

# Monthly Newsletter

## HEALTHY HAIR STARTS AT THE SCALP WHY SCALP CARE IS ESSENTIAL + THE POWER OF OUR NATURAL ACTIVES



When it comes to hair care, the scalp is often overlooked—but it's actually the foundation of strong, healthy hair. Think of it like soil: for hair to thrive, the scalp needs to be balanced, nourished, and free of buildup or irritation.

At Ethnetics, we created our Scalp Refresh and Repair Treatment to do exactly that—revive your scalp using the power of nature and science.

In this newsletter you will find:



quick tips for a healthier scalp, signs to watch for, and how to care for your roots right.

# ETHNETICS



## MEET OUR TWO STAR INGREDIENTS

- **ZIZYPHUS JOAZEIRO BARK EXTRACT + PROPANEDIOL**

This powerful botanical extract is known for its anti-inflammatory and anti-dandruff properties. Combined with Propanediol, a skin-conditioning agent that enhances penetration and hydration, this duo works to:

- Calm itchiness and irritation
- Reduce flakiness and dry patches
- Restore scalp comfort and balance

Zizyphus joazeiro has been used traditionally in Brazil for its soothing effects on the scalp, and modern science backs its ability to combat *Malassezia*, the yeast responsible for dandruff.



### • **BAMBUSA ARUNDINACEA STEM EXTRACT**

DERIVED FROM BAMBOO, THIS NATURAL EXFOLIANT IS RICH IN SILICA AND ACTS AS A GENTLE SCALP POLISH. IT HELPS TO:  
REMOVE DEAD SKIN CELLS AND PRODUCT BUILDUP  
UNCLOG FOLLICLES  
PROMOTE A FRESH, CLEAN SCALP ENVIRONMENT FOR BETTER HAIR GROWTH



## Why This Matters

CARING FOR YOUR SCALP IMPROVES BLOOD FLOW, KEEPS FOLLICLES CLEAR, AND SUPPORTS A HEALTHY HAIR CYCLE. WHETHER YOU'RE DEALING WITH DRYNESS, IRRITATION, OR JUST WANT YOUR CURLS AND COILS TO FLOURISH—THIS TREATMENT IS YOUR GO-TO RESET.

# ETHNETICS

## WEARING WIGS? DON'T NEGLECT YOUR SCALP

WIGS ARE A BEAUTIFUL WAY TO EXPRESS YOUR STYLE, PROTECT YOUR NATURAL HAIR, AND EXPERIMENT WITH NEW LOOKS—BUT UNDER THAT GORGEOUS UNIT, YOUR SCALP STILL NEEDS REGULAR CARE.

WEARING WIGS LONG-TERM WITHOUT PROPER SCALP MAINTENANCE CAN LEAD TO:  
SWEAT AND BACTERIA BUILDUP  
BLOCKED FOLLICLES, LEADING TO STUNTED HAIR GROWTH  
DRYNESS, IRRITATION, AND ITCHINESS  
THINNING EDGES OR TENSION-RELATED HAIR LOSS

WHEN YOUR SCALP IS COVERED FOR EXTENDED PERIODS, IT CAN'T BREATHE OR REGULATE ITSELF PROPERLY. ADD ADHESIVES, SWEAT, AND FRICTION, AND THE ENVIRONMENT BECOMES RIPE FOR DISCOMFORT AND DAMAGE.



## Your Wig Routine Needs a Scalp Reset!

OUR SCALP REFRESH AND REPAIR TREATMENT IS LIGHTWEIGHT, NON-GREASY, AND PERFECT FOR UNDER-WIG USE. IT:

- SOOTHES AND REFRESHES THE SCALP BETWEEN WASHES
- KEEPS YOUR SCALP CLEAN, CALM, AND FLAKE-FREE
- STRENGTHENS THE SCALP BARRIER WITH GENTLE, NATURAL ACTIVES
- CAN BE APPLIED DIRECTLY THROUGH CORNBROWS OR PARTED SECTIONS



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# ETHNETICS

HEALTHY SCALP, HEALTHY HAIR—NO MATTER HOW YOU WEAR IT.

LOVE YOUR CROWN. CARE FOR IT FROM THE ROOTS.

[SHOP THE SCALP REFRESH AND REPAIR TREATMENT NOW]

## Visit our new outlet store !

WE ARE IN LOVE. COME BY AND SAY HI.

Address:

98 Vorster Avenue Glenanda  
Johannesburg



Want more healthy hair tips ? Schedule a in Salon training ? Want to elevate your business?

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