

# Exposure received – October 2015

[www.wedding-expo.co.za/out-grown-ingrown-hair-its-time-to-find-the-solution/](http://www.wedding-expo.co.za/out-grown-ingrown-hair-its-time-to-find-the-solution/)



## Out Grown Ingrown Hair? It's Time To Find The Solution!

### What is ingrown hair?

Ingrown hair occurs when hair curls back or grows sideways into the skin which may or may not be accompanied by an infection of the hair follicle or "razor bumps". Ingrown hair commonly appears in areas where the skin is shaved or waxed (beard, legs, pubic region) but can appear anywhere. Shaving is the leading cause, followed by waxing and tight clothing. Symptoms can include rash, itching skin, hair which remains in spite of shaving, and infection and pus collecting under skin.

### Can ingrown hair become infected?

Yes! Ingrown hair that is not removed or treated runs the risk of becoming infected. Two main types of ingrown hair infections include Staph, a bacteria disease which create extreme craters and cysts which may need surgical removal. If the area of an ingrown hair becomes excessively inflamed or you have an increase in pain it is best to seek the advice of a doctor.

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## What preparation can I do to prevent ingrown hair?

These simple techniques may go a long way in preventing ingrown hair.

- Wrap a warm towel around the face and neck for about a minute before shaving. As your hair absorbs the hot water, it will become softer and easier to cut.
- If parts of the skin are already irritated, don't shave over those spots more than once.
- Try lessen the amount of times a week you shave, shaving over ingrown hairs may aggravate the problem even more and possibly lead to infection.
- Try buying different shirts if the ones you own have stiff collars, they rub up against the sensitive skin on your neck, causing added irritation. A high-collared shirt can also clog pore by trapping sweat and oil.
- Other tips and tricks include gentle exfoliation three times a week especially the night before shaving, using a new razor blade every time you shave, avoiding products that include alcohol which dries out the skin causing irritation and protecting the face by washing with a gentle moisturizing soap, applying an antiseptic such as hydrogen peroxide or benzoyl peroxide and following with a good moisturizer.
- Don't forget that the application of too much force with a razor can also contribute to hair that is cut shorter than the surrounding dermis.

## Need a pain-free solution?

The Laser Boutique uses the revolutionary Soprano Ice Laser System to treat ingrown hair with permanent painless hair removal. The Soprano is the Rolls Royce of laser technology which is the first of its kind to **safely treat ASIAN, BLACK and TANNED SKIN TYPES.**

A low fluence or "IN-MOTION" (not high), makes the treatment unique for both laser hair removal and dermal healing. The temperature of the hair follicle containing the cells responsible for hair re-growth is raised slowly and the follicle is destroyed. This rise in temperature is what provides clients with deep dermal heating, a sensation that many users have compared to a soothing hot stone massage. IN-Motion technology allows for virtually pain-free treatment which enables us to treat the area more aggressively. This results in fewer treatments and less clinic visits, ultimately leading to huge savings.

## What are the treatment benefits?

- MAXIMUM comfort MINIMUM fuss
- IN-Motion™ technology allows for a virtually PAIN-FREE treatment without the use of anaesthesia or numbing gel
- Permanent hair reduction of all pigmented hair on all skin types, including tanned skin all year-round
- For women as well as men

