

RENATA SOUZA

RAÍZES

ROOTS · English edition

Editora UmLivro
Orlando, 2024

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Editorial director: Thayse Boldrini

Editing: Thayse Boldrini

Proofreading: Luma Sarra, Leonardo Hyppolito and Flávio Delfino

Editorial assistance: Luma Sarra, Matheus Martins de Souza Buffalo and Geovana Martins de Souza Buffalo

Graphic design: Eddie Lima

Photos: Personal collection

Digital Layout: Ricardo Dios

To my children, Matheus Souza Buffalo, Geovanna Souza Buffalo, Gabriel, my family, the talented professionals at Spa Déia & Renata, gynecologist Claudia Leite, our partner physicians, Flávio Delfino, Natália Martins Pedro, Silvana Cardoso and Leonardo Hyppolito: thank you for sharing your wisdom and believing in the transformative power of hair health. This book is dedicated to everyone who is part of this incredible journey in the pursuit of beauty and well-being.

If I overcome challenges, it is because we have built bridges together.

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[roots], an introduction



Renata and Geovanna with Dona Mercedes Dios.

[Roots], an introduction

Over more than 30 years immersed in a family journey devoted to creating personalized hair treatments, I have had the honor of sharing enriching experiences and conversations with women of all ages. Along the way, I have witnessed the growth of a pursuit that has always lit up my eyes: the quest for healthy hair. With a foundation of study, tireless passion and expertise in caring for all the threads that connect women's health, I was able to join forces to transform, innovate and carry on a family legacy.

From the very beginning of my journey, I learned from my grandmother Mercedes and my mother Déia Dios, true masters in the art of haircare. With wisdom passed down through several



Déia Dios e Renata Souza.

generations, I learned not only the techniques, but also the importance of valuing what nature offers for healthy hair and seeking effective technologies for hair health. Over the years, that solid foundation grew even richer through continuous study and relaxed conversations with friends, professionals and clients after I founded Spa Déia e Renata with my mother. Every conversation was a chance to exchange experiences and deepen my understanding of individual needs, because I have always focused on people, rather than solely on the problem.

Over this long period of dedication, I realized that my journey went beyond technical improvement and professional excellence. The SPA became a refuge where beauty is celebrated in all its forms and self-esteem is strengthened with every visit. Through years of dedicated study, I immersed myself in courses on dry cutting and hair extensions to become a specialist in the beauty industry.



Renata with Dona Mercedes and the team — completion of training.

I developed personalized haircare techniques, refining my hair treatments. In partnership with my mother, Déia Dios, I led training for the teams at the Spa's locations, where I discovered another passion: training and developing people. I introduced exclusive, standardized techniques, as well as an exclusive line of products for professional and home use.



Renata mentoring others in hair health and excellence in client care.



Renata providing in-person mentoring on hair health.



The team attending mentoring on excellence in client care.

In the United States, where I now live, I want to share all my experience and innovative techniques with the country's beauty, health, and wellness industry. I also want to expand the SPA's operations and develop a product line focused on hair health for Americans and Latinos, offering preventive treatments for hair loss and addressing issues related to scalp health.

These years brought profound personal growth, awakening the way I see the world and giving me a more intimate understanding of myself and of how people feel about their hair. My passion for my profession grew and inspired me to seek knowledge at several international academies, such as Jean-Marc Gilbert in Paris, where I stood out among the group of hairstylists at the age of 20. It was during an inspiring trip to Paris that the idea for Daymoon was born: an event held every month at the SPA during the full moon, designed to enhance the results of our treatments.

This book was born out of women's passion and courage, with the aim of celebrating not only outward beauty but also the journey of self-discovery that every strand of hair represents. It also explores the connection to hair health. Here, I share not only techniques and secrets from the world of haircare but also valuable insights into the profound connection between care, emotional health, and the search for each person's true essence. Through every page, I hope to inspire a transformation not only in our hair but also in the way we see ourselves and celebrate our individuality.

I invite you to immerse yourself in this synergy, where every page reflects a lifetime devoted to beauty and well-being, including truths about hair that may be difficult to accept. Perhaps this is one of those great stories that reaches far beyond techniques and appointments. My commitment is to teach and care for women, and my philosophy goes beyond the appearance of their hair.

Now, let me ask you:

what do you think your
hair needs?



Renata Souza, the book's author and a hair health specialist.

PART 1

Rediscovering haircare
as self-care

REDISCOVERING HAIRCARE AS SELF-CARE

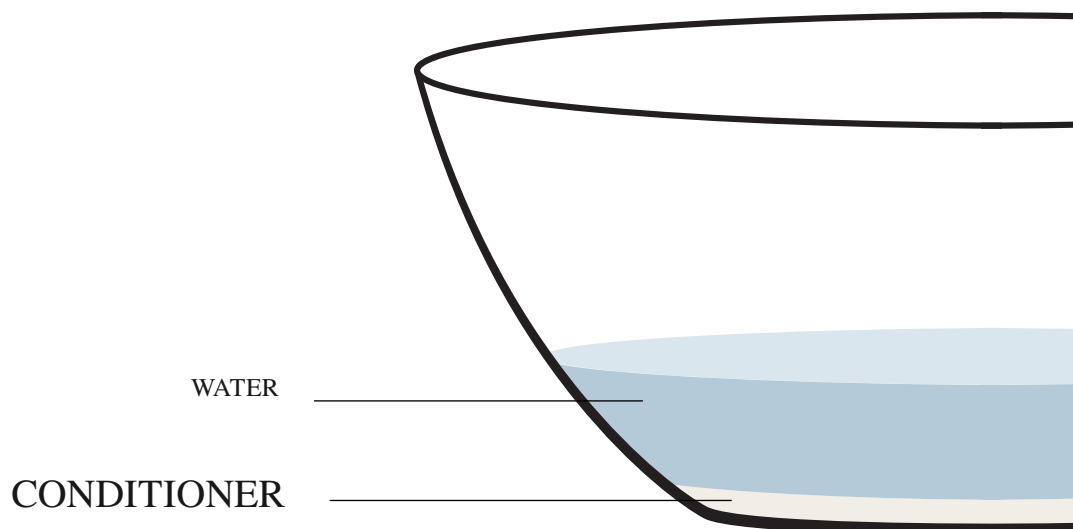
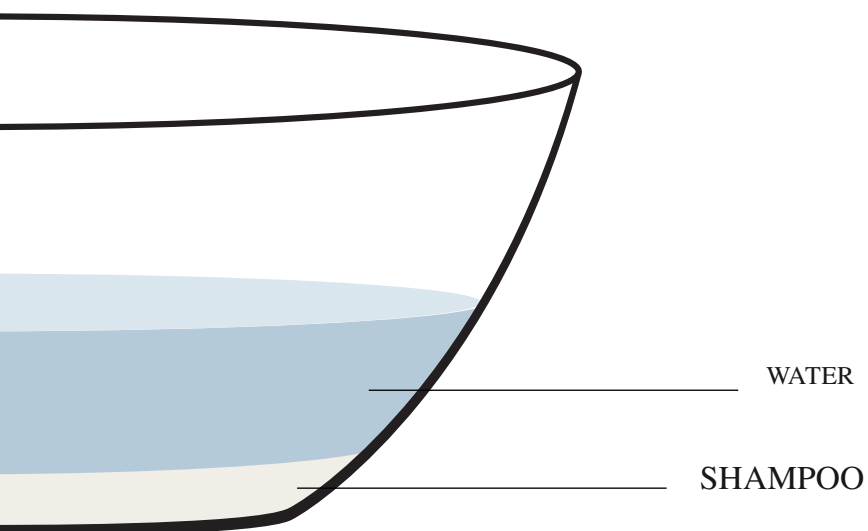
Imagine that you have always believed you had mastered the art of washing your hair, confident in the traditional methods you learned over the years. One day, during your usual haircare routine, you feel ready to start adapting your own process.

What if everything you have learned so far about washing your hair were not the most effective and healthy approach? Well, I have met many people who were surprised when they discovered our 'Spa Washing Method,' a technique we created for a unique part of the routine passed down through our family. Did you know that diluting products in a container of water not only improves application but is also an effective strategy for tackling oiliness, hair loss, dandruff, seborrhea, and residue on the scalp? And as you take in this revelation, the inevitable question comes up: won't this take a long time? Actually, no. This process improves the application of shampoo and conditioner because diluting them allows for more even and effective application, without residue. After a few days, this new habit, adopted every time you wash your hair, will bring countless benefits. That is why a practice passed down through our family needed to be shared with you. Honestly, I can say that once someone truly learns how to wash their hair properly, they never go back to washing it the conventional way.

‘THEY NEVER GO BACK TO WASHING IT THE CONVENTIONAL WAY.’

The ideal ratio is one finger's depth of shampoo to two fingers' depth of water in a container. Mix with your fingers and apply gradually to the scalp, massaging vigorously for a deep cleanse. For the conditioner, mix a coin-sized amount of product with two fingers' depth of warmer water. Mix with your fingers and dip your hair into this solution, gently detangling from the ends upward to ensure effective, long-lasting hydration. For the final rinse, use 500 ml of filtered or natural water. This exclusive technique gives your hair a touch of freshness and vitality. Can you see how something we think of as so simple, like washing our hair, can become an important moment of self-care that benefits the health of both our hair and scalp?

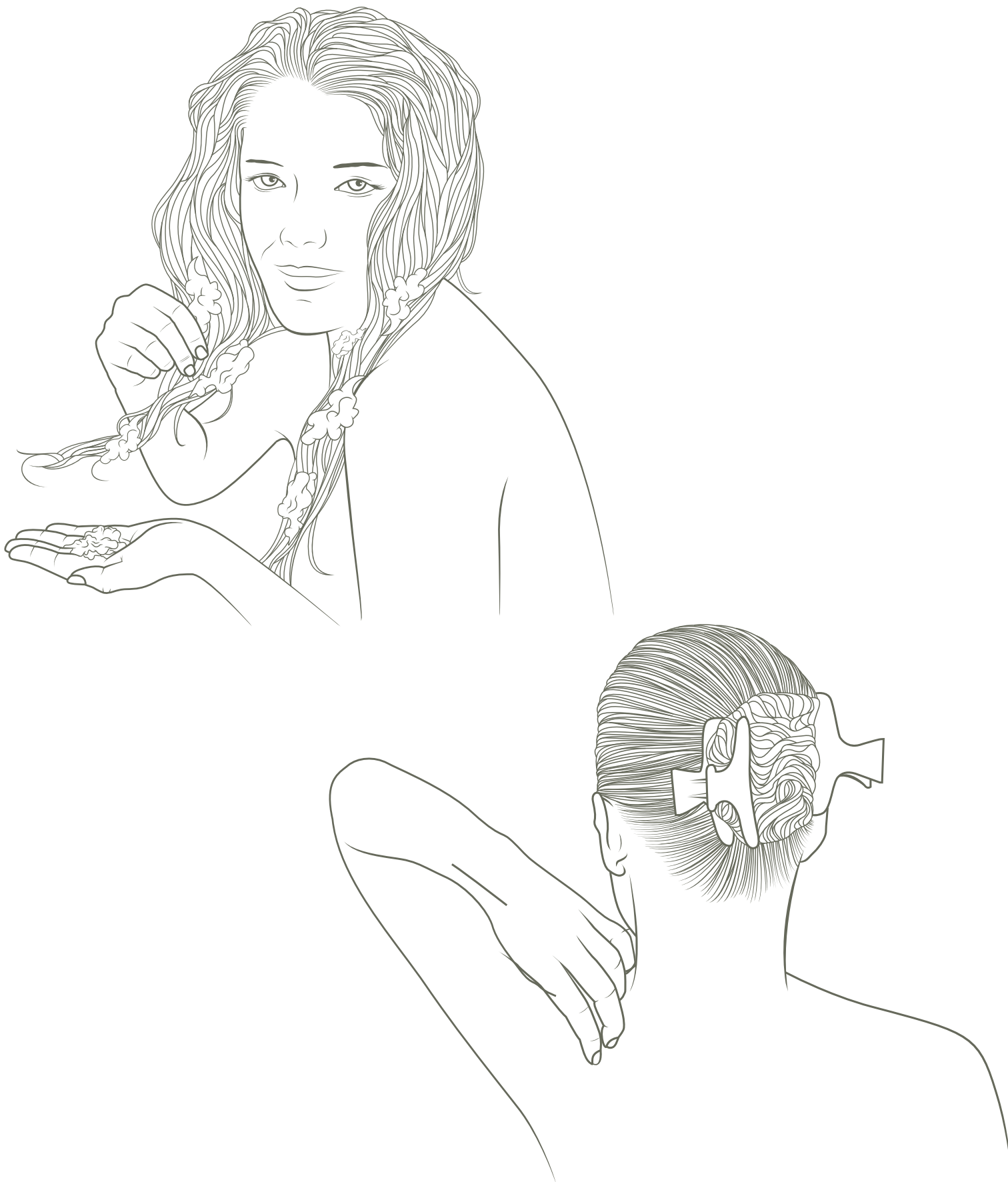
Dilution



To make this moment even more complete, I add two essential steps using products I carefully developed with my team: applying Protein(1), with powerful active ingredients such as D-Panthenol, hydrolyzed keratin, and wheat protein, which attracts and retains moisture, fights free radicals, and prevents premature cell aging; and applying PP Cream(2), which adds body and improves the hair's ability to absorb water. Its formula contains flaxseed extract, cupuaçu butter, and hydrolyzed collagen. If you already know you are going to shower and wash your hair, or are about to work out at the gym, here is my tip: apply Protein together with PP Cream. This combination not only enhances hair health but also ensures that your hair stays soft, light, and revitalized, replenishing the essential nutrients and vitamins it deserves. In addition, the lactic acid in the Protein formula regulates the hair's pH, enhancing moisturizing treatments.



Protein and PP Cream, the main treatment creams at Spa Déia e Renata.



1. *Protein: the SPA's bestseller, a treatment cream formulated to nourish, repair, and protect hair health.*
2. *PP Cream: a powerful cream made with amino acids, cupuaçu butter, and panthenol that replenishes collagen lost during chemical treatments, makes hair easier to comb, and controls frizz.*

Now that these steps have been explained, I want to highlight another 5 tips that need to be part of your routine:

1. Use good haircare products;
2. Have a good hair treatment;
3. Eat well;
4. Comb your hair correctly;
5. Care for your scalp;
6. Use your hair dryer on medium heat to avoid dehydrating your hair.



Geovanna, learning how to dry her hair without damaging it.

I learned that bringing products and women's health into harmony makes an enormous difference to hair health. That is how I became interested in my clients' daily lives: what they eat, how they are feeling at work and at home, whether they are going through a stressful time, their sleep routines, and, most importantly, the results of their most recent complete blood count. You may be wondering: 'But Rê, I just want to look after my hair. Why do I have to tell you my whole life story?'



Renata assessing a client's hair.



Silvana Cardoso has worked with Renata since 2000 and is now a Dourada at Spa Déia e Renata.

The assessment is a very important moment because it allows us to understand your haircare routine. At the SPA, I call this a client history assessment, and it can be done with anyone. It is a moment of discovery together with the client, looking for details that make a big difference in everyday life. During this assessment, you discover what bothers you and begin to build awareness. After all, my aim is to help you have beautiful hair all the time, not just the kind you are used to having when you leave a salon. For example, you cannot have healthy, beautiful hair if you do not eat well. You need to include leafy greens, vegetables, and plenty of water. Is that a difficult truth to swallow? Yes. But a necessary one.

This assessment technique was the starting point that led me to pay even closer attention to the scalp, becoming a specialist in observing issues such as itching, flaking, dermatitis, and oiliness. All because there was one question I always heard from my clients: 'Why isn't my hair growing?' The key lies in connecting internal and external factors, such as hydration, nutrition, and the interpretation of test results with hair health in mind.

‘Why isn't my hair growing?’



Matheus and Gabriel using the emollient lotion.

In addition, a balanced diet rich in vitamins and minerals strengthens not only the body but also the hair. Keeping the scalp clean is crucial: use a shampoo suited to your hair type, avoid product buildup, and, if possible, adopt a scalp-cleansing routine with emollient lotion to remove dead skin cells. Also incorporate other habits, such as regular trims to prevent split ends and contribute to the hair's overall vitality, and regular scalp massages, which stimulate blood circulation and may promote hair growth.

Because I know your curiosity goes far beyond tips, here are the main reasons hair does not grow:

- A lack of vitamins, nutrients, and minerals
- Excess oiliness
- Breakage (including from chemical treatments)
- Constant stress
- Hormonal imbalance

This is another reason to affirm that the assessment, combined with the client history, plays a crucial role in the haircare process. I have always taught my team that our goal is not simply to solve the problem the client brings us, but to understand why that problem exists and seek lasting solutions. After all, courageous conversations have the power to transform the world. Shall we begin this conversation?

Our assessment process covers several essential questions. Some of them include:

1. Hair-washing frequency: How often do you wash your hair?
2. Chemical procedures: What chemical treatments have you had on your hair?
3. Medications and vitamins: Do you take any medication or vitamin supplements?
4. Hormonal changes: Have you experienced any hormonal changes in recent years?
5. Anemia: How are your ferritin levels being managed?
6. Caring for chemically treated hair: Hair that has undergone chemical treatments needs special attention. This involves:
 - Choosing products that replenish amino acids, proteins, and lipids in the hair, as many of these nutrients are lost during chemical procedures.
 - Having regular deep-conditioning treatments.
 - Alternating haircuts with Therapeutic Trimming every 2 months to keep the hair strong, address split ends, and prevent breakage.
 - Allowing at least 6 months between subsequent chemical treatments.

Remember that caring for chemically treated hair is essential to keeping it healthy and beautiful. A study commissioned in 2018 by Head & Shoulders, one of the world's largest haircare companies, found that 85% of Brazilian women aged 18 to 35 believe their hair influences their self-esteem to some extent. When asked how they would describe their hair type, most women (54%) reported some degree of oiliness: 18% said their hair was oily, 4% very oily, and 32% had dry ends and oily roots. They agreed that oiliness is a bothersome problem that deserves special care. Flaking and itching are also problems that affect Brazilian women. After a chemical procedure, 59% of women had experienced flaking or little crusts, and 39% had noticed increased oiliness at the roots or along the strands.

Integrative Multivitamins

Drawing on studies like these, the everyday experiences of women at the Spa, and the research I have been doing in the United States, I refined a treatment called Integrative Multivitamins. Developed through generations of my family, passed down through my grandmother and my mother, it is now one of our flagship treatments, recognized for its excellence. It consists of applying a vitamin and emollient complex made with natural extracts, followed by scalp detoxification and the application of a vitamin blend to strengthen existing strands and promote new hair growth. At the end, the washing process is essential to ensuring the treatment's benefits. Every step, from choosing the shampoo to applying the products, is carried out with the care and guidance the client needs to continue the technique at home.



Vitamin blend applied to the scalp to strengthen the hair and control hair loss.

Velaterapia

Velaterapia, an ancient practice that my mother and I adapted and reinvented, is now a revolutionary concept in hair health. The procedure we perform combines three treatments, meticulously developed to unblock the hair cuticles, eliminate split and damaged ends, and deeply nourish the hair and scalp. This process not only ensures that hair grows with greater strength and vitality, but is especially effective at revitalizing strands that struggle to grow.



Before and after one Velaterapia session (a treatment exclusive to the Spa).



Dr. Cláudia Barbosa, gynecologist.

**“For women today, 50 is the new 30.
All the technology is there; the only
ones who don't take care of themselves
are those who don't want to.”**

Through my daily work providing personalized care at the Spa, I had the pleasure of meeting gynecologist Claudia Leite 17 years ago. A specialist in trichology, she faced a significant challenge when chemical damage caused her hair to break, leading her to seek help from several doctors. As I became involved in trichology, we discovered a unique connection and found that we shared similar views on many things. She had suffered a mild scalp burn and sought solutions in various places, but the answer was always the same: nothing could be done. These experiences highlight the importance of guiding people, sharing knowledge, and offering personalized solutions to overcome specific hair challenges.

In addition to becoming a client, Dr. Claudia became a friend and a study partner. I shared with her the major questions on my mind and important factors to assess in blood tests that directly influence a person's health and hair: vitamin B12, ferritin, zinc, amino acids, magnesium, copper, and others. It is essential to adapt to the clinical picture at hand, assessing each case individually. Sometimes, what initially appears to be a hormonal problem turns out to be a nutritional issue. A personalized approach is the key to identifying and precisely addressing the nuances of each situation, guiding treatments and the use of products that improve hair health. “For women today, 50 is the new 30. All the technology is there; the only ones who don't take care of themselves are those who don't want to,” Dr. Claudia said during one of our conversations. And she is right. Always with an accurate diagnosis.

PART 2

Vitamins, Ferritin, Hormone Replacement and Treatments

Systemic Health and Hair Vitality

In the world of haircare, one aspect is often overlooked, yet fundamental: the relationship between systemic health and hair vitality. Systemic diseases can directly affect hair growth and health, revealing the importance of an integrated approach.

Throughout my studies, I have realized that conditions such as anemia, thyroid disorders, and polycystic ovary syndrome have a significant influence on the condition of the hair. A range of other conditions affecting the digestive, renal, neurological, endocrine, and male and female reproductive systems can also trigger hair loss. Rather than the simplistic idea of focusing only on the hair, I advocate a systemic, whole-person approach. Treating the hair involves understanding the body as an interconnected whole, in which every system is interdependent. Hair health then becomes a direct reflection of a person's overall health.

For more than 30 years, prioritizing a person's health has been just as vital to me as caring for the health of their hair. After all, hair is a visible marker of our well-being, reflecting our habits and lifestyle.

I also emphasize the importance of taking care with hair procedures that could interfere with the response to treatments in other specialties. It is essential to coordinate haircare with a person's overall health, for example, to avoid harmful conflicts.

In short, caring for the hair is undeniably caring for health. Health, in turn, is reflected in the hair. The two are truly interconnected.

VITAMINS

Have you ever stopped to think that your hair's vitality may depend directly on having adequate levels of vitamins B12 and D in your body? These vitamins perform crucial functions in the way our bodies work, and a deficiency can trigger hair loss.

Also known as cobalamin, vitamin B12 plays a vital role in producing red blood cells, which carry oxygen to the hair follicles. An adequate amount of vitamin B12 stimulates cellular metabolism, thereby promoting healthy hair growth. A deficiency can result in weak, brittle strands and, in more serious cases, contribute to hair loss.

Vitamin D, often called the “sunshine vitamin,” is essential for proper calcium absorption, which is crucial to the formation and maintenance of hair follicles. Vitamin D also plays a role in regulating the hair cycle, helping to prevent excessive hair loss. A deficiency can contribute to fragile, thin hair that is more prone to falling out.



Giu Masivieiro and Re Souza.

At the Spa, my encounter with Giuliana Masiviero, a client and friend, presented a major challenge: her significant hair loss called for intensive treatment and follow-up. Aware of the seriousness of the case, I proposed an intensive protocol focused on the scalp, aiming to speed up circulation, unclog the pores, and strengthen both existing and new strands. I combined techniques such as laser therapy, scalp suction, and the effective Integrative Multivitamins treatment. Recognizing the importance of ongoing home care and medical guidance, we outlined a plan to achieve excellent results within the first three months. The laser, focused on the hair papilla, stimulated the emergence and growth of new strands, strengthening their structure. In addition, the suction treatment, performed with suction cups, unclogged the hair follicles, promoting strength and growth.

The Integrative Multivitamins treatment, developed with natural herbal extracts, restructures the hair fibers, providing shine and softness while stimulating growth. During a personally challenging time for Giuliana, our concern for the well-being of her hair remained a priority, and we continued the treatment for as long as it took to resolve the hair loss and allow her hair to grow strong.

Giuliana's hair, once affected by loss, was transformed into a lush head of hair full of volume and vitality. Her gratitude strengthened our relationship, and today she continues to visit the Spa, not just as a client, but as a cherished close friend. The positive impact on her hair reinforces my conviction that investing in each client's well-being and self-esteem is worthwhile.

The treatment also addresses nutrition, as mentioned earlier. Protein-rich foods help strengthen the hair follicles and prevent dryness and loss of shine, since protein is the main component of hair.

Ferritin

Have you heard of ferritin? Maintaining adequate ferritin levels is crucial to ensuring the health of your hair. When ferritin levels are low, iron deficiency can occur, reducing the oxygen supply to the follicles and consequently affecting hair growth. Ferritin also plays an important role in preventing hair loss. Inadequate levels can result in weak, brittle strands that are more prone to falling out. Maintaining a healthy ferritin balance requires attention to nutrition, since iron is obtained primarily through food. Red meat, fish, legumes, and leafy green vegetables can contribute to adequate ferritin levels.

“Imagine a situation in which a person has a significant ferritin deficiency. Their levels are below the recommended range, indicating low iron stores in the body. In this scenario, the ability to produce hemoglobin, which is responsible for carrying oxygen to the tissues, including the hair follicles, is compromised,” explains Dr. Claudia Leite. According to the doctor, the consequences are weakened strands that are prone to breakage and falling out.



Before



After

Now consider another situation, in which a person maintains adequate ferritin levels. Their eating habits include a balanced diet rich in sources of iron, ensuring a healthy reserve of this intracellular protein. The benefits are numerous: efficient hemoglobin production, ensuring an adequate supply of oxygen to the hair follicles; stronger strands that are less prone to breakage; and a lower likelihood of hair loss due to an insufficient supply of nutrients. That is why, when we look at a blood test, ferritin levels are the first thing I check. Understanding these illustrative scenarios highlights the importance of keeping ferritin levels balanced to preserve hair health.

Hormone Replacement

Hormone replacement can have significant effects on hair health. Hormones play a crucial role in the hair's life cycle, and hormonal changes can affect its structure, growth, and health. Some of the hormones most relevant to hair health include:

Estrogen: A female hormone that has a protective effect on the hair follicles, helping to prolong the hair's growth phase. During menopause, when estrogen levels fall, some women may experience thinning hair and hair loss.

Progesterone: This hormone also plays a role in maintaining the hair cycle. Fluctuations in progesterone levels, such as those that occur during the menstrual cycle, can influence hair health.

Thyroid: Thyroid problems, such as hypothyroidism or hyperthyroidism, can cause changes in the hair cycle, resulting in excessive hair loss.

Testosterone and DHT: These male sex hormones can affect the hair follicles in people genetically predisposed to male-pattern baldness. DHT, or dihydrotestosterone, in particular can shorten the hair's growth phase and lead to follicle miniaturization.

“It is impossible to condemn a woman to living without hormones from the age of 40 onward,” said gynecologist Claudia Leite. When there is a hormonal disorder, whether due to menopause, thyroid disorders, polycystic ovary syndrome (PCOS), or other conditions, hair health may be affected.

Hormone replacement, under medical guidance, can help balance hormone levels and, as a result, improve the condition of the hair.

Each person is unique, and the effects of hormone replacement on the hair can vary. Consulting a doctor who specializes in trichology is essential to assess the individual situation and recommend specific approaches to maintaining hair health during hormonal changes. We understand that each element plays a vital role in the fullness of our hair and in preventing potential challenges. As we follow this path toward vibrant, healthy hair, every action, however small, contributes to our hair's well-being. That is why each appointment is unique, with my careful attention directed not only to the strands, but to the scalp as a whole and to emotional factors.

“It is impossible to condemn a woman to living without hormones from the age of 40 onward.”



Before

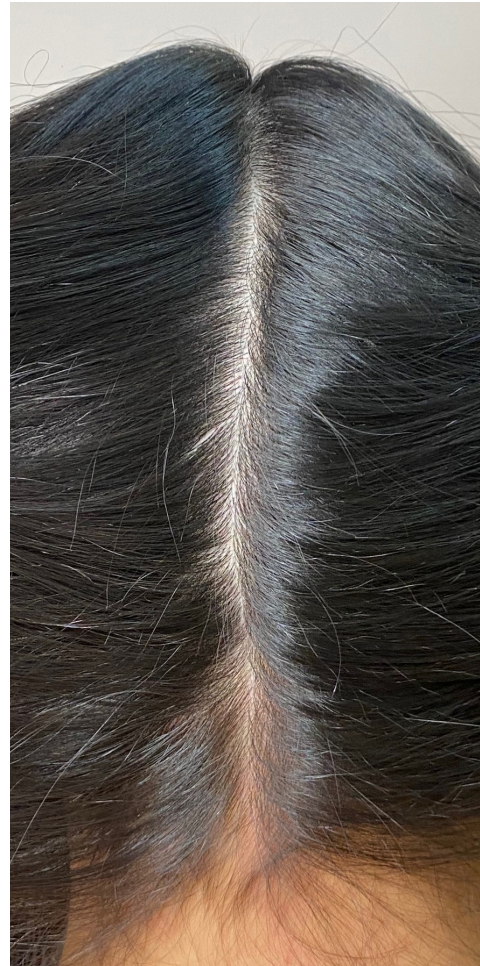


After

A case of folliculitis (pimples on the scalp), excess oiliness, and dermatitis caused by hormonal changes. In this case, the result shown in the photo is from just one session of the treatment protocols.



Before



After

Before and after one session of Integrative Multivitamins for a client with excessive oiliness and hair loss. Weekly appointments for 2 months and the use of Emollient Lotion at home were recommended.

PART 3

Discovering the ritual
of healthy hair

Discovering the ritual of healthy hair

Once, I overheard my younger brother, Rafael, talking to a client about the hundreds of cases I had unraveled simply by observing people's scalps. Something he said caught my attention: “For Renata, the word no does not exist, and nothing is impossible.” And he is right. Twenty-five years ago, when I learned to examine the bald patches that appeared on the scalp, assess the smell, and examine the condition of the hair strands, I knew there was “no turning back” on the path of learning more and more to become the professional I am today.

Although my grandmother was hesitant back then to share the secrets of becoming a good hair specialist, today I am happy to say that I have trained a team that knows how to look carefully at each individual case. I have discovered a passion for training and developing people, and it is wonderful.

**“THE WORD NO DOES NOT EXIST,
AND NOTHING IS IMPOSSIBLE.”**



Rafael Dios, Renata's brother and a Dourado professional at Spa Déia e Renata, performing Therapeutic Trimming (the Spa's technique for removing split ends).

I have seen as many as 15 people in one day. I used to arrive at the salon at 9 a.m. and leave only at midnight. When you love what you do, you do not even notice the time passing, do you?

In my appointments, I recognize that there is no single approach that works for everyone. Each person is unique, so I take a personalized approach, considering their hair type, individual needs, and even each client's lifestyle. My goal is to help women around the world understand how to care properly for their hair, giving them not only a beautiful appearance but also a sense of confidence and well-being. I want them to feel independent of “having to” go to a hairdresser, to know how to style their own hair while traveling, and to look beautiful with healthy, shiny hair. To do this, I share the knowledge, techniques, and exclusive treatments I have developed over the years, combining science with hands-on care. Here are some “Before and After” examples from this journey:



A client with hair loss and breakage. Velaterapia (candle treatment, Therapeutic Trimming, and Integrative Multivitamins) was performed with high-frequency and suction technology. This was the result after 8 sessions.



A client with alopecia areata. The treatments performed were high-frequency therapy, laser, suction, Integrative Multivitamins with vitamins deposited on the affected area, and manual stimulation to activate blood circulation. It took 24 sessions over 6 months of treatment to achieve this result.

A client with dermatitis. The recommended treatments were Integrative Multivitamins with an herbal infusion, laser, suction, and high-frequency therapy. This is the result of a single session, although weekly treatment for 2 months was recommended, followed by appointments every two weeks for maintenance.



Before



After

I feel deeply proud when I see how fully my clients embrace caring for the health of their hair. For many of them, this goes beyond a simple beauty routine and becomes a true ritual for life. It is truly inspiring to follow their journeys of transformation and to know that I am playing a meaningful role in helping them achieve greater happiness and personal fulfillment.

It is my sincere wish that these pages inspire and empower all women to take a holistic approach to caring for their hair. Recognizing the importance of this essential aspect of our identity and self-esteem is fundamental to promoting overall well-being and renewed confidence.

ACKNOWLEDGMENTS

As I bring these pages to a close, I cannot help but express my deep gratitude to all the people and circumstances that have contributed to my journey in the world of hair health.

To my family, who have always supported me and encouraged me to follow my dreams.

To Geovanna and Matheus, for their encouragement and collaboration in creating this book, and for embracing every stage of my life.

My thanks to Deia for supporting me at every new stage of my life and for being an example of strength as I became the woman I am today and continue toward the woman I still hope to become.

Ricardo, I am grateful for all the knowledge you have shared and for teaching me to have faith. You are a man of many values whom I admire and am proud of, an exceptional brother and an excellent uncle to my children.

Rafael, thank you for always being by my side through the ups and downs and for always welcoming me with so much love and affection. I am proud of and admire the man you have become and the innovative professional you are.

To the Spa team, my second family, who made it possible to turn my dream into reality. Your commitment and professionalism are fundamental to the success of our work, and I feel honored to have the opportunity to count on each of you.

My thanks to Leonardo, Flavio, Luma, Dr. Claudia Leite, and Giuliana Masiviero for their commitment and years of partnership. You played essential roles in the development of this book.

To my studies, an inexhaustible source of knowledge and inspiration: thank you for challenging me and pushing me to keep seeking more. Every book, every course, and every experience has contributed to my personal and professional growth.

Finally, I want to express my appreciation and gratitude for my own thirst to keep up with changes in the beauty industry. In a constantly evolving field, its ability to keep me informed and inspired is invaluable.

And to everyone who has crossed my path and shared this journey, my most sincere thanks. May we continue to inspire and be inspired, building a world where beauty is celebrated in all its forms, colors, and textures.

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