



## The Truth about Silicone

The first and perhaps most important point to remember is that Silicone is naturally derived!

There are many different types of Silicone, some are good for hair, and some are not so good. "me&my" only uses the good kind.

Silicone is used in hair care products as a smoothing agent and moisture binding or repelling agent. Products like serums and oils will generally all have Silicone because it's how they do the job.

Silicone can not build up on your hair unless you do not use shampoo. At the first wash any Silicone will be removed, however, even if it was to build up there comes a point when the Silicone is unable to deposit on the hair strand any more. If the hair is at its capacity to hold the Silicone any new Silicone being applied will not bind to the existing Silicone in the hair. This all occurs with no damage to the hair.

Silicone is an expensive ingredient to use and as such some products use alternative types of Silicone in order to reduce their costs. "me&my" prides itself on having a salon quality product that the whole family can use and as such only ever uses high quality ingredients.

Cosmetics are heavily regulated in Australia and worldwide and these regulations stipulate the names that need to be used in the ingredients, therefore Silicone could be listed as; Phenyl Trimethicone, Cyclomethicone, Dimethiconol, Dimethicone, Amodimethicone or Dimethicone Copolyol.

It is also important to keep it in perspective – Silicone is derived from sand and has many uses, everything from breast implants to bake ware.

For more information or questions please contact us as we love it when we can share the TRUTH!