



Mayraki Professional's Eliza Pineda Discusses the Biggest Hair Care Trends for 2024

*From Personalized Hair Care to Spotlight on Scalp Care, Explore the Major Trends
That Will Shape Hair Care Routine Next Year*

The world of beauty and fashion is constantly evolving, and the same goes for hair care. As we step into 2024, it's time to revamp our hair care routines and embrace the latest trends. From the roots to the tips, the new year promises a dynamic landscape of trends that go beyond mere aesthetics, prioritizing scalp health, personalized solutions, and eco-conscious choices. Eliza Pineda, an in-house hair care expert at [Mayraki Professional](#), discusses the trends that will determine how hair care routines look next year.

Heatless Styling

Hair health is in the spotlight for next year's hair care trends, urging a shift away from conventional styling practices that compromise the integrity of our locks. In 2024, expect a rise in heat-free styling tools and techniques, such as braiding, twisting, and overnight curls. Embracing natural



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textures and minimizing heat exposure will be a key theme, promoting healthier, low-maintenance hairstyles that are chic and sustainable.

"Heatless styling not only preserves natural textures but also mitigates the risk of heat damage – a common concern in traditional styling practices. By embracing heat-free techniques such as braiding, twisting, and overnight curls, individuals can achieve stunning styles without compromising their hair's integrity. This trend reflects a conscious effort to prioritize the well-being of our locks, promoting a holistic approach to beauty that aligns with the growing desire for healthier, more sustainable lifestyles," shares Eliza Pineda:

"Hair damage has been a trend of its own for the longest time and people are starting to realize the long-term effects of constant heat styling and chemical damage. With numerous heatless hair styling hacks floating around, more and more are embracing the natural route and their hair will thank them for it!"

Spotlight on Scalp Health

Healthy hair starts at the roots, and in 2024, scalp health will take center stage. Brands are responding with products that address various scalp concerns, from dryness to excess oil production. Mayraki Professional developed their line of scalp care products, including [Scalp Purifying & Anti-aging Serum](#) (\$35.00) and [Camellia Sinensis Tea Leaf Probiotic Sea Salt Scalp Scrub](#) (\$39.00).

"Scalp care is the cornerstone of healthy, beautiful hair. Our scalp is the foundation from which our strands grow, and its health directly impacts the overall vitality of our locks. A well-nourished and balanced scalp provides the optimal environment for hair growth and helps prevent common issues such as dryness, flakiness, and excess oil production. It's important to have a set routine when it comes to scalp care, but also don't overdo it! More isn't always better when it comes to hair care, and keeping balance is the best advice. Think of it as skincare for the scalp – a crucial step towards achieving and maintaining hair that not only looks good but is genuinely healthy from root to tip," continues Pineda.

"Scalp health is often overlooked when it comes to hair care. It's time to shine the spotlight on it and include scalp care as an essential step in your hair care routine."



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Customized Hair Care

The one-size-fits-all approach to hair care is becoming a thing of the past. In 2024, personalized and customized hair care solutions will gain popularity. Brands are utilizing advanced technology to analyze individuals' hair types, textures, and specific needs, creating tailor-made products for optimal results.

"In the dynamic landscape of hair care, customization is emerging as a groundbreaking trend that recognizes the unique needs of each individual's hair. By harnessing advanced technology and in-depth analysis of hair types, textures, and specific concerns, we're now able to tailor-make products that address the distinct needs of every individual's mane. It's a shift towards a more personal and effective approach to hair care, acknowledging that one's hair is as unique as their fingerprint," concludes Pineda.

"An inclusive approach to hair care has been a long time coming. A big change in the hair care industry has been implemented and hair of all types are now being catered to. This is a change that will surely continue in 2024 and expand further as more people embrace their natural textures and gain more knowledge on how to care for different hair types."

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Note to Editors:

Mayraki Professional is a hair care company founded by hair professionals, herbalists, and chemists. Mayraki Professional's mission is to develop products that solve hair and scalp problems and improve hair conditions without breaking the bank or damaging the environment.



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Eliza Pineda is a hair, beauty, wellness, and lifestyle journalist and an internal expert for several organic, earth-focused personal care brands. Her work has been published in Seventeen, Cosmetic Ideas, Mayraki Professional, and more. She currently serves as a content specialist and internal expert with Mayraki Professional. Her mission is to spread awareness about the benefits of natural ingredients and provide traditional and innovative solutions for clean and sustainable skin, body, and hair care.



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