

CLARIFYING SHAMPOO

Clarifying shampoo is any of a variety of shampoo products that are formulated to **deep clean** the hair by **removing product buildup from the hair shafts**. Styling products, such as hair spray, conditioners, and even daily shampoos can cause buildup on the hair overtime. This buildup can add weight to the hair, making it flat and lifeless, as well as prevent the reflection of light, which makes the hair appear dull and dingy. Periodic use of a clarifying shampoo will help remove the buildup. Don't confuse the words buildup with residue. Residue can come from both the conditioning ingredient in shampoos and hair conditioners that will protect the hair shaft. Residue can be a positive and essential end result for the shiny, healthy finished look. Buildup occurs from the accumulation of residue, both from topical styling products as well as some internal medications.

Most clarifying shampoo products contain acetic acid. A chemical compound, though mild as far as acid goes, is known for its de-scaling abilities. As necessary as it is to keep the hair shaft clear of buildup it can be very difficult to find a clarifying shampoo that won't cause more harm than benefit. Many clarifying shampoos are not known for their conditioning abilities. With an improper formulation and harsh stripping agents in the ingredients some clarifying shampoos are great for aiding in the removal of unwanted buildup of oil, styling products, and other grime, but also remove the natural oils in hair and skin leaving the hair dull and dry out.

We at **Summerwinds** have worked long and hard on formulating our **(NEW) [Summerwinds Remove-A-Way Clarifying Shampoo](#)**. Finally arriving with a perfect answer to how to remove buildup with a mild formula is our **[Summerwinds Remove-A-Way Clarifying Shampoo](#)**. **[Summerwinds Remove-A-Way Clarifying Shampoo](#)** is effective in removing product buildup or any accumulation buildup on the hair shaft. It is formulated not to deep cleanse so thoroughly as to remove any natural oils and moisture in the hair and skin or residue from conditioning agents in shampoos and conditioners that we want to remain on the hair shaft. Along with maintaining the same 6.5 pH balance that is mild and gentle as all the other shampoos in our **Summerwinds** line.