

EMPOWERING TEXTURED HAIR ELEVATING BUSINESS

ETHNETICS

NEWSLETTER

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JUNE 2025

ISSUE 01



HARSH WATER, HARSHER HAIR: The Hidden Danger in South Africa's Tap Water

If you've been battling dull, dry, unmanageable hair, the culprit might not be your styling routine—it could be your tap water.

Across many regions in South Africa, tap water contains high levels of hard minerals like calcium and magnesium, as well as toxins such as chlorine, heavy metals, and even trace industrial pollutants. These substances accumulate on your hair and scalp over time, leading to what's known as mineral buildup.

What Does Hard Water Do to Your Hair?

Dulls shine by coating hair with a chalky residue

Blocks moisture from penetrating the hair shaft

Increases breakage due to dryness and brittleness

Exacerbates scalp issues like flaking, itching, and irritation

Alters chemical treatments—think uneven colour results and keratin failures

Why Clarifying Matters

Using a clarifying shampoo is crucial to remove this stubborn buildup. Clarifying shampoos break down mineral deposits and product residue, restoring your hair's ability to absorb moisture and treatments properly. Regular clarifying—especially in hard water areas—is like hitting the reset button for your hair.



ETHNETICS CLARIFYING SHAMPOO: PURE HAIR STARTS HERE

Our Clarifying Shampoo is specially formulated for South African hair and water conditions. Packed with gentle cleansing agents and detoxifying ingredients, it lifts away hard water minerals, chlorine, and residue from styling products without stripping your hair of essential moisture.

Why you need it:

Removes toxins and buildup

Restores shine and softness

Prepares hair for treatments and deep conditioning

Supports healthy scalp function

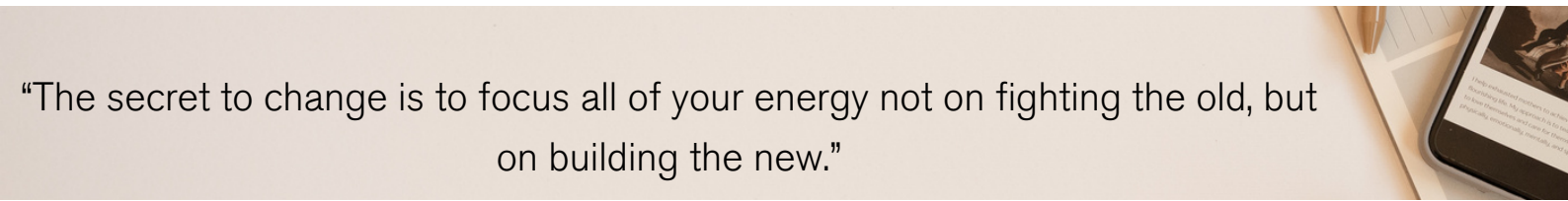
Healthy hair starts with a clean foundation.

Try Ethnetics Clarifying Shampoo and feel the difference from the first wash.

REVITALIZE, REJUVENATE, REVEAL: YOUR WIG'S ULTIMATE TLC TRIO!

Elevate your wig care routine with our 3-Step Wig Wash Kit—designed to restore, soften, and protect. Featuring gentle hydration from D-Panthenol and Glycerine, intense conditioning with Shea Butter and Coconut Oil, and an anti-buildup formula with Sodium Bicarbonate, it's the perfect companion to keep your wigs looking flawless and fresh.

Because wigs deserve love too.



“The secret to change is to focus all of your energy not on fighting the old, but on building the new.”

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

Contact us today :

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