

7 Ways to Protect Hair from Sun Damage [Brief]

URL	/protect-hair-from-sun-damage		Content-Type	How to Article ▾
Working Title	7 Ways to Protect Hair from Sun Damage		Rec. Word Count	1,200
Brief Content Synopsis	The audience is individuals who have experienced sun damage to their hair or are looking to prevent it in the future. The reader is looking for methods to protect hair from sun damage and, in some cases, reverse existing damage. Provide a listicle of 10 ways to protect hair from the sun Educate the audience on why protecting their hair from the sun is essential, highlighting the potential damage UV rays can cause.		How to Outdo the Competition	Provide larger listicle than competitors of ways to protect hair from the sun Focus on providing even more comprehensive tips and advice, incorporating visuals or step-by-step guides for better engagement. Provide additional insights or lesser-known tips that go beyond the basics - including product recommendations, protective measures, and lifestyle adjustments. Provide before/after pics demonstrating the efficacy of the products
Primary KW	How to protect hair from sun	1,300	Search Intent	Informational
Secondary KWs	☐		FAQs	1. What can I put on my hair to protect it from the sun? 2. How can I prevent sun damage to my hair? 3. How can I protect my head from the sun? 4. Does oiling hair protect from sun? 5. How can I protect my hair from direct sunlight? 6. Is there sunscreen for hair? 7. Can sun damage your hair? 8. Does direct sunlight affect hair? 9. Can you reverse sun damage to hair?
			Additional Resources	Featured Snippet:

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Primary KW	How to protect hair from sun	1,300	Search Intent	Informational
				Here's what you have to do: • Use the right shampoo and conditioner. Stronger, cleaner hair is more resistant to sun-damage and thicker locks mean less exposure. ... • Wear a hat or a cap. ... • Avoid going out when the sun is at its peak. ... • Use a sunscreen. ... • Don't apply heat too often. https://www.headandshoulders.com.au/en-au/healthy-hair-and-scalp/hair-care/how-to-protect-hair-and-scalp-from-sun-damage How-to Videos populating in SERPs

Competitor Analysis #1

URL	https://better-notyounger.com/blogs/the-better-blog/how-to-protect-your-hair-and-scalp-from-the-sun	Word Count	1,100
Meta Description	Want to protect your hair from the sun? Visit Better Not Younger for expert advice. Discover heat protectants, masks, gentle shampoos, and sunscreen.		
Schema Notes	n/a		
Heading Structure	H1: How to Protect Your Hair and Scalp from the Sun H2: How Do UV Rays Actually Harm Our Hair? H2: How to Protect Your Hair from the Sun and Prevent Scalp Sunburn H3: 1. Keep Your Hair Hydrated H3: 2. Shampoo Less Often H3: 3. Apply SPF to All Exposed Skin H3: 4. Stay in the Shade (Or Create Your Own) H3: 5. Use a Heat Protectant on Your Hair H2: What If You're Already Dealing with Scalp Burn from the Sun?		

Competitor Analysis #2

URL	https://health.clevelandclinic.org/best-ways-to-protect-your-hair-from-sun-damage	Word Count	1,400
Meta Description	Especially if your hair is on the thinner or lighter side and has endured other styling damage, protecting your strands with hair sunscreen can be beneficial.		

Schema Notes	n/a
Heading Structure	H1: Best Ways To Protect Your Hair From Sun Damage H2: How can the sun damage your hair? H3: It can make your hair dry, brittle and frizzy H3: It can change your hair's color and lead to premature graying H3: Are certain hair types more vulnerable? H2: Is hair sunscreen a good way to prevent hair damage? H3: How does it work? H3: Can I use hair sunscreen on my scalp? H3: How to apply hair sunscreen H2: Other ways to protect your hair H3: Trending Topics

Competitor Analysis #3			
URL	https://hairstory.com/blogs/news/fun-in-the-sun-the-7-best-ways-to-prevent-hair-sun-damage	Word Count	1,100
Meta Description	Fun in the Sun: The 7 Best Ways to Prevent Hair Sun Damage Before you step out into the summer sun, you lather up with sunscreen. But do you protect your hair from sun damage? That's right – just like the sun can wreak havoc on your skin, those rays can have a damaging effect on your hair. And if you don't take prevent		
Schema Notes	Organization https://validator.schema.org/#url=https%3A%2F%2Fhairstory.com%2Fblogs%2Fnews%2Ffun-in-the-sun-the-7-best-ways-to-prevent-hair-sun-damage		

Heading Structure	H1: Fun in the Sun: The 7 Best Ways to Prevent Hair Sun Damage H3: Does Sun Damage Hair? H3: Who's Most at Risk for Hair Sun Damage? H3: Signs of Sun Damaged Hair H3: How to Protect Your Hair from Sun Damage H4: Add a Barrier H4: Minimize Peak Sunlight Exposure H4: Add SPF to Your Hair Care Routine H4: Keep Your Scalp Healthy H4: Avoid Chemicals H4: Take a Break From Heat Styling H4: Make Extra Effort to Moisturize H3: It Comes Down to Proper Protection
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About Davines	
Primary CTA	Provide actionable tips for incorporating sun protection into daily hair care routines, making it easy for readers to implement preventative measures. Explore Davines' range of sun protection products tailored to shield hair and scalp from harmful UV rays.
Related Products/Services	https://world.davines.com/search?type=product&q=SU&submit=+ https://us.davines.com/search?type=product&q=sun&submit=+
Additional Notes	Review the brief - Ensure you have a thorough understanding of the angle and intended flow. Format correctly - Utilize Google Docs

- Font: Open Sans
- Paragraph font-size: 11
- Adhere to the outlined format:
 - Include the {h1} tag for the main title.
 - Include the {h2}, {h3}, {h4} tags for subheadings.
 - Do not surpass 2,000 words per article.
 - If nearing 2,000 words and the article feels incomplete, consult the project manager.

Follow content rules

- Refrain from one-sentence paragraphs.
- There should be at least one paragraph of copy beneath each header.
- All writing must be original. Do not reuse the copy you've previously written—even if it's for the same topic.
- Follow [AP style guidelines](#) (Title Case) for the headers.
- Do not highlight keywords.
- Do not keyword stuff; maintain high-quality content.
- Only use the keyword as anchor text for a hyperlink once.
- Ensure primary keywords are used three times.
- Naturally incorporate keywords and internal links provided in the brief.
- If you have a suggestion for an outbound link based on your research, please point it out.

Final quality check

- Ensure the content reads and flows well before submission.

SUGGESTED META TAGS

H1/Title Tag	7 Ways to Protect Hair from Sun Damage
Meta Description	TBD

FINAL META TAGS

7 Ways to Protect Hair from Sun Damage

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Suggested Outline

[H1] 7 Ways to Protect Hair from Sun Damage

[H2] Understanding the Impact of UV Rays on Hair

- Briefly discuss the science of how UV rays damage hair

[H2] Early Signs of Sun-Damaged Hair and Those at Higher Risk

- Symptoms of sun-damaged hair
- Hair types more susceptible to sun damage

[H2] 7 Ways to Protect Your Hair

[H3] Mastering Hydration

- Educate on the importance of maintaining hydration (i.e. drinking water).
- Discuss the role of specific hair products (conditioners, hydrating creams) in helping with hair hydration
- Provide insight on Davines Deep conditioners can help maintain hair's moisture balance

[H3] The Role of Shampooing in Sun-Protection

- Advantages of reduced frequency in shampooing as a sun protection strategy
- Discuss using dry shampoo in between wet washes
- <https://us.davines.com/pages/hair-refresher>

[H3] Shield Your Hair from Sun Damage

- Discuss the use of hats/caps as physical barriers
- Importance of avoiding peak sun exposure times

[H3] Use Hair Sunscreen

- How hair sunscreen can be used to prevent hair damage
- Instructions on how to correctly apply hair sunscreen to hair/scalp

[H3] Avoid Chemicals

- Avoid chlorine (or rinse after swimming pool)
- Reduce hair coloring
- Avoid using hair products containing sulfates, parabens, and silicones.

[H3] Reduce Heat Styling

- Discuss the importance of avoiding regular heat application

[H3] Lifestyle / Diet

- Eat foods that are known to be healthy for hair and rich in antioxidants (i.e. leafy greens, nuts and seeds, eggs and salmon)

[H2] Protecting Your Hair with Davines Sun Care Products

- Discuss relevant products from Davines for sun protection of hair here and throughout the article where relevant
- Link to products that help to reverse sun damage
- Suggestion on how to include these products in daily hair care routine