

## The No Poo Method ebook email

I have 3 emails here. The first 2 are very similar. The 3<sup>rd</sup> one is copy & paste from the sales page. Use whatever you think will work.

- The Biggest No Poo Mistakes (←if your audience doesn't know "no poo", you can say "natural hair care")
- The Top 5 Myths of No Poo (←if your audience doesn't know "no poo", you can say "natural hair care")
- How long could you go without shampoo?

Sign up for affiliate here <http://thenopoomethod.com/affiliates/>. Images are there as well.

I highlighted "The No Poo Method ebook" so you can add your affiliate link in there.

**Coupon Code: Optional if you want to include it. 30% off with code nopoo30**

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**Option #1**

**Subject: The Biggest No Poo Mistakes (←if your audience doesn't know "no poo", you can say "natural hair care")**

There are an average of 15 toxic chemicals in a bottle of commercial shampoo. These chemicals have been linked to cancer, allergies, fertility problems, autoimmune disorders, and hormonal disturbances. But what can you do about it? The answer is no poo.

## What Is No Poo?

"No poo" simply means that you don't use commercial shampoo. Natural, nourishing, healthy ingredients are what make natural, nourished, healthy hair. The idea that your hair needs chemicals to be healthy is crazy! And frankly, the commercial shampoo marketers are genius to convince us of that.

## Mistake #1: Too much baking soda

Baking soda is the most popular no poo wash. But too much, too often will damage your hair. And it will damage it quickly. How much you need will vary from person to person.

- **Paste method, baking soda:** Put 1/2 to 1 tablespoon in my palm and then massage that into your scalp.
- **Spray method, baking soda:** This method is more popular. Mix about 1 tablespoon of baking soda in about 1 cup of water. Store in a spray or squirt bottle (non-plastic is best). This amount is 1-3 applications (depending on your hair).

For either method, be sure to focus the application of the baking soda to your scalp, not the shaft of your hair. Rinse completely.

It's important to follow the baking soda wash with an apple cider vinegar rinse to balance the pH levels (read more about pH balanced hair care in [The No Poo Method eBook](#)).

- Mix apple cider vinegar with water and store in a spray bottle (1 part vinegar to 3 parts water). You can adjust to your needs. Some people use as little as 1 tablespoon of vinegar per cup of water. But more than a 50/50 ratio is not recommended.

- Spray generously on your hair focusing on the ends, let sit for a minute or two, rinse. The vinegar smell is gone before your hair dries. If you are worried about the vinegar smell, you can add essential oils to the mix.

**Too much baking soda will damage your hair.** If your hair becomes dry or damaged from using this method, then you are using too much baking soda, too often.

## **Mistake #2: Using the wrong method for your hair type**

The phrase “*the* no poo method” is a little misleading. There isn’t just one no poo method; there are lots of different methods. When I say “no poo”, most people think of the baking soda and apple cider vinegar method. However, I could interview 100 no poo-ers and there is a good chance that not a single one of them follow the same routine. Everyone has different hair needs and wants different results.

Many people start no poo with great intentions but quickly quit because they were using the wrong method for their hair type. Baking soda is not for everyone. A major factor in no poo-ing successfully is finding the right method for you by finding out more about your hair characteristics. The important characteristics are:

- Porosity
- Density
- Texture
- Curl Pattern

Find out more about your hair characteristics and needs here and in [The No Poo Method eBook](#).

## **Mistake #3: Not making it through transition**

If you have been using commercial shampoo for your entire life (and most of us have), your hair has a lot of buildup and toxins. It took a lifetime for you to accumulate it, it will take a while to get rid of it. It takes most people 1-6 months to fully detox their hair.

Many people that start no poo quickly give up because they think it isn't working for them. Actually, it's the transition phase that isn't working for them. Transition is hard and may take a long time. Most people that make it through transition never go back to commercial shampoo.

Check out [The No Poo Method eBook](#) for tips on transitioning.

## **Mistake #4: Thinking it's dandruff**

**Often it’s not dandruff.**

- Make sure you are rinsing your hair completely. Many of the products used in no poo are grainy. And if they are left in your hair, they could be mistaken for dandruff.
- Too much baking soda too often can and probably will damage your hair and scalp causing dryness. So try cutting back on the amount and frequency of baking soda.
- You can use a deep conditioner to combat a dry scalp.
- A big part of the transition period (my transition lasted 3 months) is your hair and scalp detoxing. Sometimes this results in products actually and physically being released from your hair. So you may just be detoxing (which is a good thing!).

**Sometimes it is dandruff.** Dandruff can be treated with anti-fungal products like honey, apple cider vinegar, or probiotics.

## **Mistake #5: Thinking your hair is falling out**

It is normal to lose up to 150 strands of hair a day. If you go a week in between washing, rinsing, and brushing, you will have a week's worth of fall out at once. Many no poo-ers think they are losing more hair, but really it's just they aren't shedding their hair everyday anymore through daily washes. So when they do wash, it comes out in bigger clumps.

Several things could cause losing hair:

- stress
- diet
- hormones / pregnancy
- thyroid problems
- transition / detox phase
- dry or damaged hair (but this usually results in hair breaking instead of falling out at the roots)
- seasonal changes (we lose more hair when it is hot outside)

Blood circulation helps with hair growth. So massaging and scratching & preening helps (yep, that's covered in [The No Poo Method eBook](#)). Eating omega 3's and drinking plenty of water reduces hair loss.

If you are experiencing larger amounts of hair loss, it is usually a result of stress and / or diet and you should seek medical attention.

## **So There You Have It**

Correcting one no poo mistake at a time! Try the no poo method for healthier, shinier, and more manageable hair that grows faster. I'm wishing you all healthy, happy hair!

For more information, be sure to check out [The No Poo Method eBook](#).

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### **Option #2**

**Subject: The Top 5 Myths of No Poo (←if your audience doesn't know "no poo", you can say "natural hair care")**

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## **What Is No Poo?**

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## **Myth #1: No Poo Hair Stinks**

It's toxic buildup that causes hair to have "that smell" between washes. And the first step to no poo hair care is to detox your hair from the toxic, synthetic ingredients from your shampoo. Once you get rid of that build-up, your hair in its natural state won't have "that smell" anymore.

Plus, you can still add yummy, delicious, intoxicating smells back into your hair care routine by using essential oils. Using essential oils in your no poo hair care routine is completely optional. Essential oils are great for your hair health and they smell great.

## **Myth #2: No Poo Hair is Dirty**

No poo-ers still wash their hair. They just use natural alternatives to commercial shampoo full of toxic chemicals. When someone uses a natural cleaner to clean their house, we still call it cleaning, right? So cleaning our hair with a natural cleanser is the same thing. It's still clean, but with a natural cleanser that nourishes, washes, and moisturizes hair.

## **Myth #3: Baking Soda is the Only No Poo Method**

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- Porosity
- Density
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- Curl Pattern

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## **Myth #4: No Poo Makes Your Hair Fall Out**

It is normal to lose up to 150 strands of hair a day. If you go a week in between washing, rinsing, and brushing, you will have a week's worth of fall out at once. Many no poo-ers think they are losing more hair, but really it's just they aren't shedding their hair everyday anymore through daily washes. So when they do wash, it comes out in bigger clumps.

Several things could cause losing hair:

- stress
- diet
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- thyroid problems
- transition / detox phase
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## **Myth #5: No Poo Causes Dandruff**

**Often it's not dandruff.**

- Make sure you are rinsing your hair completely. Many of the products used in no poo are grainy. And if they are left in your hair, they could be mistaken for dandruff.
- Too much baking soda too often can and probably will damage your hair and scalp causing dryness. So try cutting back on the amount and frequency of baking soda.
- You can use a deep conditioner to combat a dry scalp.
- A big part of the transition period (my transition lasted 3 months) is your hair and scalp detoxing. Sometimes this results in products actually and physically being released from your hair. So you may just be detoxing (which is a good thing!).

**Sometimes it is dandruff.** Dandruff can be treated with anti-fungal products like honey, apple cider vinegar, or probiotics.

## **So There You Have It**

Debunking the no poo myths one misconception at a time! Try the no poo method for healthier, shinier, and more manageable hair that grows faster. I'm wishing you all healthy, happy hair!

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### **Option #3**

**Subject: How long could you go without shampoo?**

## **What if I told you that you didn't need all those expensive, fancy products to have beautiful hair?**

What if I told you that you could go five, 10, 15, or even 20 days between washing your hair and your hair could be cleaner than ever before? What if I told you that you already have in your kitchen almost everything your hair needs to be healthy?

**Well folks, it's not a fantasy!**

All of those things can be achieved with a natural hair care routine called "no poo", as in "no shampoo". [This book](#) will empower you to find a natural hair care routine that works for you, at whatever level you want to take it. Are you ready to dive right in and ditch all your commercial hair products? This book will walk you through that process. Or do you just want to learn how to naturally nourish your hair with an occasional deep conditioner or serum? That's here, too.

## Why You Need *The No Poo Method* eBook

I know the process looks easy. A little baking soda, a splash of vinegar, and voila! your hair will be awesome!

### **But it's not that simple.**

Too much baking soda and you could end up with dry damaged hair. Too little vinegar and you could end up with frizzy hair. The baking soda and vinegar method is just one of many, many no poo methods and does not work well with all hair types. And don't even get me started on hair porosity. If you don't know detailed information about your hair type (including porosity), you will probably use the wrong no poo methods for your hair, which is why so many people attempt no poo but end up quitting.

*The No Poo Method* walks you through every step of the process. From discovering your hair characteristics so you can create a unique routine designed for your hair needs to trouble shooting.

### **So There You Have It**

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