

Umberto Giannini

THE DAILY *frizz*

REVOLUTIONISE THE WAY YOU

frizzy fix

It's not surprising that anti-frizz hacks are growing on TikTok and the #frizzyhair hashtag has over 1 billion views. UK weather is anything but consistent... snow, torrential rain, scorching summers, we've got it all. But forget tumble dryer sheets and dental floss cheats, we're getting to the root of frizzy hair with our biggest drop yet, Frizz Fix™.

Silky smooth and calm on the surface while down below its innovative formula is working double time to prevent damage from hard water, repair your hair's inner cortex and protect from external factors including UV light - just in time for the UK's humid summer weather to arrive.

It's smooth-talking from here on out.

While quick-fix hacks can be handy when you're caught out by the weather, the results are often short-lived.

The real trick to smoothing out frizz is building softer, stronger, frizz-free hair from the inside out.

Enter five brand-new FRIZZ FIXERS. Frizz Fix™ Shampoo & Conditioner, The Frizz Oil™, Blow Out Frizz Styling Cream and Fuzz-Off™ Control Clay. A game-changing five step wash-to-style system revolutionising the way you fix frizz. Powered by peptides + Vegan KeraFUSION™ bond repair technology, its clinically proven actives penetrate the hair strand to fight frizz from within.



FACT ZONE: KERATIN

KERATIN IS THE #1 COMPONENT OF HAIR

95% OF HAIR IS MADE OF KERATIN

INGREDIENT ZONE

SMOOTH OPERATOR: Vegan KeraFUSION™ (aka Kerasylium)

Vegan KeraFUSION™ is a plant-based alternative to keratin created using an upcycled by-product of milk thistle. Rich in peptides and nutrients it's identical to keratin that naturally occurs in your own hair and ensures hair resistance and elasticity. Thanks to its low molecular weight, Vegan KeraFUSION™ can penetrate deep into the hair to repair bonds and protect your hair's structure to stop frizz from forming.

WARNING OF

frizzy

WHY DO WE GET FRIZZ?

The bad news for Brits is that the weather plays a significant factor in frizz.

It's getting hot in here!

As temperatures rise, so does the chance of frizz. Humidity, which is the amount of moisture in the air, is a major cause of frizz. When it's humid water molecules are absorbed by your hair and disrupt the hair's hydrogen bonds, which are responsible for maintaining its structure.

In winter the lack of moisture in the air can also react with dry hair to become static. Think of it as a magnet effect - it charges your hair with electrons so the strands repel each other.

Just blame it on the weatherman!

The good news is the more moisture your hair has, the less likely it is to absorb humidity and become frizzy. When your hair is more damaged from excessive heat styling or colouring, it becomes more porous and open to letting moisture in.

What we're trying to say is dry damaged hair is more prone to frizz. So fix hair health and frizz will be gone. Tah-da!



WHEN FRIZZ LOOKS CUTE



Raffi, Winchester

UNDERSTANDING HAIRBONDS

Hair bonds are like the building blocks of your hair's strength and structure. Imagine your hair as a bunch of tiny bricks holding together to form a sturdy wall. These "bricks" are the bonds that keep your strands intact and healthy. When you dye, bleach, or style your hair with heat, these bonds can be damaged or broken, leading to weakened or frizzy hair. That's where bond-building ingredients come in. They work to repair and strengthen these bonds, restoring your hair's resilience.

So, when you hear about products or treatments that mention "bond repair" they're essentially helping to rebuild and reinforce those crucial bonds in your hair, keeping it strong, healthy, and resilient against damage.

THE FRIZZ forecast

We can't predict what the weather is going to do next but one thing is certain, Frizz Fix™ is here to save the day, whatever the weather.

WIDESPREAD FRIZZ-FREE HAIR

Wet HIGH RISK 

Oh rain rain, go away... Pre-empt a downpour and ditch the blow dry, instead wash away hard water minerals with Frizz Fix™ Shampoo and go for swinging, natural healthy looking locks with The Frizz Oil™

Windy MEDIUM RISK 

Nothing ruins a good blow dry like gale force winds. Make sure to pre-seal locks with Blow Out™ Styling Cream and smooth and recover your style with Fuzz Off™ Control Clay.

Cloudy MEDIUM RISK 

No rain. No moisture in the air. You're good to go. Make today the day you go for your silkiest, smooth look with the whole Frizz Fix™ range and see your style last for days.

Humid HIGH RISK 

Lock in moisture from the start with Frizz Fix™ Shampoo and Conditioner followed by The Frizz Oil™ (which reduces frizz by up to 98% in high humidity*) to save your 'do from sweaty commuter frizz.

Snow MEDIUM RISK 

Snow you say? You never know. Channel your inner ice queen and experiment with plaits and ponies today. Fuzz Off™ Control Clay will smooth down unwanted fuzz and keep those styles looking sleek.



THE HARD truth

Where you live could be having an impact on your hair.

Hard water, which contains high levels of minerals like calcium and magnesium, picked up as water passes through rocks and soil as well as metals from rusting pipes, chlorine and other contaminants affects around 60% of homes in the UK. These are mainly concentrated around the South East and London, the Midlands, eastern Wales and parts of Ireland.

If you're not lucky enough to live in the Lake District, your shower routine could actually be the cause of your locks looking and feeling a little lacklustre. The very thing that's supposed to be cleaning your hair could be encouraging mineral build-up, leaving a film on it that's interfering with the effectiveness of your haircare and styling products, and dulling your expensive salon colour!

The chemicals and deposits from hard water can also break down the nutrients in our hair and strip it of its natural oils, leaving it feeling dryer and looking duller. The hard times don't stop there either. Other signs of hard-watered hair include: frizziness, lack of volume and colour-treated hair fading faster. To top it off, hard water can dry and irritate your scalp, impacting growth of healthy hair.

But it's not all doom and gloom... the detox starts now.

Data: Aqua Cure



UK HARD WATER MAP



INGREDIENT ZONE

HARD WATER SAVIOUR: Metal Detox Technology

The game-changing Metal Detox Technology found in Frizz Fix™ Shampoo and The Frizz Oil™ works to neutralise the effects of the dulling metals and minerals found in hard shower water. Specifically formulated with sodium gluconate, it helps to remove metal ions within the hair fibre for a softer feel and truer colour.

*Results based on lab instrumental hair assessment

THE INSIDE

scoop

We sit down with Trichologist Marta Teixeira to get the low down on all things scalp health and it's overall importance in hair health.

What exactly is trichology and how does it relate to scalp and hair health?

Trichology is the scientific study of the hair and scalp by focusing on the treatment of scalp conditions and hair loss. It involves understanding the structure and function of the scalp and hair follicles as well as the factors that can affect their health. Trichologists are experts in this field and play a crucial role in understanding and addressing scalp and hair health concerns.

Why is scalp health so crucial for overall hair health?

Scalp health is so important and fundamental to overall hair health because the scalp provides the essential foundation for hair growth. A healthy scalp supports the hair follicles, ensuring they are well-nourished and able to produce strong, healthy hair. An unhealthy scalp can lead to various hair problems including hair loss, thinning, breakage and can impact hair growth.

How does an unhealthy scalp contribute to frizz and other hair problems?

Put simply an unhealthy scalp can lead to oxidative stress, which can cause various conditions including dandruff, dermatitis and psoriasis that can be linked to hair problems such as hair breakage, reduced shine, frizz and hair loss. The scalp environment impacts pre-emergent hair - so it's super important in the contribution to frizz and hair health.

Are there any lifestyle factors, such as stress or diet, that can impact scalp health and contribute to frizz?

Yes! Poor daily habits, an imbalanced diet, high stress, and exposure

to toxic environmental substances can result in dandruff, folliculitis, hair loss, and an aggravated oily scalp. A diet lacking in essential vitamins, minerals, and proteins can result in weak, dry, and frizzy hair. Consuming a healthy balanced diet rich in vitamins A, C, E, and B-complex as well as minerals like zinc, iron, and omega-3 fatty acids can promote scalp health. Several lifestyle factors can also impact scalp health. Stress can disrupt the normal functioning of the body's systems including the scalp's sebaceous glands, leading to overproduction of sebum or oil and even dandruff.

Top tips for keeping hair frizz free, soft and shiny?

Various clinical trials suggest that minimising chemical and heat damage, regular conditioning, anti-frizz serums with sealants like silicone and natural oils can smooth the hair cuticles and increase shine. Umberto Giannini's new Blow Out Frizz Styling Cream is great as it uses really high-performance ingredients to seal the cuticle, lock in moisture, and reflect light for luminous, frizz-free hair with split end protection. Keeping hair frizz-free, soft, and shiny requires a combination of proper hair care techniques and the right products.

Here are some top tips:

Use a gentle shampoo: Choosing a shampoo that is gentle on your hair is crucial for preventing dryness and frizz. Most shampoos can be clarifying shampoos, that while effective at removing build-up, can lead to frizz and a feeling of "dryness".

Use a wide-tooth comb: After washing, gently detangle hair with a wide-tooth comb to prevent breakage and minimise frizz. This prevents unnecessary stress on the hair shaft, which can contribute to frizz. Combine this with



conditioner, hair mask or leave in/oil product.

Apply a leave-in conditioner: After washing and conditioning, apply a leave-in conditioner or hair serum to further smooth the hair.

Avoid heat styling: Excessive heat styling can damage the hair cuticle, leading to frizz and dullness. Minimise the use of hot tools like flat irons and blow dryers, or use them on low heat settings.

Protect hair from environmental factors: Environmental factors like humidity and UV radiation can exacerbate frizz and dullness.

Incorporate a weekly hair mask: Treat your hair to a weekly deep conditioning treatment or hair mask to nourish



Umberto Giannini

HAIRSTYLE HOTLINE MAKE THE CALL

The hair hotline is open. Discuss your mane objectives with our expert stylists and discover tricks and tips from the pros on how to tame frizz all year round.



INGREDIENT ZONE

WASTE NOT, WANT NOT: Vegan KeraFUSION™

The ingredient that just keeps on giving. We're big believers in circular beauty and giving materials and products a second life where we can. Upcycled ingredients are not only good for your hair and skin but the planet too.

VeganKeraFUSION™ is our newest discovery in our efforts to reduce our impact on the environment. A plant-based alternative to keratin (keratin FYI is not vegan) and the result of upcycling milk thistle seed cake, a by-product of milk thistle oil production used in food and cosmetics.

Thanks to its extraction process, it has a high peptide content to help prevent breakages, repair damaged hair, and protect it from daily aggressions.

Dear Jane

I'm fed up of fighting a losing battle with frizz. My hair is out of control, Monica Geller style, 24/7. Whatever product I use just sits on the hair and adds to my issues rather than resolving it. Aaaghhh. Am I destined to only have bad hair days from now on or can you help me tame its wild ways?

Yours,
Desperately Seeking Smoothness,
London

DEAR DSS,

Fear not, you have a sister in arms in your fight to be frizz-free. We've spent 2 years developing Frizz Fix™, talking to our community and our super smart scientists to understand all the different types of frizz and how to banish it forever. Here are our findings and my top tips.

Understand your hair type

Let's be clear here, when we talk about frizz we are referring to unwanted dryness, dullness, often unwanted extreme volume and with no clear hair pattern. Whether your hair is straight or curly, fine or thick, frizz can be a problem. So let's take a look at the different hair patterns and how to banish frizz.

Curls and coils:

The curlier the hair the more fragile the strands can be. This hair type can have a love / hate relationship with frizz. No curly girl wants overly smoothed curls without a hint of natural healthy frizz. It's the frizz that overpowers the curls that we need to control by repairing bonds at the heart of the hair structure to support stronger flexible hair.

Straight to waves:

Over processing and too much heat styling is most often to blame for frizz in this hair type. Giving your hair a rest from styling might be ok on vacation but let's face it, our style credentials demand a certain 'look' right?! So I'm not going to tell you to ditch the heat tools completely (you know you should!) Instead make sure you follow a strict anti-frizz regime with Frizz Fix™ and you should

see improvements week after week.

Know your water

The visible difference in hair health when you use a detox shampoo is truly transformational. Switch to Frizz Fix™ Shampoo and you won't believe how shiny, strong and smooth your hair can be.

Always use protection

If you have to use heat, from a hairdryer, curling iron or straighteners, use them on the lowest setting and always use a heat protectant to reduce damage to your hair. You should find after using Frizz Fix™ for a few weeks that you don't need to apply as much heat to get a smooth texture as the hair bonds are strengthening and repairing.

Pick your products wisely

The beauty of the Frizz Fix™ regime is you use the minimum of products for the maximum effect. Here's how to banish frizz from your life;

1. Wash hair with Frizz Fix™ Shampoo rinse with warm (not hot) water and repeat
2. Apply Frizz Fix™ Conditioner evenly through the hair with fingers or a wet brush followed by a cool rinse. Apply only to mid-lengths and ends if you have finer hair
3. T-shirt dry gently by squeezing not rubbing the hair to remove excess water
4. Wetbrush or comb through and squeeze dry again

5. Apply The Frizz Oil™ sparingly avoiding the roots if you have finer hair and gently comb through to distribute evenly

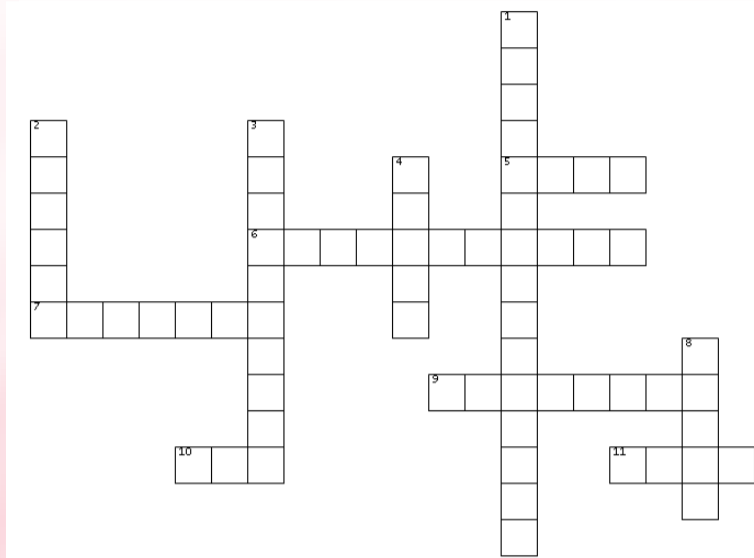
6. If heat styling, prep hair with Blow Out Frizz™ to protect against breakage and enhance the smoothing effects of the styling.

Sleep well

Finally, swap your cotton pillowcase for slippery silk to keep friction to a minimum while you snooze. It's called beauty sleep for a reason.

Good luck and keep us posted on discovery towards a frizz-free life.

Jane



ACROSS

5. Wet precipitation from the sky
6. A liquid applied to the hair after shampooing
7. A liquid preparation for washing the hair
9. Rays of happiness
10. An unobstructed view upward from earth
11. Packed ice crystals

DOWN

1. The best haircare brand in the world
2. White fluff in the sky
3. Scientific study of the hair and scalp
4. Hair that doesn't align with the surrounding hair
8. A clearing of toxins

SPOT THE difference



10% OFF ACCESSORIES



THE

de-brief

Join us as we catch up with **Fulham FC** midfield sensation **Sasha Adamson** for an exclusive chat about her football journey, from her childhood kicks to her rise to the top. Sasha spills the beans on her favourite moments, top tips for success, and even some insider haircare secrets.

How did you get into football?

I have two older brothers who always played football and a very sports-mad family - I am very competitive so in my head if I wanted to play with them, I had to match them... so I did! I didn't play competitively to start with, I went the route of gymnastics and rugby, but when I asked my parents to play football they did everything they could to help make it happen- especially my mum who even set up and coached the girls team at my school when they wouldn't let me play with the boys!

Where did your inspiration come from growing up?

I always loved football and was always encouraged by my family to just enjoy it and be happy, so the cliché response is they're my biggest inspiration. I had a lot of football role models, but at the time they were mainly male players (90% of the Newcastle team, Messi, Beckham, Rooney etc!) But I was secretly inspired by being told I couldn't, or by being teased when I did - because that's what made me want to keep playing and keep getting better!

What's your first memory of becoming a semi-professional football player?

When I got my call up to an U17 England training camp! I got told at training and then ran to the car and told my mum. That was a really incredible moment and being at those camps and in that professional set up for the first time was really eye opening. The same for my time here at Fulham FC, we have all the resources we need to be successful right now and having that professional environment surrounding us just makes you want to work that bit harder for the success.

What has been your career highlight?

I don't have just one, there are quite a few to choose from as I've been lucky

enough to be in several league and cup winning teams! I made my competitive senior debut for Watford when I was 17 and I scored on my debut. Winning the league with Hashtag United last season was a really great moment for me. I had a bad injury that year, but the day we won the league will stay with me as it was the cumulation of two years of hard work and so much fun with some great teammates.

Most recently it was getting to play at Craven Cottage with the team in November! We won on penalties in the cup and watching the celebrations, the kids shouting and having people ask for photos in the crowd was so nice to see. I then made my way to see my friends and family in the stands and I was close to tears to see them all come and support in the pouring rain - that could be one of the most special moments for me.

What's your current haircare routine?

I'm quite low maintenance when it comes to hair and beauty routines, I like to keep things simple. When I get out of the shower I let my hair dry off a little bit and then shake my head up and down! When I was younger my dad used to hold me by my ankles and shake me upside down to let my curls bounce and I loved it! Once they've dried a bit I use my curl cream and do the final scrunch and then I'm done!

Any favourite Umberto Giannini product?

Either the Curl Whip or one I have discovered recently is the Curl Jelly Refresh for those non hair-wash days. Just spray a bit in your hair and the curls are controlled.

What do you do to switch off?

Sport, sport, and my friends! I will watch pretty much any sport that is on TV as great background noise. I also have a secret obsession with bad rom coms and the classic teen dramas (The OC, One Tree Hill, 90210, Gilmore Girls!) My friends are great - they're so supportive and understand that my life is quite busy, but always there for me and ready to hang out.

What advice would you give your younger self?

Keep pushing down those barriers, it'll only make you stronger and enjoy every stage and step along your journey, because things happen for a reason and when it comes to your "sporting journey/ pathway" there are no wrong moves if you love kicking a ball! And to my curly haired self: you are so lucky to have curls, don't wish them away and embrace them!

