

Volcanic materials making hair softer and smoother

[LIV Health](#) 3 weeks ago



Here at LIV HQ, we're always looking for new ways to make our hair feel softer and smoother. So we were pretty excited to hear about an innovative range of products that are using post volcanic minerals from a remote region in Japan to do just that.

EVY PROFESSIONAL is a range of professional hair styling tools featuring a unique 33-mineral blend technology from Japan designed to hydrate your hair without having to stick your head in an active volcano!

How does it work?

It's probably not something we'd recommend trying to make yourself at home! Put as simply as we can, the ionic generating minerals have been infused into the hair tools to help hydrate and strengthen the hair as you style. The various products impart negative ion and infrared energy to break

down water molecules and penetrate deeper into the hair follicles for extra hydration and less damage.

The brand has now teamed up with Price Attack, one of Australia's largest retailers of professional hair care with 75 stores nationwide, to ensure more people are able to access their innovative range including brushes, hairdryers and straighteners.

What do the experts say?

Apparently the locals in remote Japan have enjoyed the benefits of strong, healthy hair and youthful skin for centuries.

Closer to home, Stacey Van der Zalm, stylist at Marion Price Attack, WA, said she loves the EVY range and as someone that uses heat styling tools everyday, she doesn't hesitate to recommend them as her first choice.

"Since I have started to use the EVY iQ-OneGlide and the BOSS Dryer on myself, I can honestly say my hair has felt softer and smoother," said Stacey.

"I can definitely see a difference in the health of my hair and my clients compared to when I used my previous styling tools. EVY professional has become an everyday staple for me and I don't think my hair has ever looked shiner!"

If you want to give the EVY PROFESSIONAL range of haircare products a go, you can find your [nearest Price Attack store here](#) and make sure you let us know what your hair thinks!

Sign up to receive our weekly e-newsletter

Sign up to receive our weekly e-newsletter for all the latest health and wellness news and features delivered direct to your inbox.

Tags: [australia](#), [beauty](#), [evy professional](#), [hair](#), [hair products](#), [hair styling](#), [hairdresser](#), [health](#), [japan](#), [price attack](#), [volcano](#), [wellness](#)