



The pH Scale for Beauty Pros

Chapter: Basics of Chemistry

The pH scale runs 0 to 14. Seven is neutral. Below 7 is acidic; above 7 is alkaline. Hair and skin are naturally acidic (about 4.5 to 5.5).

Acidic (below 7) - Closes and smooths the cuticle, adds shine - conditioners, toners.

Neutral (7) - Pure water; neither opens nor closes the cuticle.

Alkaline (above 7) - Swells and opens the cuticle so product can enter - permanent color, perms.

Hair and skin - Naturally acidic, about 4.5 to 5.5 - products are designed around this.

Oxidation - A chemical reaction used on purpose in haircolor and developer.

Safety - Read the label and SDS, wear gloves, ensure ventilation, and never mix products the label does not allow.