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HAIRCARE AND BEYOND
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Health conscious consumers are today increasingly demanding haircare products made from natural materials. The challenge to manufactures has been to find natural materials that possess the necessary strength and durability. Amongst the most promising materials to meet these criteria is cellulose acetate or "nature's plastic." This is because it is derived from vegetable matter, cellulose, which has served as a base of manufacture of a range of natural plastics as far back as 1863. These plastics revolutionized day to day life and made possible the development of products such as the telephone, television, and motor cars. Today, sheets made of cellulose based nature's plastic are being used to produce cosmetic and haircare products that are environmentally safe and yet extremely effective.

Production of Cellulose Acetate

Cellulose is a naturally occurring organic compound and the chief constituent of the cell walls of higher plants. It comprises as much as one-third of all vegetable matter in the world. However there is considerable plant to plant variation in the cellulose content. For example, oven-dried cotton contains as much as 90 percent cellulose while an average wood has about 50% cellulose.

In spite of its wide distribution in nature, cellulose for the commercial production of cellulose acetate sheets is obtained primarily from short fiber of cotton seed or cotton linters. The production takes place in several steps, always under very strict control. The cotton linters are first steeped in organic acids, made into solid form, and then ground into a powder called "cellulose acetate flake" The flake is then mixed with a plasticizer, pigments or dyes, UV absorbers, and other stabilizers. Finally, the material is shaped into granules, strips, sheets or blocks to be used for Commercial products.

Properties of Cellulose Acetate

Cellulose Acetate has unique properties that make it the ideal material for applications such as combs, brush handles, barrettes, and spectacle frames:

- High durability, toughness, and impact resistance
- Capable of unlimited variations in color and tint, including water-white transparency, that permits enormous creativity for designers;
- Easy to shape, cut and contour. The ability of Cellulose acetate sheets to be easily cut is particularly noteworthy for high quality comb production: Sawcut Cellulose Acetate combs have none of the burrs or seams of molded plastic combs that can damage the hair.

Cellulose Acetate is ecologically safe

Consumers today are paying increasing attention to the environmental impact of the materials from which commonly used products are made. It is important to note that products made from Cellulose Acetate do not harm the environment in any way. Because Cellulose is a plant matter, Cellulose Acetate sheets possess all the ecological characteristics of wood. Thus, if the material is burnt, the vapors and ash generated are similar to burning wood. If put into a landfill, Cellulose Acetate products will decompose biologically over time. Like other natural products, Cellulose Acetate products do not cause allergic reactions in users. Thus, nature's plastic has the ideal combination of qualities for today's discerning consumer.

THE IMPORTANCE OF GOOD HAIRCARE PRODUCTS

Good haircare products are essential to ensuring that the cuticle remains undamaged. The simple action of running a comb through the hair can roughen the cuticle if the teeth or bristles have jagged edges or pointed burrs. The truth is that while most of us spend lavishly on shampoos, gels, and hair tonics, we rarely invest more than a dollar on a comb or a few dollars on a hairbrush. Yet a cheap, poor quality comb can, in a very short time, undo all the time, effort and money spent at hair salons. It makes excellent sense to select our hair combs and brushes with the same careful attention that we give to choosing our hairdresser or our shampoo.

SPEERT COMBS

Speert combs are 100% handcrafted in Switzerland, a country most noted for its precision craftsmanship. Our Combs are not only the finest material available, the handcrafted process produces the absolute finest comb in the world. Why would you consider using anything else when this quality product is available to you for less than \$10.00 retail.

SPEERT quality since 1792

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