

Colouring with Confidence – Hair Organics naturally knows what's best for your hair!

Sep 20th, 2010

by [Laser Beauty Cosmetics](#).

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This is to introduce Hair Organics, the latest cutting-edge hair salon to open in London's Notting Hill, who truly believe in the benefit of an organic lifestyle. Indeed the advantages of changing to an organic way of life have been widely reported; you can eat organically grown fruit and vegetables, use organic beauty products and even buy organic washing-up liquid in a bid to live a more 'natural' life. However when it comes to hair colour the options can seem limiting. Now though, following exciting developments in organic and mineral hair colour, you can achieve the same results without any of the harsh or damaging chemicals usually found in traditional hair colour.

Hair Organics www.hairorganics.co.uk seek to provide the best in organic hair care from their luxurious Notting Hill salon. Their talented team of stylists offer a wide range of colour options and treatments to suit every hair type and personal requirement, all delivered with an outstanding level of service and professionalism. Hair Organics aim to provide a complete organic experience, to ensure that not only is the clients' wellbeing looked after, but also the wellbeing of their staff and the environment. Wherever possible, they will source and use certified organic and natural products, not simply for their salon treatments, but right down to the tea and coffee they serve and even the towels that they use, which are completely biodegradable and recyclable. Hair Organics consider organics to be a way of life; their professional products do not contain animal-derived ingredients and are not tested on animals. Instead they are derived from ethically sourced, and totally organic, fruit, vegetable and nut oils and proteins to enrich hair and give a lustrous glowing colour.

All the permanent tints and semi-permanent 'water colours' used in the salon were developed in conjunction with leading organic and mineral colour pioneer and top hairdresser Daniel Field, a ground breaker in this sphere. Traditional colour formulations can contain ammonia, hydrogen peroxide and ammonium persulphate salts, all of which can cause damage to the hair and irritate the scalp and cause hair loss. Hair Organics colour treatments are 100% ammonia free and they use ONLY pure and active botanicals instead of these harsh chemicals. The concept known as Botanic and Mineral Research continues to gain widespread popularity amongst ethically and environmentally aware hairdressing salons.

For blondes, natural-looking highlights are developed using Seaweed Lightener; this product has an oxidising system free from ammonia persulphate and hydrogen peroxide. Hair Organics colour technicians are able to create highlights to the desired level, but in a gentler way, lightening hair without damage so you are left with beautifully coloured hair that is also deeply nourished and

moisturised with natural fruit oils. Permanent colours are created using the Fruitoxo Colouring System, which replaces the ammonia usually found in dyes with an alkaline derived from coconut fatty acids. Welcome to fume-free colouring, no more stinging eyes and suffocating odours.

Notes for Editors

Hair Organics are regarded as one of the top colouring salons in West London, it is an excellent example of what a salon can achieve when one produces well trained staff using the very best botanic and mineral hair colouring and care products. Started by Marketing Director/Co-owner Katrina Smith and Creative Director/Co-owner Terry Wilson, two New Zealanders with strong beliefs in Organic hair care and a commitment to protecting the environment.

Katrina Smith says “I wanted to educate people into making choices that benefit them, better hair care products and treatments mean better hair and also prevent health issues”. Terry Wilson added “I wanted to open a salon that you could not only feel good in as a treasured customer, but also a place to nurture up-and-coming talent”.

- Full head of semi-permanent ‘water colour’ from £68
- Root growth/permanent tint from £72
- Full head of foils from £115
- Half head of foils from £72

Cut and blow dry from £48.

Come and experience Hair Organics for yourself. You really will see and feel the difference in your hair.

For more information contact:

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<http://www.laser-beauty-cosmetics.com/beauty/colouring-with-confidence-%E2%80%93-hair-organics-naturally-knows-what%E2%80%99s-best-for-your-hair.html>