*



BODY BUILDERS

This trio gives hair more fullness and lift. Fine Hair Shampoo Volume boosts structure and bounce. Volumising Lotion adds fullness and gives the hair more texture and strength. Volume Powder is applied to dry hair and is a great first aid when your style collapses during the day.

Fine hair can be great. It feels really wonderful – very soft and silky. Something that women really like about men's hair. But it's not so good if you don't have enough of it on your scalp.

1 MORE FULLNESS

Whether hair is thick or thin is primarily a matter of genetics. There's nothing you can do. You just have to accept it. But there is something you can do about how it looks by giving fine and often limp hair more lift and volume.

First tip: A really good haircut. It is amazing how much fuller a cut can be made to look by clever cutting techniques.

Second tip: Use special volumising products for washing and styling your hair. However, men's ranges are very rare. LA BIOTHETIQUE offers biosthetics Fine and Fine Hair, a product range that energises the hair and gives it more fullness and lift. And don't worry about upholding your male image in the bathroom – the bottles feature a completely gender-neutral purist design.

2 MORE STRENGTH

When hair becomes less full, the topic of hair loss instantly becomes a concern. It can't be ignored. Because if hair becomes thinner around the temples, this is a sign that the hair roots are getting weaker and in addition that they are not producing as strong hair. This can

result in baldness. But it may just be the case that the hair simply grows thinner than when the person was younger. Our recommendation: consistently and regularly use a revitalising scalp lotion that improves the hair roots' energy balance. For example, the cell-active Elixir Revitalisant plus the body builder *Fluide Volume* with a very effective volumising formulation that gives the hair more strength and texture. Both products are by DERMOSTHETIQUE.

3 MORE STYLE

Fine hair always looks best when freshly washed. So feel free to wash it daily because with a gentle shampoo formulation this shouldn't be a problem. And when you dry it, make sure you use a hairdryer even if it dries pretty fast naturally. The warm air of the hairdryer blows volume into the hair. You can give the hair even more body when you dry it over a round brush and first apply a flexible hold styling lotion.