



Healthy Hair

By Jennifer Mary Marsh, John Gray, Antonella Tosti

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Hair health is a core benefit of products produced for consumers by the cosmetic industry, and more than 70% of women claim to want healthy hair. However, there is very little clarity in the industry as to the meaning of healthy hair in a consumer context and the technical factors that control what the consumer perceives as hair health.

Providing updated information on how to prevent and restore hair damage, *Healthy Hair* characterizes the clinical, physical, and chemical properties of healthy hair. Factors that control a woman's perception of healthy hair are described, and how these factors link to the fundamental biology of the hair fiber are explained, as well as insults to hair, such as brushing, coloring, and UV exposure. The influences of different products on hair health are discussed, and methods used to measure healthy hair at the molecular, single-fiber, and consumer levels are described. Hundreds of high quality color pictures illustrate the most important clinical, dermoscopic, and microscopic characteristics of both healthy and unhealthy hair.

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Editorial Review

From the Back Cover

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About the Author

Dr. Jennifer Mary Marsh gained an MA (Hons) in Chemistry (First Class) and a PhD for work on "Gold Cluster Chemistry" from the University of Oxford, UK. After working as a Post Doctoral Research Assistant at Texas A&M University, USA, she joined Procter & Gamble Ltd, UK, in 1995. She became a Senior Scientist with the company in 1998 and Principal Scientist in 2003, working as leader of oxidant technology development programmes for hair colorants. In 2007 Dr. Marsh became Principal Scientist at Procter & Gamble, US, where she continues to lead both oxidant technology development programmes for hair colorants and the hair structure understanding group. In 2009 she became a Research Fellow at Procter & Gamble, US, and leader of technology development for hair care. From 2009 to 2011 she was Associate Adjunct Professor at the University of Cincinnati. Dr. Marsh is the recipient of various awards, including the Royal Society of Chemistry Teamwork in Innovation Award, 2009, and the most innovative paper award at the SCC cosmetic conference, 2010. She has published more than 30 papers in peer-reviewed scientific journals and has submitted 13 patent applications.

John Gray MBBS, MRCP is Medical Advisor at Procter & Gamble Beauty and Grooming.

Antonella Tosti is Professor of Clinical Dermatology at the Miller School of Medicine of the University of Miami, US. She is also well-known in Europe as she was Professor of Dermatology at the University of Bologna for 20 years. Her research involves hair, nail and cosmetic disorders. She is member of many dermatological societies including the ADA, AAD, EADV, WDS and ISD. She is author of more than 600 publications and 20 books, several of them very successfully with Springer.

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