

sea & see



switch to
natural hair care

Alexandra Steverink



Alexandra:

'Beauty is not in following an ideal image. It is in being present with your individuality, your uniqueness.

If that is supported and given space, you will thrive. The same goes for your hair, it becomes stubborn, happy and vital again.

Sea & See supports and strengthens your bodily functions'.

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The earth with all that lives, our care

CAN YOU DO IT WITHOUT SHAMPOO?

Yes indeed! The body can nourish, clean, protect and keep the hair and scalp supple. It can respond appropriately to changing influences.

Becoming a no-poo-er first and foremost requires appreciating your own hair emulsion. And no.....you don't walk around with a dirty head. No one wants that and it's not meant to be.

Fortunately, there is help for the (sometimes tricky) withdrawal period. You can read more about it in this e-book.

ALEXANDRA:

'In 2005, I started developing and formulating products.

The common thread in these products is that they release, support and stimulate the body's natural functions.

Not take over, make them lazy, but rather encourage them to be naturally self-reliant.

Your body can respond 'just right', very subtly, differently in every situation. Trusting the body and learning to understand its language are central to my work.'

Sea & See products

Sea & See has developed a non-greasing hair care range based on ocean minerals (salt crystals). These are supplemented with herbs and seaweeds. Nothing else.

When switching to non-degreasing hair care, most people experience withdrawal symptoms. That's why Sea & See has developed products to help get through this not always easy phase. Sea & See strives to minimise its impact on the environment,



100% natural



organic ingredients



animal-friendly



respect for the planet

Not with the ingredients, not with the packaging. The ingredients are of natural origin and fully biodegradable. Because the products are packaged in dry form and salt has a preservative effect, no further additives are necessary. All ingredients have only one purpose: to cleanse or nourish the hair and scalp. The products are free of viscosity regulators, preservatives, colourants or other chemical additives and animal-test free. The packaging is plant-based in origin. They are either easily recyclable or compostable.

The ocean minerals

Deep in the Atlantic Ocean lies the island of La Palma. Part of this island has been declared a world nature reserve by UNESCO because of the special quality of its seawater, its salt basins and the space it provides for many living organisms.

The basins filled with seawater give space to plants and animals that have adapted to the highly saline habitat. These organisms enrich the salt. The nature reserve is a place of rest and nourishment for bird colonies. In this special nature reserve, salt is extracted using traditional methods.

With the help of the sea, the sun, warm trade winds and the heat-retaining dark volcanic soil, the salt is dried. Carefully, so as not to damage the salt basins, the salt is collected by hand and packed without any further processing or addition. Partly because of the clean water and the presence of the specific saltwater organisms, the salt is considered medicinal there, according to salt connoisseurs.

The salt crystallises in a calm and natural way, matching its composition. The natural crystallisation makes this beautiful, sunny and pure salt particularly suitable to become the 'Ocean Minerals of Sea & See'.

That it was subsequently collected and packaged with love and care can be seen in its beautiful intact crystal structure. La Palma salt possesses all the properties and strength to carry the very specific recipe developed by Alexandra Steverink.



Natural ingredients

Alexandra: "Natural ingredients is a very elastic concept. For me, an ingredient is natural if it grows or occurs 'naturally', i.e. by itself, in nature. Processes such as drying, grinding, soaking, and pressing oil from plants are also part of natural for me. The body recognises these substances and when they are returned to nature, nature knows how to deal with them. But vegetable raw materials can also be further processed and changed by specific processes in such a way that they are no longer recognised by the body, nor by nature.'

'As an idealistic, earth-loving producer, I am happy with my hair care line. It was quite a challenge to translate the above principles into this. But it worked out well, the products are composed of only natural substances like sea salt and herbs, nothing else. The salt and dry form ensure that no adjuvant is needed. The products do not degrease, support the self-reliance of the hair and scalp and give space to the naturally present qualities of the hair.'

The detergents are packaged in a bottle made from sugarcane. The packaging of the refill products is compostable. The paper packaging is designed without glue and made from residual rice waste. Completely 100%? No, not yet. Think about transport, for example, but well on its way.'

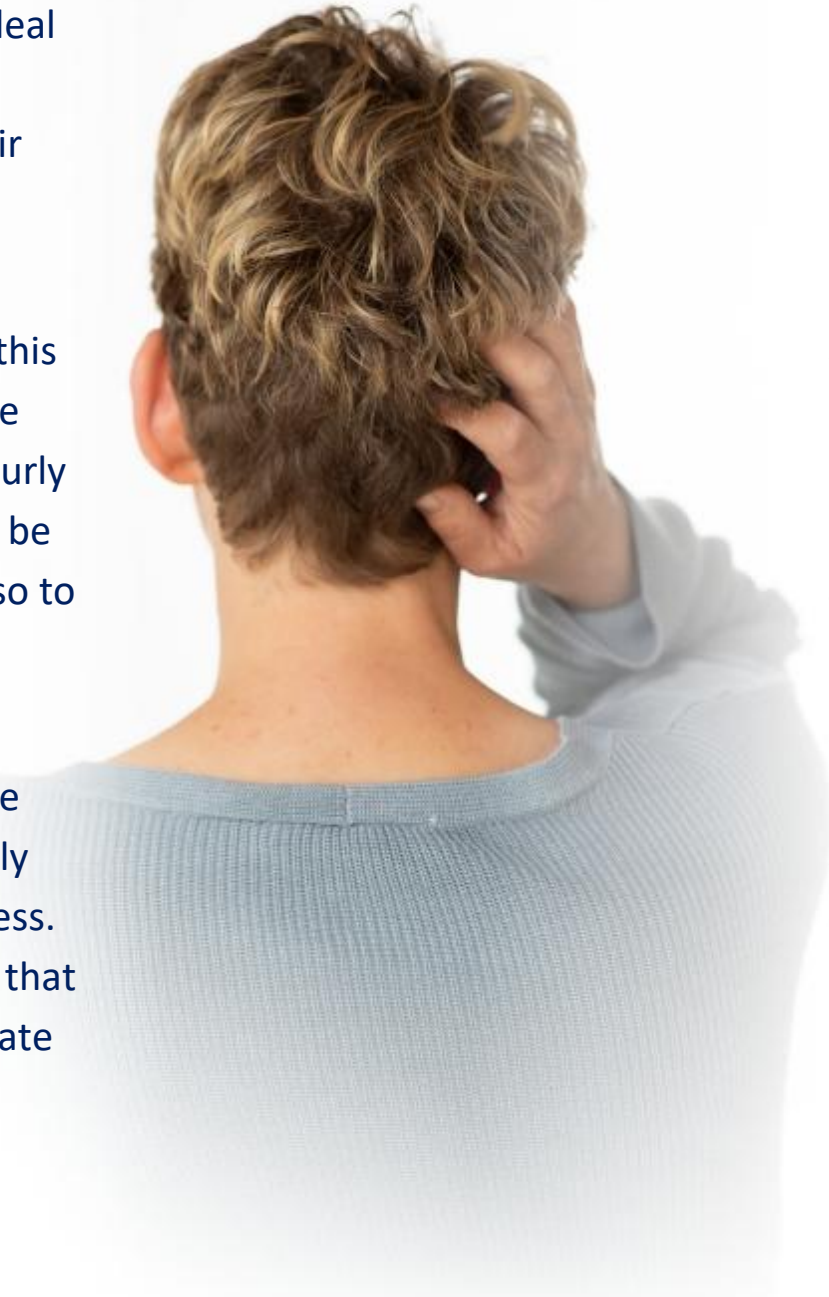


Letting go of an ideal image

Deeply embedded in us is an ideal image, mostly created by advertisements, of how our hair should look.

Many of us consciously or unconsciously try to live up to this ideal image; youthful, attractive and with a big bunch of shiny curly hair. It appeals to the desire to be attractive and accepted and also to not want to face being mortal.

Opposed to this ideal image is supporting and encouraging the uniqueness of our hair, precisely seeing beauty in your uniqueness. The beauty of being present in that which is, not age-bound, separate from an ideal image.



Support or take over

There is also the choice of whether to support the body in its functions or take over body functions. When taking over body functions, such as stripping the hair of its natural hair emulsion and adding a substitute in the grooming product, these functions can become unbalanced. They can become lazy or overactive. You often see the latter happen with hair emulsion production, it becomes overactive when taken over, resulting in poorer quality hair emulsion and depletion in the long run.

If we want to switch to natural hair care, it requires trusting your body with all its functions and that also means taking signals like dullness or breaking hair seriously. Is my diet right? Am I under too much stress? Am I not getting outside enough? Instead of going to the shop and buying a 'hair-in-the-fold' product.

Benefits

Stopping shampoo and other degreasing hair care products has many benefits.

fuller bunch of hair

scalp in better condition

adequate protection against external influences

stop chemical (toxic) substances being absorbed through the scalp

easier

more resilient

good for the environment

pure hair
'antenna function'

acceptatie eigen-
(aardig)heden

healthier hair

more growth power

respect for the body

increase singularity of hair

relaxed scalp

care takes less time

good quality hair emulsion

more curl

cheaper

intact scalp

no more itching

wash less often

Alexandra:

'It is strange, I think, that we have all (including me) come to believe that the grooming industry can take care of the body better than our bodies themselves.'

We take away our own hair and skin protection and replace it with 'something better'.

But is it really better?'

'Isn't our own skin and hair emulsion perfectly capable of keeping our hair and skin supple, protecting it from bacteria and viruses, responding appropriately to changing conditions.'

'In my experience, this is usually fine. I am satisfied with my hair, it is resilient, full and enthusiastic again.'



What happens when you stop shampooing?

At first, two things happen: old layers of wax and silicone come off and your scalp produces too much hair grease. Other words for hair grease are hair emulsion or sebum.

Keeping the scalp and hair greasy is protection against bacteria and other invaders. This protection is vital for the body. Hair emulsion keeps the hair and scalp supple. Without hair grease, the hair cuticles are open, making hair brittle and fragile.

After stopping using degreasing products, the scalp still makes too much hair emulsion for a while. The scalp does this because the hair is degreased year after year. Calming down this production takes time. For some more than others.

In any degreasing hair wash, something is added to close the hair cuticles. In conventional shampoos, these are often silicones and in organic or natural shampoos, for example, wax. In combination with baking soda (also degreasing), vinegar is often used as a hair sealer.



Regular brushing helps to remove these silicone and wax residues from the hair. So brush, brush, brush! Preferably with a wooden brush with natural hair. The silicone and wax residues, along with hair emulsion and dust from the air, remain in the brush. Clean the brush regularly by placing it, bristles side down, in a deep plate with some water. Put in a little shampoo or washing-up liquid. After half an hour, the dirt is easy to remove with a kitchen towel.

Alexandra: 'At this stage, also make sure you distribute your own hair grease (emulsion) as well as possible throughout your hair. Right to the tips, otherwise it gets unprotected and there is a risk of damage. It's like the scalp has sensors that register whether there is protection everywhere.'

Only when your hair grease is well distributed, start washing with the Hair Care wash-products and remove the excess hair emulsion with one of the towels or dusters specially developed by Sea & See for this purpose. The towel, duster and hair wash products do not remove your own hair protection between the cuticles.



Detoxification symptoms

Oily hair. Almost everyone experiences this. As age progresses, the Grease production usually decreases. Use hair grease (hair emulsion) to protect your hair. The quality of hair emulsion gradually improves. Sea & See's In Between products help remove excess emulsion.

Unpleasant smell. The emulsion quality is not immediately optimal, at first it is heavy and sticky. Dirt and odours easily stick to it. A second cause is that the scalp starts excreting waste products. The unpleasant odour is usually temporary in nature. Hair remains wet for a long time after washing. This is because there is too much hair emulsion in your hair that is not yet refined in quality. In Between products help here too.

Dull or dry hair. It could be that the scalp is still not producing enough hair emulsion while the silicone or wax layers are already letting go. Sometimes I hear this complaint in the early stages. Waiting to wash and properly spreading the hair grease helps.

Headache or unruly hair. Ocean minerals have the ability to drain energies/atmospheres from the hair and scalp. Emotional charge is also drained away. This can temporarily cause an accumulation of waste, which can manifest as a headache. Eventually, the scalp becomes smoother and looser as this emotional charge is dissolved, benefiting blood flow and thus the supply of nutrients and removal of waste products.

Your hair emulsion is not dirty.

It protects and provides a beautiful natural shine.

Appreciate it.

Give your scalp and hair time to find a new balance.

Washing with Sea & See Hair Care



Alexandra: 'From day one, you can wash your hair with any of the four Hair Care products. How often? As needed. For some that's daily, for others once a month.'

All Hair Care products cleanse without degreasing, they support normal emulsion production, both quantity and quality. In addition, the scalp remains breathable (no occluding silicones or wax layers) and the Hair Care products contain additional nutrients for the proper functioning of the scalp.

The minerals from the crystals are familiar to the body, both in terms of quantity and ratio. The composition of seawater is quite similar to the composition of our body fluids.

In addition, salt crystals have the ability to channel and drain energy through themselves. The Sea & See products drain tensions around the head area and 'atmospheres' that linger in the hair. Emotions or tensions stored in the scalp or muscles around the head are also cleansed and drained layer by layer.

After a while, your scalp becomes softer and more supple, benefiting blood circulation.

Washing more often

'Washing more often can be done without any problems, even daily. By athletes, for instance, or if in the beginning the hair emulsion production is very high. Alexandra: 'I always advise spreading the hair emulsion well over the hair first, all the way to the ends. It's as if the scalp has sensors that register whether the hair is protected everywhere. Only wash the hair after distributing the emulsion. Then, using the tools developed for this purpose remove the excess hair emulsion. More on this later.'

Washing less often

Alexandra: 'Occasionally, I recommend washing the hair less often, for instance if there is a slight headache at first due to the release of tension or emotions. This is temporary. Or if emulsion production is very low. This may be due to the sealing layers on the scalp left behind by shampoos but also due to age. Then I recommend washing with water only and brushing well, letting the hair get 'greasy' first so it is protected and only then washing with one of the Hair Care products. Eventually, washing with just water (water only) is also among the options.'



Choosing from Hair Care products

Sea & See has four different hair care products:

Original is Sea & See's basic hair wash product. Besides its general effect, Original can be used in the phase of switching to non-greasy hair care. Also a fine basic care after this phase.

Repair Besides its general effect, Repair contributes to good nourishment of the hair. Through a good supply of nutrients can activate the natural ability of hair repair can be activated. This benefits resilience and suppleness as well as natural shine.

Vitality stimulates your hair from the inside out. build well-developed and strong hair. Healthy and strong hair shines and is easy to comb.

Sensitive gently cleanses the hair and scalp. gently. In addition, it supports sophisticated perception of the hair and the scalp. This increases your ability increase in well-tuned personal hair care.



HAARWASMIDDELEN



THE SEA & SEE HAIR CARE PRODUCTS

the general effect

They purify and nourish the hair and scalp.

They also have a soothing effect on irritated or restless scalps.

The nutrients support the health of the hair.

When the head area is overstressed, washing with the Hair Care products has a calming effect.

Washing with Sea & See hairwash detergent

In the shower, prepare a cup with a level teaspoon of hairwashing detergent.

Wet your hair and fill the cup with shower or bath water.

Immediately distribute the liquid over your hair.

- Hold the cup just above the head and pour the saline solution over the head.
- Turning the cup over and placing it immediately on the head, by moving slowly over the head you spread the liquid.
- Some people like to work with a water bottle in order to disperse the liquid

Give the scalp the most attention, dissolved salt ions easily distribute through wet hair via moisture. (By comparison, when cooking rice, there is no need to put salt on every grain. The salt ions spread quickly through the moisture to the other grains and also to the moisture inside the rice grains). Massage your scalp if you feel comfortable doing so.

Leave for a while, then rinse well.





Packaging

Sea & See Hair Care and In Between products are packaged in vials made from sugarcane, a 100% plant-based renewable resource.

Sugar cane is undemanding, binds CO₂ from the air as it grows and requires little water. No fossil fuels are needed to produce the vials of Green PE from sugarcane, the energy is obtained from the plant fibres themselves. The result: one tonne of Green PE binds up to 3.09 tonnes of CO₂.

The material is reusable and highly recyclable and can be integrated into the existing recycling system. This makes it resource-saving and sustainable at the same time.

The Sea & See refill packaging is fully compostable and can be disposed of in compost waste. It has all the official seals of approval required for this purpose. The outside of the refill pack is made of PaperWise paper which is stamped with home-made vegetable ink from vegetable indigo, arabic gum and water.

Oily hair 😞

Almost everyone who stops using shampoo or other degreasing hair care gets an overproduction of hair emulsion. Oily hair.

Alexandra: 'I try to invite people to look positively at their hair emulsion (hair grease). Hair emulsion comes completely clean from the scalp and has all the qualities to keep your hair and scalp in top condition. Supple, protected and shiny. It gives specific tailor-made protection, in every situation the tuned appropriate protection for your hair. Something to be grateful for.'

Your hair's growth process also benefits from non-greasy hair care. The hair follicles, from which hair grows, belong in a bed of hair emulsion. By degreasing the hair and scalp year after year, a lot of energy and nutrients go into the overproduction of hair emulsion. The overproduction results in depletion, causing the quality to deteriorate.

It takes time for the hair emulsion to regain its refined quality after stopping shampooing. At first, there is too much hair emulsion, this emulsion is heavy, sticky and poorly distributed on the hair. Refined hair emulsion spreads well and easily over the hair, even between the cuticles and does not itch. It is not visibly present but tangible. It ensures beautifully shiny and protected hair and a protected scalp in which healthy hair growth can be established.

Microfibre

Although the emulsion is not of good quality right from the start, it is important to distribute your hair emulsion well over your scalp and hair from day one.

The protective layers of the shampoo come off and in its place is your hair emulsion.

You can remove the excess hair grease with the In Between tools. These are made of microfibre. Microfibre consists of hollow fibres that, when slightly damp, 'soak up' grease and dirt inside the hollow fibre. The shape and diameter of the cavity in the fibre affects how the fibre works.

The grease absorbed in the hollow fibre only goes out again when the fibre comes into contact with soap. Cleaning with soap can be done with warm or cold water. Towels and dusters are 'full' after every use and in need of a wash.

Salt crystals clean naturally. In addition, salt crystals are able to absorb energy and channel it through them. Salt crystals together with microfibre that attracts dirt and grease to itself form a powerful working combination to clean and refresh the hair and head area.





Towel Microfibre

Towel Microfibre is the most powerful remover of excess hair grease. The towel can be used in two ways:

- Wash the hair and dry it with this towel after washing.
- Slightly moisten the towel with warm water and wash the hair with it.

Alexandra: 'I hesitated whether to market the microfibre products. They are not made of natural materials. But thanks to these tools, many people will be able to switch to eco-friendly hair care, saving a lot of chemicals, silicones and plastic bottles in the environment.'

'With all the pros and cons listed, I still think it is a positive contribution. I hope there will be an eco-friendly variant soon.'

Towel Combi

Towel combi is a cotton towel that has a microfibre insert.

After washing your hair, dry it with the microfibre part of the towel, removing excess hair emulsion and any loose layers and dirt. Dry the rest of your body with the cotton part.

Useful in the changeover phase, but also for afterwards. Practical for athletes as there is no need to carry a hair wash.

Microfibre in the wash (can be washed up to 60°)

Never wash microfibre with a fabric softener. Fabric softener is absorbed into the hollow fibre so that it is already full before use. They will eventually absorb neither fat nor water.

Microfibre in the tumble dryer

Microfibre should not be tumble dried because the hollow fibre can melt at too high a temperature. The fibre then loses its fat and dirt absorbing capacity..



The Dusters



Last in the line of aids in switching to non-degreasing tools: the Dusters. Besides helping with switching, they can be used to quickly and easily freshen the hair in between and cleanse the main area of atmospheres, tension and other undesirable energies or (food) odours. They come in several varieties, microfibre, cotton, organic cotton and are used in combination with the Duster Brush.

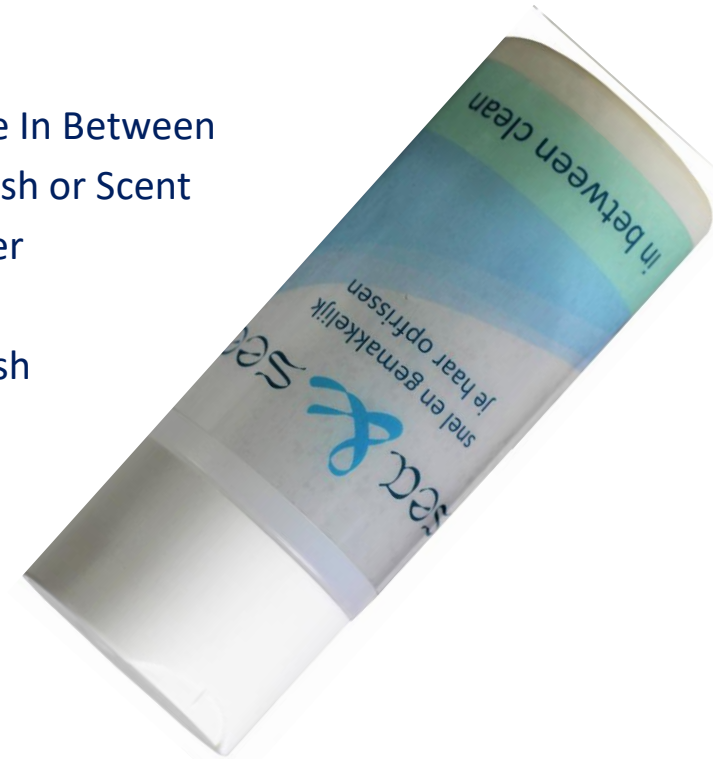
Alexandra: 'After brushing out your hair with your trusty brush, you can use the dusters to easily and quickly clean or freshen your hair in between. For this, use the duster together with the In Between Care products Clean, Refresh and Scent developed for this purpose.'



Slightly moisten Duster
Microfibre and place it over
the brush.

Drizzle some In Between
Clean, Refresh or Scent
on the duster

and the brush
is ready
for
use.



Intensive cleaning

Because the hair comes into intensive contact with the duster via the brush, dusters are a powerful and effective tool in switching to non-degreasing hair care.

Microfibre

The microfibre duster is capable of removing excess hair grease from the hair. In addition, it also absorbs dirt. The nice thing about dusters is that you can work very locally. With the dusters it is possible to degrease only those parts of the hair that are too greasy. You leave the dry parts of the hair alone.

Cotton

Cotton dusters are not capable of removing excess hair emulsion. They are, however, great for refreshing hair without long drying time. Fine for e.g. going to bed fresh, removing your hair gel, etc.





The general effect of In Between

The In Between Care products take away dirt and dust in a mechanical way. Thus, without long drying time, it is possible to refresh the hair easily and quickly in between. It provides more shine. They can be used to (energetically) start the day or night fresh and make switching to lo-poo or no-poo easier. The In Between products nourish your hair with ocean minerals and herb

The specific operation

Clean

Clean is a powerful switching aid, it removes excess hair emulsion without degreasing the scalp, a rewarding aid when switching to non-degreasing hair care. (Then use a microfibre Duster)

Refresh

Refresh has a clarifying and invigorating effect in the head area. Fine as a personal care for agitation around your head area.

Scent

The fragrance present in Scent aims to refresh the hair odour. After use, the hair scent is neutral.



A little smuggling

Sometimes you can't get away from it. You are expected to look presentable. And that while you are in the middle of the changeover phase. Washing with shampoo is quite a few steps backwards, which would be a shame.

Smuggle smartly then.

At least make sure the scalp is not degreased or as little as possible. If you do use a degreasing agent, prefer not to use shampoo because this will put sealing layers around your hair again, use soap or washing-up liquid.

Tips:

- Using cotton duster or a flannel, dip it in a bowl of warm water in which a small amount of soap has been dissolved and remove excess emulsion where necessary.
- Blow-dry the hair so that the hair grease becomes a little smoother and distribute your hair emulsion well. Slightly moisten a microfibre cloth with hot water. And use this to remove the excess grease from the hair.

An aerial photograph of ocean waves with white foam, viewed from above. The water is a deep blue-green color, and the foam is bright white. The waves are moving from the top right towards the bottom left.

The scalp

Sea & See has several products in its range that support, nourish and stimulate scalp function.

With Head **Sebum** Care, you support emulsion production and help refine emulsion quality.

With **Scrub** you clean the scalp and stimulate scalp functions.

The **Scalp** Brushes stimulate circulation and help to remove old layers of wax or silicone from the scalp.

Scalp care

Slowly but surely, the ocean minerals that are part of all Sea & See products drain tension and stored emotions away from the scalp area. From the hair, skin and muscles.

As a result, tension is reduced and the tissues become softer and more resilient. The scalp becomes looser around the head.

As a result, the blood vessels have more space and nutrients can be better supplied and waste products better disposed of.

This benefits scalp functions and thus hair. A healthy well-functioning scalp is a prerequisite for a shiny bunch of vigorous and lively hair.





Mineral Scrub

Mineral Scrub can be used as needed between uses. As an extra boost for the scalp, but also to give your scalp some extra attention. During the switching process, Scrub removes the wax and silicone layers that cover the scalp.

Use Scrub after washing with a hair detergent. Washing with just Scrub is also possible.

Mineral Scrub can be used

- to remove old silicone and wax layers from your scalp
- to support the function of your scalp
- as nourishing care for your scalp
- when there is a need for scalp purification
- to support your hair care
- in case of agitation around the scalp area

Tip

Had a (too) busy day or lots of worrisome thoughts? Take some time out for a scalp Scrub.

Sebum Care

Do not use Sebum Care in the initial phase of switching. Only when the production of hair emulsion has calmed down does it make sense to start supporting the quality of the emulsion.

Use Sebum Care after washing the hair with any of the hair-washing products. Washing with only Sebum Care is also possible.

Sebum can be used to

- optimise sebum quality
- stimulate a refined sebum alignment
- make the switch to hair care without degreasing easier
- complement your lo-poo or no-poo hair care regime



Scalp brush Soft and Firm

Both scalp brushes Soft and Firm can be used from the beginning of the conversion process. They help remove old silicone and wax layers. They also stimulate the circulation of blood in the scalp and thus the removal of waste products and supply of nutrients.

The soft brush is best suited for dry use. The firm brush can also be used wet. The plant fibres then soften.





Afterword

I wrote this e-book to help you switch to natural hair care. It is not meant to be a manual for all products.

On the site, you will find more information on how and when to use or clean the products in the product descriptions.

Should any questions remain after reading this e-book, they are most welcome. Tips from your own experience or additions to this e-book are also welcome. Mail your question or comment to info@sea-and-see.com

Warm regards,
Alexandra

sea & see

ingrediënten lijst

haarwasmiddel

Original	puur Atlantisch zeezout~, zoethout*, gras~, ceder*, cashewnoot*, goudbloem*, zeewier~, en rode sandelhout
Vitality	puur Atlantisch zeezout~, zoethoutwortel*, gras~, goudbloem*, zeewier~, jeneverbes*
Repair	puur Atlantisch zeezout~, zoethoutwortel*, calendula*, zeewier~, algen~, gras~ sandelhout*, ceder* cashewnoot*
Sensitive	puur Atlantisch zeezout~, zoethoutwortel*, calendula*, zeewier~, gras~, vlas*, sandelhout*, ceder* cashewnoot*
Ocean Fun	puur Atlantisch zeezout~

In Between

Clean	puur Atlantisch zeezout~ en tijm*
Refresh	puur Atlantisch zeezout~ en citroen*.
Scent	puur Atlantisch zeezout~, citroen*, komijn*, muskuszaad*, kamille*.

hoofdhuid

Scrub	puur Atlantisch zeezout, ceder* en sandelhout
Sebum	puur Atlantisch zeezout, ambrette zaad olie 1e koude persing

* biologische kwaliteit, ~ wild

OCEAN MINERALS

your haircare

