

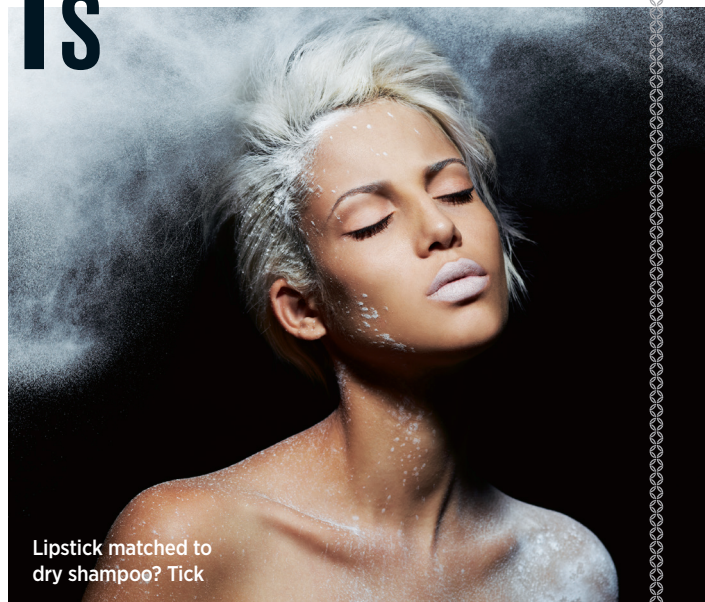
Glow THE DOs AND DON'Ts OF SKIPPING THE SUDS

Relax: you're not destined to be perpetually ponytailed. Here are the rules for safe use...

DO Rotate between dry and wet shampoo every other day. "It's fine if used alongside rather than instead of proper washing," says Kingsley.

DO Spray at least 20-30cm away from your roots, keeping the can moving in circles for light and even distribution. "Using dry shampoo any closer to your scalp will deliver a concentrated dose to a smaller area, meaning you use more product to get enough coverage," says hairstylist Ben Cooke.

DON'T Leave the powder to just sit on your head. Let it absorb the oil for a minute. Then brush your roots or blast away the excess with the cold air from your hairdryer, to prevent your hair looking like someone tipped an ashtray over it.



Lipstick matched to dry shampoo? Tick

DO Choose an aerosol over a loose-powder dry shampoo, as it will generally be less sticky and leave less residue.

DO Use a scalp scrub to remove dry flakes and stimulate cell turnover on the scalp. Gently massage on Kiehl's Deep Micro-Exfoliating Scalp Treatment (£20) once a week. Or book in for the new Kérastase Spécifique Scalp Purification System (from £85). A clay mask followed by a deep clean using a supersized Clarisonic brush unclogs pores before a hair mask is applied. Bye bye, dandruff.

DON'T Use dry shampoo out of habit the day after a blow-dry. "Park it until your roots actually look greasy – say, on day three," says Cooke.

DO Use dry shampoo as a styling aid to boost volume if your hair is on the fine side.

DO "Wash hair twice in-between dry shampoos if you've left it for more than two days: the first shampoo loosens product residue, and the second washes it away," says Jen Atkin, hairstylist to the Kardashians. Massage your scalp for roughly a minute as you shampoo to really get it clean, but avoid using clarifying shampoos. Most are high in acetic acid, which can strip strands of moisture and cause coloured hair to fade faster than your holiday tan. ♦

How to wash your hair right

Lax lathering leaves locks lank and lacklustre.

Here's how to up your shampoo game...

IT'S OK TO SHAMPOO EVERY DAY

One misconception is that washing hair daily damages it. "This idea started in the '30s when shampoos wreaked havoc on hair and scalps," says Kingsley. But today's formulas encourage healthy hair growth, so how often should you shampoo? "Daily or every second day for fine hair; wait two days for normal hair; but with thick or Afro hair, twice weekly is fine," says Doclis.

CONSIDER GOING SULPHATE-FREE

Sulphates help shampoo work up a lather, but also "strip your scalp of its natural oils and dry out your hair", warns Atkin. The Body Shop Rainforest Moisture Shampoo (£4) and Pureology Fullfil Shampoo (£16) are both free from harmful sulphates.

DON'T BE FOOLED BY 'BABY' SHAMPOO

Some baby shampoos contain harsh ingredients. "Avoid sulphates, colour and fragrance if you don't want irritation and clogged pores," says Kingsley. For the gentlest option, try Pai Petit Pai Apple & Mallow Blossom Hair & Body Wash (£18).

