



## **Volcanoes Heat Up Thermal Hair Masque**

### **New Paul Brown Hawaii Hapuna Volcanic Thermal Masque Is A Must Have Product**

**Honolulu, Hawaii** Paul Brown Hawaii introduces the Hapuna Volcanic Thermal Masque that thickens, enriches and conditions the hair with heat on contact. The Hapuna Volcanic Thermal Masque is on the cutting edge of natural haircare products. With special ingredients including jojoba oil, panthenol, sunflower seed oil and rich minerals from Hawaii's Mauna Kea Volcano including magnesium sulfate and pulverized volcanic ash, this natural based thermal masque leaves hair looking and feeling its absolute best.

Through a temperature activating exothermic process, the magnesium sulfate and volcanic ash within the Hapuna Volcanic Thermal Masque heat up when applied with moisture to hair. The heat acts as an agent to open the cuticle layer of your hair, allowing the mineral benefits to penetrate the hair shaft. As the cuticle cools and closes, the elements are locked inside. The microcrystalline ash then acts as a bonding agent and sealant to protect the hair.

Here are suggestions for the application process: Place approximately two tablespoons of the Hapuna Volcanic Thermal Mask into a small container. You may need more of less depending on the length of your client's hair. Begin to mix the masque to activate the heat ingredients. Using a wide-tooth comb, apply the Hapuna Volcanic Thermal Masque mixture to the client's hair and scalp, starting at the nape of the neck, working up toward the crown of the head. After completing the application, for best results apply one ounce. of the Hapuna Conditioner on top of the masque with a wide-tooth comb. Distribute evenly throughout the hair. The moisture in the Hapuna Conditioner acts as a thermal generator. Place a plastic cap over the hair and seat the client under a dryer set to medium heat for 15 minutes. Remove the client from the dryer and let their hair cool for one minute. Rinse the Hapuna Volcanic Thermal Masque from the client's hair until the water runs clear. For best results finish the process by applying the Hapuna Cleanse Shampoo.

The Hapuna Volcanic Thermal Masque can be applied to a variety of hair types, which makes this new haircare product a must have for salons or spas seeking a unique and natural approach to diversifying their salon hair treatment services as well as their take-home retail products.

The main focus of Paul Brown Hawaii remains to always provide haircare solutions for all types of hair, in all cultures. Paul Brown Hawaii products and services are offered worldwide in professional salons and spas and supported with continuing education and research to meet the demands of the culturally diverse professional beauty industry. For more information on Paul Brown Hawaii and the Hapuna Volcanic Thermal Masque, call 800-338-0033 or visit [www.PaulBrownHawaii.com](http://www.PaulBrownHawaii.com).

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