



RENEWING SCALP CARE

SCALP MASSAGE RITUALS



SELF-CARE STARTS WITH SCALP RITUALS

Have your clients ever asked what causes a flaky scalp or if they should be using a scalp moisturizer? Chances are, probably not. Many people are downright obsessive about their facial skincare (and have a vanity full of moisturizers, creams, and serums to prove it) yet neglectful of the skin on their scalp.

It's important to note that there are a few differences between the scalp and facial skin: The scalp is thicker, with five layers instead of three, and has more oil glands and hair follicles. So while you should give your scalp the same obsessive level of attention you give your face, you won't be using the same products for both. Designed with the scalp's unique needs in mind, the **Alterna Renewing Scalp Care** collection is a vegan scalp treatment system that includes:

- **Scrub-to-Foam:** A clinically tested transformative vegan scalp exfoliator and shampoo that gently cleanses and exfoliates the hair and scalp to remove buildup, leaving the scalp feeling calm, soothed, and hydrated
- **Leave-On Treatments:** A clinically tested lightweight and fast-absorbing vegan scalp treatment
 - **Hemp** treatment leaves the scalp feeling moisturized and less dry.
 - **Peppermint** treatment maintains scalp moisture balance.

SCALP CARE BEST PRACTICES:

Just like skincare, scalp care varies from person to person — but everyone can benefit from these universal care rituals:

1. SCALP CLEANSING

Regardless of scalp type, using an Alterna shampoo or Alterna Renewing Scalp Care Scrub-to-Foam on a regular basis helps remove buildup of products and excess scalp oil.

2. SCALP EXFOLIATION:

Using Alterna Renewing Scalp Care Scrub-to-Foam removes excess sweat and oil that build up over time. Scalp exfoliation is especially important if you don't brush your hair regularly.

3. SCALP HYDRATION

Maintaining a moisturized scalp helps prevent dryness and itchiness. Using Alterna Renewing Scalp Care Leave-On Treatment leaves the scalp feeling moisturized.

Whether at the salon where Alterna empowers stylists to create experiential, transformational moments or while treating at home, Alterna is an essential ritual for people who value self-care and the freedom to express themselves. Keep reading to learn how to get the most out of the Alterna Renewing Scalp Care collection — and give your clients a more luxurious haircare experience.





PROFESSIONAL BACKBAR SCALP SCRUB RITUAL

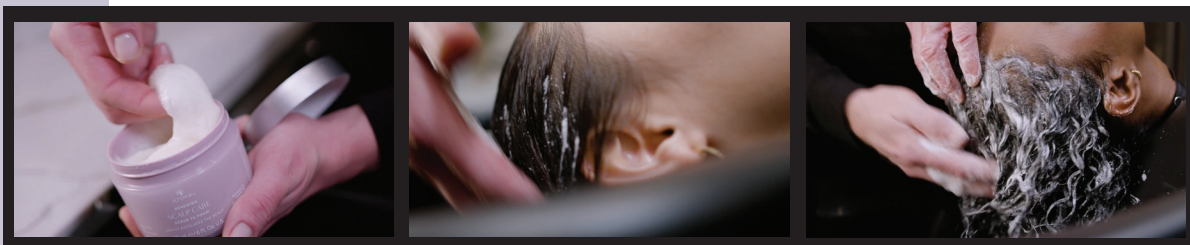
STEP 1 :

Place your hands on either side of your client's scalp. Ask them to take a deep breath; as they exhale, slowly press your hands together with a gentle compression stroke. Repeat 2 times (this should take approximately 15 seconds). This technique helps your client focus by bringing their ahh-wareness into the body.



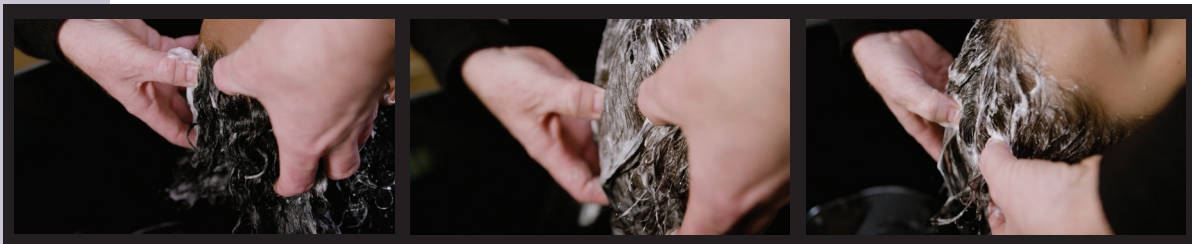
STEP 2 :

Apply **Renewing Scalp Care Scrub-to-Foam**. With all fingers except your thumbs, use a gliding back-and-forth motion to massage the scalp. Concentrate on a small section of the scalp for approximately 5 seconds before moving on to another area. Repeat until you have covered the entire scalp. This technique helps with scalp exfoliation and stimulating surface circulation.



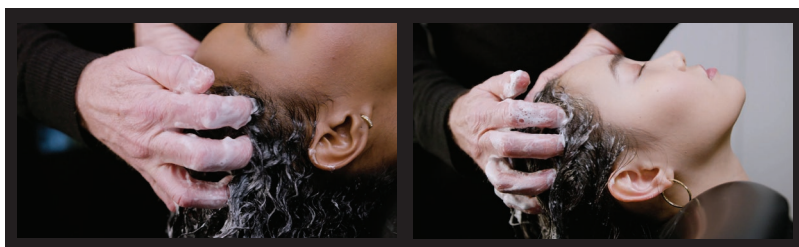
STEP 3 :

Massage the scalp using a pinching technique with the thumbs. Start along the hairline at the midline with your thumbs facing each other about 1 centimeter apart. Press your thumbs together, lifting the scalp tissue. Release and move your thumbs along the midline. Continue the technique along the midline until you reach the back of the head. Repeat the technique with 4 more lines (2 on each side of the midline) to cover the entire scalp. This technique relaxes muscle tissue and stimulates surface circulation.



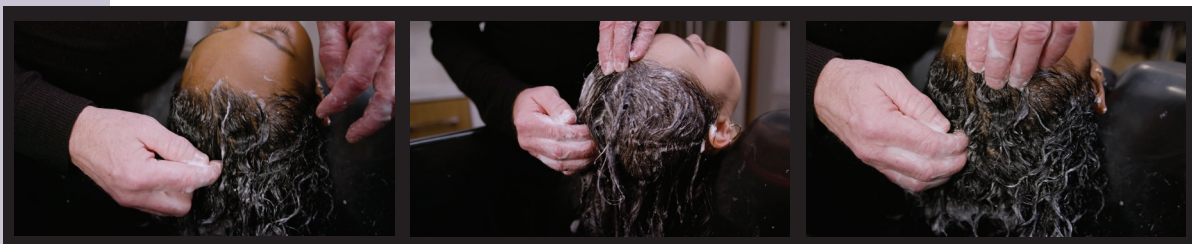
STEP 4 :

Using the palm of one hand while stabilizing the head with the other hand, massage the scalp with circular motions. You can remain in one spot to move the tissue (the tissue moves with your hand), then follow with circular gliding motions (your hand moves over the tissue). Repeat until you cover the entire scalp. This technique relaxes muscle tissue and exfoliates.



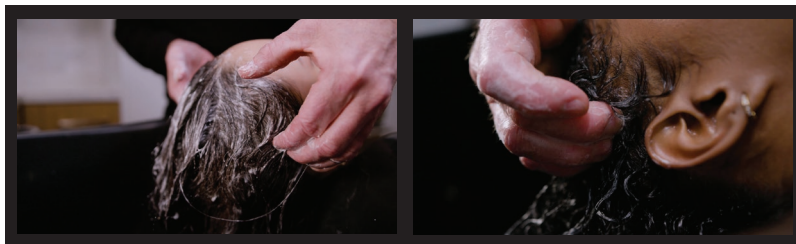
STEP 5 :

Massage the GV21 (Governing Vessel 21 or One Hundred Meeting Point), located at the crown of the head, using circular friction motions. Massaging this point, a converging area of the subtle energy of the body in the head, can calm the mind and help with focus.



STEP 6 :

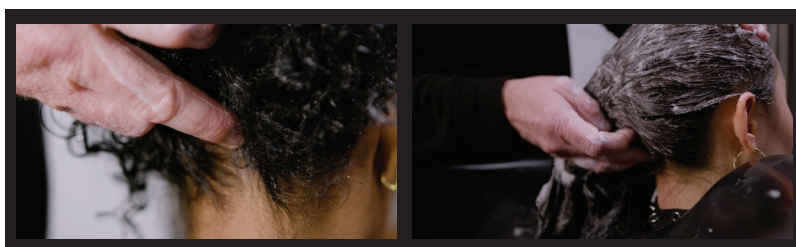
Massage the GB8 (Gall Bladder 8 or Leading Valley Point), located a finger's width above the top of ear, using circular friction motions. Massaging this point can calm the mind and help alleviate headaches.



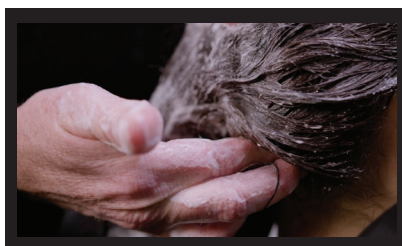
STEP 7 :

Massage the pressure points along the occipital ridge with circular friction motions for 1 minute.

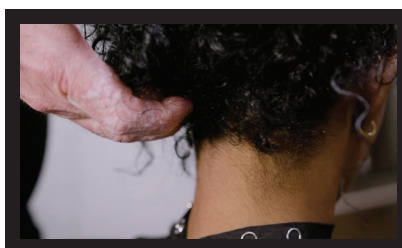
POINT 1: GV16 (Wind Mansion), located along the midline at the occipital ridge posterior to the external occipital protuberance. "GV" means governing vessel, the main energy channel that runs up along the midline of spine.



POINT 2: B10 (Heavenly Pillar), located one finger's width lateral to the GV16 on either occipital ridge. "B" means bladder meridian side of the occipital ridge.



POINT 3: GB20 (Heaven's Gate), located one to one and a half finger's width lateral to B10 on either side of the occipital ridge. "GB" means gall bladder meridian.



These points are among the most important areas of the body to massage. From an energy perspective in Chinese medicine, B10 and GB20 are exit points for energy from the head. The bladder and gall bladder meridians both begin in the head, then exit the head at these points to work their way down the back side of the body to the feet. As many of us spend much of our waking hours thinking, working these points can help get energy that may be stuck in the head moving more efficiently along the channels.

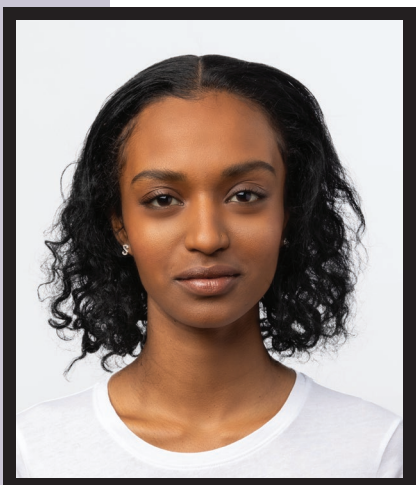
In addition, there are multiple muscle attachments along the occipital ridge so working the entire occipital ridge including these specific points can help loosen muscle tension through the head, neck, and shoulders.



BEFORE



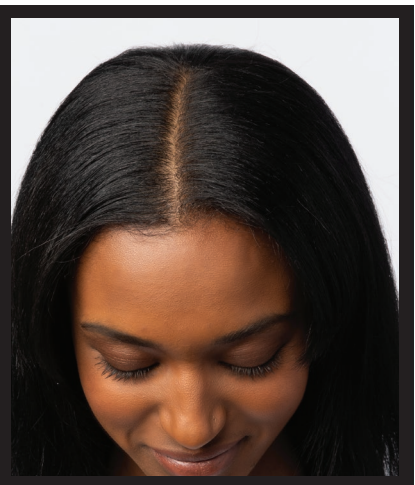
AFTER



BEFORE



AFTER





SELF-CARE PEPPERMINT RITUAL

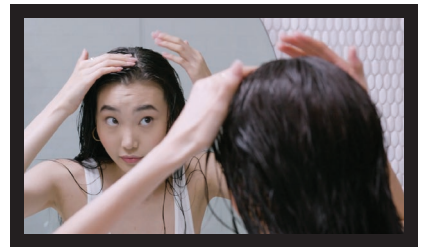
STEP 1 :

Apply **Renewing Scalp Care Peppermint Leave-On Treatment** to the scalp and spread the product into the scalp using vigorous circular friction motions.



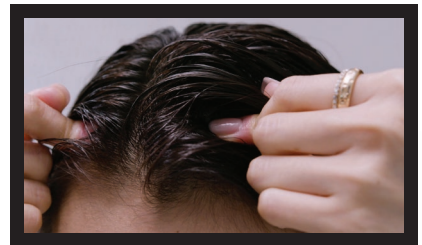
STEP 2 :

Use a tapotement or tapping technique to stimulate the scalp. Spread the fingers apart, then flex the fingers and thumbs together to gently tap the scalp. Repeat this technique rapidly to cover the entire scalp.



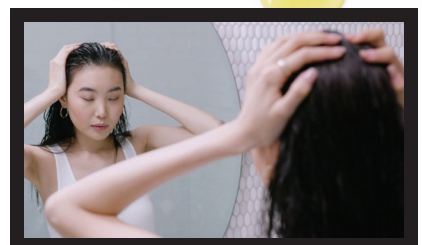
STEP 3 :

Starting at the midline of the hairline, place the index fingers about 1 centimeter apart and pinch the fingers to gently lift the scalp. Repeat this technique rapidly 8 to 10 times to move to the back of the head. Hold the "pinch" briefly for a half-second before moving to the next spot. Then repeat this pinching technique on the left and right sides of the scalp, moving from the hairline to the back of the head. This technique is stimulating and loosens muscle tissue.



STEP 4 :

Place your palms on either side of the head. Take a deep breath and gently press the hands together to compress the scalp.

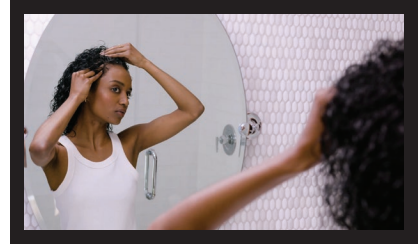




SELF-CARE HEMP RITUAL

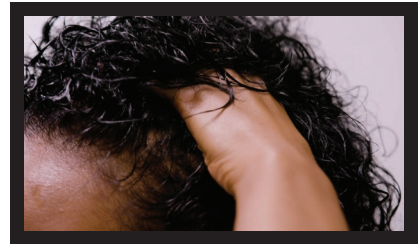
STEP 1 :

Apply **Renewing Scalp Care Hemp Leave-On Treatment** to the scalp and spread the product into the scalp using slow circular friction motions.



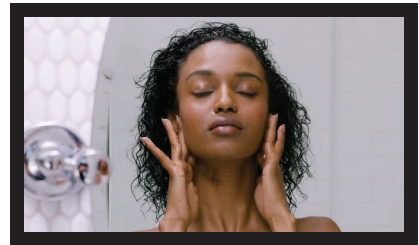
STEP 2 :

Place your palms on either side of the head. Massage the scalp with your palms until you reach the top of the head and your fingers interlace. Repeat this motion slowly to cover the entire scalp.



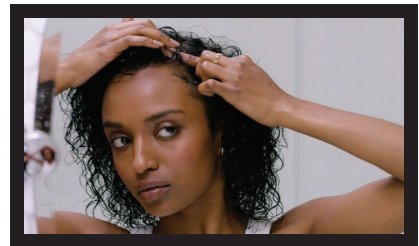
STEP 3 :

“Scissor” the ears 3-5 times by placing index and middle fingers on either side of ear and massage up and down.



STEP 4 :

Starting at the midline of the hairline, place the index fingers about 1 centimeter apart and pinch the fingers to gently lift the scalp. Repeat this technique slowly 8 to 10 times to move to the back of the head. Hold the “pinch” for 1 to 2 seconds before moving to the next spot. Repeat this pinching technique on the left and right sides of the scalp, moving from the hairline to the back of the head.



STEP 5 :

Place your palms on either side of the head. Take a deep breath and gently press your hands together to compress the scalp.

