

Thursday 12 May - Water and Beauty

Many families especially enjoy the benefits of soft water for their daily grooming and beauty routines. Even if soft water does an excellent job of beautifying skin and hair from the outside, it is also important to remember that what happens on the inside of your body has a great deal to do with how you look on the outside. Cleaning with soft water and drinking plenty of it will help you maintain a beautiful glowing skin, your body hydrated, and hair that is manageable, at its true color, and smooth with a lustrous shine.

Hard water doesn't clean as well, and it requires the use of more shampoo to get hair clean and more soap to get skin clean. Calcium and magnesium (hardness): Mixed with soap and shampoo, these chemical elements form a film on the skin and scalp, which retains dirt and can promote bacterial growth, or lead to redness, irritation and dryness of the skin. Also, hard water can leave behind minerals in the hair that can alter its true color. When coloring your hair, those going from darker to lighter shades may find that their hair turns an orange color if they use hard water.

Municipally treated water and water drawn from wells may still have many aesthetic problems (taste, color, odor, etc.) or have excessive levels of hardness or chlorine. These are but a few of the problems that can affect our water. Pesticides, herbicides, lead, arsenic, parasites, protozoa and other contaminants also threaten the quality of your water.

Why take a chance? Fix it before it becomes a health or beauty problem. A simple chemical analysis will reveal the types and concentrations of contaminants found in your home environment.

Soft water is an asset to your beauty and grooming routines and can be beneficial for many other daily activities, such as drinking, cooking, cleaning, and laundry, in your home as well. For more information on water softening and its benefits (or other water treatment options), you can contact us at 1-866-668-9300 or log on to our web site at www.chateaudeau.ca

References: Consumer Report, Water Review: A publication of the water quality research Council, Volume 8, #4, 1993.

