

Keratin Hair Serum May Be Effective in Handling Frizzy Hair

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Perfect Hair Focus, the Irwindale, California based supplier of keratin hair serum, has highlighted the possibility of using hair serum to control frizzy hair problems as a part of their latest campaign on promoting haircare trends in the industry.

Most people prefer to use natural ingredients for their hair, especially with the growing concerns about damage caused by using harsh chemicals on one's hair and skin. This is especially true in the case of people who have frizzy hair, as they come with their own set of problems.

Says Allen Farrar, spokesperson at Perfect Hair Focus, "Most women with frizzy hair find it difficult to manage their hair on a day to day basis. They are usually forced to rely on permanent hair treatments that can severely damage the natural texture of their hair or douse their tresses with harsh chemicals that are unsuitable for long-term use. Our hair serum for damaged hair can do wonders in controlling issues that are faced by women who have frizzy hair."

Frizzy hair is not smooth or silky, but neither is it curly and bouncy. Natural hair care for frizzy hair requires a lot of products as it gets exacerbated by rain, humidity, and even perspiration. Frizziness is caused when the cuticle layer of one's hair is raised, allowing moisture to pass through and swell the strands. As a result, the hair appears dry and frizzy instead of smooth and defined. People with curly hair are more prone to have frizzy hair as compared to those with straight hair.

Hair serums may prove to be very effective in handling frizzy hair. A fast-growing segment of the hair care industry, hair serums are specially crafted using silicon to create a thick, sticky consistency that can tame dry, frizzy hair. When applied, it tends to cover up every follicular crack, thus making the hair appear smooth and straight. Additionally, hair serums can also protect one's hair from UV rays, heat, pollution, dust and grime.

Perfect Hair Focus has developed a new line of hair products that contain natural ingredients such as olive oil, ginseng extract, and coconut oil for hair growth and repair. Made entirely in the USA, this product is

available for sale at the Amazon Marketplace. To learn more, visit their official website here - <http://perfecthair.club/>.

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Perfect Hair Focus

Perfect Hair Focus is a brand owned by Unico Enterprises, an Irwindale, CA-based company dedicated to providing premium beauty and grooming products.

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