

# SHAPE

Anne  
HATHAWAY

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about  
the next  
challenge!”*

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VIBRANT HAIR

# your scalp is SKIN

It needs love just like the rest of you, but we often neglect it.

Adjusting our thinking has real benefits, from fewer flakes to healthier hair. *By Molly Longman*



**GET IN THE RIGHT HEADSPACE**  
Hair is dead, yes, but your scalp and the follicles below it are very much alive—and need care.

**T**he skin of your scalp regenerates and reacts to aggressors (product buildup, the environment) just as the skin on your body does, says David Adams, a trichologist and colorist and the co-owner of Fourteenjay salon in New York City.

Although most of us cleanse and moisturize our faces at least once a day, we do the same for our scalp much less often. This neglect can cost us. As regular cleansing and conditioning decreases, flakiness, excess oil, and even hair loss can increase, Adams says. While relying on dry shampoo for a week is tempting, it pays to prioritize your scalp-care routine.

**STEP ONE: SHAMPOO REGULARLY**

And by that we mean at least two to three times a week. “If you don’t cleanse often enough, fungus can grow at the hair follicle,” Adams says. “It builds up like scar tissue, blocking hairs from coming out.” Styling products like mousse, pomade, texturizer, and dry shampoo also clog follicles. For a deep clean, Adams recommends looking for shampoos that contain zinc and magnesium, like Thicker Fuller Hair Strengthening Shampoo (\$14, drugstores). “Magnesium cleans the scalp, while zinc can get rid of the fungus that causes problems like dandruff,” Adams says.

**STEP TWO: EXFOLIATE**

A few times a month, give your scalp a good scrub, says Davide Marinelli, the founder and creative director of Davide Hair Studio in New York City. Apply Bosley Professional Strength

Rejuvenating Scalp Scrub (\$20, ulta.com) in the shower. “Its natural sugars exfoliate dead skin cells and prepare the surface of the scalp for any treatment products you apply next,” says Michelle Blaisure, a trichologist for the brand.

**STEP THREE: HYDRATE AND TREAT**

Your scalp needs moisture. But instead of conditioner, which is designed to benefit the hair strands and tends to flatten roots, use a scalp tonic or serum. It not only hydrates but targets any specific scalp issues you have. If your skin is flaky or sensitive, try SheaMoisture African Black Soap Bamboo Charcoal Scalp Tonic Treatment (\$12, target.com). Or if you want to invigorate the scalp to promote hair growth, try Collective Laboratories Activating Serum (\$117 for a three-month supply, collectivelaboratories.com). When your hair is toweled or dry, part it into sections and dab the formula onto your scalp evenly, then massage into skin.

**STEP FOUR: BRUSH**

Brushing your hair does more than just detangle. “It increases circulation in the scalp, which can stimulate hair growth,” Blaisure says. Massage your scalp with Aveda Pramsana Exfoliating Scalp Brush (\$20, aveda.com), which has gentle looped bristles, or the brush in the Josh Rosebrook Hair Tools set (\$35, joshrosebrook.com), which has hornbeam wood pins to absorb oil and impurities. You can brush daily, although if you have wavy or curly hair and usually avoid it, you can do so just before you shower. ■