

# The experiences of a natural hairdresser

Natural hairdresser Claudia Bader



The façade alone with its appealing natural colours invites passers-by to enter this new natural hair salon. On the inside, one is again pleasantly surprised, because there are no enormous photographs of models with trendy hairstyles that catch the eye; instead tastefully chosen colour themes. These emphasize Ms Bader's concern over rising awareness for the fact that the way things are done in the hairdressing trade can change too. She has made the daring move away from conventional business towards a well-grounded natural range of treatments and products that is more and more appreciated by her customers. "People trust me", she says. "As far back as six years ago after my master hairdresser exams, I started to wonder how ecologically sound the products are that we have to handle

daily in the hairdressing trade and that we use on our customers. I don't even want to mention the negative effects such as rashes and allergies on the hands that hairdressers often suffer from. I just want to say that people have become much more conscious about food, clothes and other products in their daily lives. A lot of people think about the ecological aspects of those things, so why not also at the hairdresser's?"

How many chemicals does a shampoo contain? Apart from my new hair colour, what other substances have I rubbed into my scalp? All of these thoughts finally brought me to a point where I decided to fully convert to natural, ecological hair and body care products. Looking back, I am happy that I made this decision. In my salon I exclusively use products free from unnecessary chemical substances. They are characterised by the absence of chemical preservatives, chemical fragrances or colours, chemical emulsifiers, paraffin or its derivatives.

Every product we use clearly states what it contains; international and German ingredient lists show the exact composition of the product in question. I also adhere to a certain modular principle: all of my products can be mixed with each other.





For hair and skin care products, too, I can enhance the effects as well as match particular skin and hair types by adding selected additives. In this way I can do justice to the individual care requirements of each of my customers.

An obvious next step for me was to look for ways to treat the basic substance water energetically. Outside of my business, I knew of devices that are able to energise water. I decided to use the Pengergetic AquaKat. After six months I can now say the following about it:

In particular for the use of shampoo I noticed that the AquaKat water produces more foam, which means that I can now use less shampoo.

This is very advantageous from an ecological point of view. I hope of course that, of the other properties of the AquaKat, the direct water vitalisation is also of benefit to my customers, but I can't really comment on this since I cannot see or measure those effects. All in all, I am very satisfied with the AquaKat that I installed directly under my taps."

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