M2 BEAUTÉ HAIR CARE E-BOOK

PIXIE CUT, HACKED BOB OR FRENCH BANGS?

Pixie cut, hacked bob or French bangs? We show you the most popular hairstyle trends. Our professional M2 BEAUTÉ hairstylists have also put together lots of practical tips and tricks on how to best style and maintain your trendy new hairstyle. To give you the perfect look, based on your own individual style.

HAIRSTYLES & STYLING

HAIR CARE TIPS

HAIR CARE TIPS

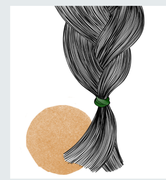
HAIR CARE TIPS BASED ON HAIR TYPE

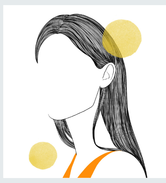
Oils, vitamins, minerals and vital substances – the foundation for strong, beautiful hair is a balanced mix of nutrients that you can provide through a healthy, varied diet, high-quality hair care products and suitable maintenance. Which treatment is best for which hair type? Our M2 BEAUTÉ hairstylists will tell you!

HAIR CARE TIPS BASED ON HAIR TYPE

DRY HAIR

These are special hair care products for dry hair that smooth the porous hair structure, leave it looking shiny and make it easier to comb. They provide the hair with plenty of moisture, while also protecting it against harmful environmental influences. Also make sure that you don't overexpose your hair to excessive heat or sunlight.





HAIR CARE TIPS BASED ON HAIR TYPE

GREASY HAIR

Greasy hair likes hair care products that have a regulating, soothing and balancing effect. It needs active ingredient complexes that clean the hair efficiently and prevent it from becoming greasy again too quickly. You should also avoid irritating the scalp in any way, for example by washing your hair with very hot water, blow-drying it or brushing it too vigorously.

HAIR CARE TIPS BASED ON HAIR TYPE

NORMAL HAIR

To make sure that normal hair stays beautiful, healthy and strong over the long term, you should wash it carefully using a mild shampoo, avoid using a hot blow-dry setting and be gentle with your scalp. You should also treat your hair once in a while and give it a little indulgence with a hair mask.

HAIR CARE TIPS

HAIR CARE TIPS BASED ON HAIR NEEDS

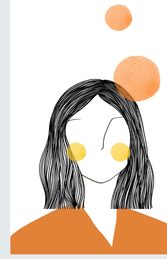
HAIR CARE TIPS BASED ON HAIR NEEDS

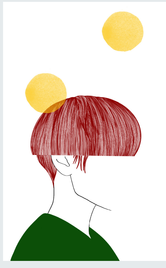
THIN HAIR

WASHING:
Thin hair is very fragile and quicker to break when wet. It is therefore advisable to let your hair dry naturally and then comb it through using a product such as a paddle brush. For more volume, it's best to use two shampooes: a good volume shampoo on the roots and a hydrating shampoo for the ends.

CARE & STYLING:
Use conditioner along the length of the hair only and rinse it out with cold water. Apply a volume spray before you blow-dry your hair and preferably use a diffuser when blow-drying. Dry your hair carefully and also use a root brush specifically for the roots to give them extra volume.

CUT & COLOR:
Thin hair is often lacking in volume and grip. So especially fine hair needs a very good cut. Short to mid-length cuts are ideal. We also recommend a casual messy style. Two- to three-dimensional color highlights make the hair appear thicker.





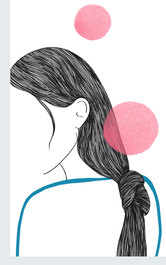
HAIR CARE TIPS BASED ON HAIR NEEDS

DYED HAIR

INTENSIVE HAIR CARE
Deep hair benefits from a weekly hair treatment that hydrates the hair and strengthens the hair structure. A conditioner with color pigments maintains the color for longer.

WORKING HEAT
Straightening, blow-drying and crimping causes the hair color to fade faster. Using a nourishing heat protection product allows you to style your hair with care and keeps the color looking vibrant.

SUN PROTECTION
Intense sunlight can cause hair color to fade rapidly. So use a leave-in conditioner with integrated UV protection. It combines care and protection in one product.

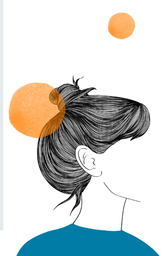


HAIR CARE TIPS BASED ON HAIR NEEDS

LONG HAIR

WASHING:
Washing your hair too frequently or using water that is too hot removes moisture from long hair and stresses the hair's structure. It is therefore best to wash your hair every two to three days using a mild shampoo and avoid applying heat to the hair.

CARE:
Conditioner makes long hair easier to comb. Have it remain in for 3 minutes before rinsing it out. The ingredients work best when combined with gentle heat. Rinse out the products afterwards using cold water. This stimulates blood flow to the scalp. You should also use a hair fluid for the ends. It forms a coating around the hair's structure and makes it look healthier straight away along its full length.



HAIR CARE TIPS BASED ON HAIR NEEDS

DAMAGED HAIR

WASHING:
It is best to wash damaged hair only every two to three days at mild temperatures. Rinse the length of the hair using cold water. This smooths the hair's surface and makes the hair shine.

CARE & HEAT PROTECTION
Conditioners and hair treatments nourish damaged, brittle hair and leave it looking silky soft. Keep the hairdryer at least 15 cm to 20 cm away from your head and use it at no higher than the medium heat setting and lowest blow setting. You should also use hair care and styling products with integrated heat protection.

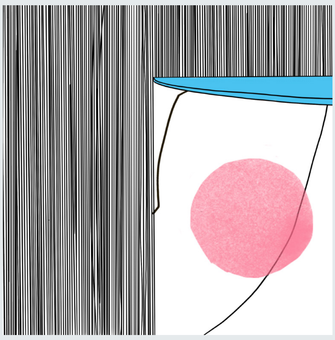
CUTTING:
For a well-maintained appearance, you should have the ends of your hair cut at least every eight weeks. Cutting off up to a centimeter during a regular hair cut is enough to prevent split ends.

INTENSIVE HAIR REPAIR:
The tips of the hair require some extra care after every hair wash. Using hair fluids and oils on the tips of the hair patches up damaged, porous ends and prevents them from splitting further. This will make the hair look inter-overall.

HAIR CARE TIPS

CARE TIPS FOR HAIR AND SCALP PROBLEMS

Whether you suffer from split ends, dandruff or hair loss – the following care tips can help you to get your hair and scalp problems under control.



CARE TIPS FOR HAIR AND SCALP PROBLEMS

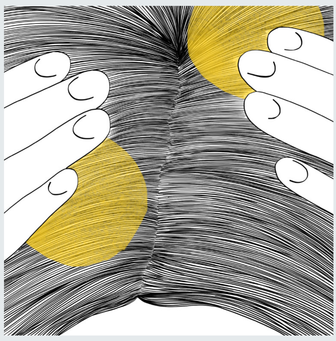
SPLIT ENDS

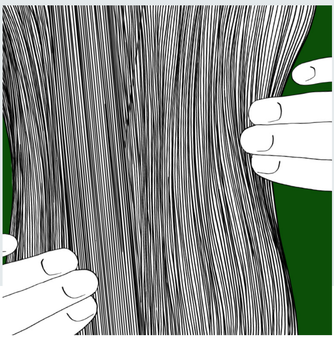
Structurally damaged hair can quickly turn into split ends. So you should avoid sharp-edged combs and brushes, excessive heat and frequent washing. Have the ends of your hair trimmed regularly and use mild hair care products such as hair tip fluids and hair treatments.

CARE TIPS FOR HAIR AND SCALP PROBLEMS

DANDRUFF

While white dandruff is a sign of a very dry scalp, yellowish dandruff tends to indicate a greasy scalp. In both cases, special hair care products are required to gently clean the scalp and remove the dandruff. You should not over-treat a greasy scalp. You should generally wash and blow-dry your hair at a lukewarm temperature.





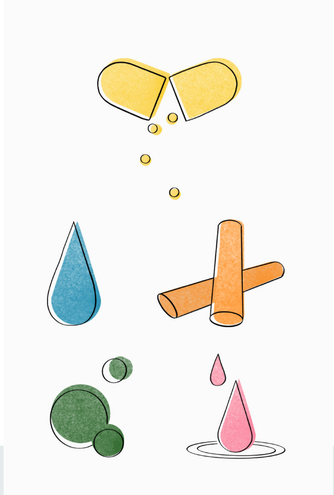
CARE TIPS FOR HAIR AND SCALP PROBLEMS

HAIR LOSS

Wash your hair no more than two to three times a week using a mild shampoo and leave it to air-dry when possible. Use hair care products that combat hair loss, which contain a special active ingredient complex that stimulates hair growth and restores balance to your scalp.

HAIR CARE TIPS

THE MOST IMPORTANT ACTIVE INGREDIENTS FOR BEAUTIFUL, HEALTHY HAIR



ACTIVE INGREDIENTS

VITAMINS

VITAMIN B7,
also known as biotin, promotes healthy skin, hair and nails, as it also contributes to the formation of collagen and keratin. Not only this, but it also makes the hair look shiny and prevents split ends and inflammation of the hair roots.

PROVITAMIN B5,
also known as panthenol, strengthens the hair, regulates the production of sebum and combats inflammation of the scalp. It not only accelerates the healing process for an irritated scalp, but also increases the hair's elasticity and moisture content. This strengthens the skin barrier function and stimulates lipid synthesis.

VITAL SUBSTANCES

AMINO ACIDS
Active ingredient complexes featuring specific amino acids like Prodew 500 or Follicusan are proven to boost the metabolism of human skin, promote hair growth, strengthen hair structure, improve hair strength, and make hair look shinier and smoother overall. They also work to embed hairs more firmly in the scalp so that they don't fall out as quickly.

SANDALWOOD
Sandalwood can extend the lifespan of hair significantly by stimulating the olfactory receptors in the hair follicles. Special neurotransmitters increase the amount of hair growth factors and extend the hair growth phase. At the same time, sandalwood is proven to reduce excess hair loss and increase hair thickness.

HAIRSTYLES & STYLING TRENDS

SHORT HAIR

HAIRSTYLES & STYLING TRENDS

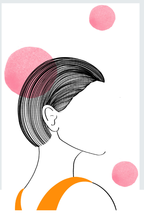
CUT

PIXIE CUT
The ultra-look. EST The trendy pixie cut is a mix of different hair lengths. The hair is cropped close/layers at the sides and left full over top so that it falls loosely over the face.

BOBS CUT
All eyes on to bob! This trendy Bradley-style haircut evolves to the utmost. The front of the hair is cut with a triangle fringe, while the rest of the hair is left the same length all the way around.

PIXIE CUT
Pixie cut, anyone? The mullet is celebrating a revival and is now called "the mullet". The top of the hair is short and layered and cut into a fringe, with the name of the hair left long at the back.

BOB CUT
This style is for the very brave! The hair is shaved to just a few millimeters and dyed the color of your choice. Is a Catwalk phenomenon.



HAIRSTYLES & STYLING TRENDS

STYLING

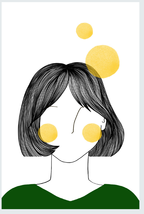
UNDONE LOOK
To get the very, spontaneous-undone look, first lay off a dime-sizing mousse into the hair followed by a wet salt spray.

WET LOOK
To get the seductive wet look, rub a pea hair mousse or wax between your fingers and work it through the dry hair.

WETH LOOK
To get the elegant sleek look, apply a pea hair mousse or wax to the hair and smooth it back/aside using a comb.

HAIRSTYLES & STYLING TRENDS

MID-LENGTH HAIR



HAIRSTYLES & STYLING TRENDS

CUT

HOUSEBOB
The backed bob really lives up to its name and features clean-cut edges that look like they have been "backed". The crown is a minimal-sim look without any layers.

BEAU BOB
The bob is also an enduring hair "blunt" – even if this is what it's called just from its cut. All the hair is cropped to exactly one length and is not cut into layers.

GEEZY BOB
The gelly bob is a blunt bob or backed bob that is cut blunly to one length without any layers. The secret is to use gel to slick the hair back/aside in a cool look.

CROPPY CUT
The croppy bob is a blunt bob or backed bob that is cut blunly to one length without any layers. The secret is to use gel to slick the hair back/aside in a cool look.

SEXGAS CUT
The wild cut among the bob cuts! "Sexgas" literally means tousled or disheveled and the name says it all. The hair is cut into casual layers and styled to produce a wild look.

HAIRSTYLES & STYLING TRENDS

STYLING

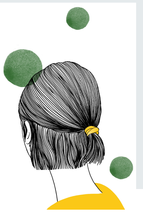
CASUAL FRENCHBOB
To get a casual French bob, all you need to do is wash a tousled bob with a little gel. Let it dry, brush it into tousled and allow the hair to air-dry. And enjoy! Done!

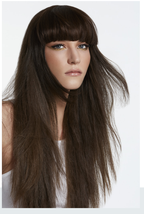
CURLY BOB
To get a wild curly look, coat the hair using hair straighteners or a curling iron, loosen the curls with a cool comb and finally apply a little hair gel.

SCULPTURE PERFECT BOB
To get a sculpture perfect bob with clear edges, ideally use hair straighteners to give the hair a beautifully slick look. Then let the style in place using hair spray.

HALF BUN
To create the half-bun look, tie the top of the hair into a bun(s) on the crown of the head, wrap the ponytail once around the hair bun(s) and fix it in place.

HALF UP PONYTAIL
To create the half up ponytail look, tie the top of the hair into a ponytail on the top of your head. It looks particularly stylish if you use a bright-colored hairdo ad/or on the ponytail.





HAIRSTYLES & STYLING TRENDS

LONG HAIR

HAIRSTYLES & STYLING TRENDS

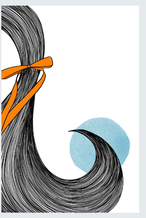
CUT

INVISIBLE LAYERS
The invisible layers or "Invisible Layers" deceives a special layered cut that is common-sidelined to your individual hair structure to create more volume/structure and lightness. The look is suitable for both straight and curly hair.

GROWN OUT FRINGE
The grown out fringe or The laid back grown-out fringe look is where the front of the hair is styled into a grown-out fringe at the sides. The bangs are feathered and cut into layers.

FRENCHFRINGE
French sensibilance in the style of Empire Fashion! The laid-back French bangs style is where the ends of the over-long bangs grace the cheekbones and fall and into layers at the sides. The rest of the hair is cut with layers.

BEACHWAVE/BOHEMIAN
The beachwave/bohemian look is a get the natural-undone look, coil the hair using a curling iron or hair straighteners and then simply loosen the curls with your fingers. Finally fix the style in place using hair spray.



HAIRSTYLES & STYLING TRENDS

STYLING

BEADS
Whether French braids, federal braids or faux braid updos – braids are a trendy alternative to wearing your hair long and loose in 2020, and are perfect for hot summer days.

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STRONG.
BEAUTY.
NOW.

OUR TOP

HAIR ACTIVATING SERUM

Do you want to boost hair growth and thickness on a standard basis and prosperously reduce excess hair loss? Then the innovative Hair Activating Serum from M2 BE'AU is the perfect product for you. Hair Activating Serum ensures that your hair growth and your hair thick and naturally beautiful hair in just 10 to 12 weeks.

SHOP NOW

NO PARABENS NO HORMONES NO SILICONES NO ANIMAL TESTING

BACK TO SHOP

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