

SAWUMI

FREE GUIDE

The Hair Growth Guide

A simple scalp-first routine for thicker-looking hair: why hair thins, what is inside your bar, and the small daily habits that make the biggest difference.

For customers of SAWUMI. Read in 15 minutes.

What's in this guide

1. Why hair thins (and why the scalp matters)
2. Why liquid shampoo often misses the scalp
3. Inside your bar: the formula, ingredient by ingredient
4. The 60-second scalp ritual
5. Daily habits that protect your hair
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This guide is general information to help with everyday hair and scalp care. It isn't medical advice. If anything worries you, speak to a doctor, dermatologist or pharmacist.

Why hair thins

Losing **50 to 100 hairs a day** is normal. Every hair grows for a few years, rests, then falls out so a new one can take its place. Thinning starts when fewer hairs come back, or when they come back finer than before.

The usual suspects

- **Age and hormones.** From our 40s, and around menopause, follicles can shrink and growth phases get shorter.
- **A congested scalp.** Oil, dead skin and product residue build up around the follicle.
- **An irritated scalp.** Itching, flaking and tightness are signs the scalp isn't happy.
- **Stress, illness or a crash diet.** These can push lots of hairs into the shedding phase at once, usually 2 to 3 months later.
- **Tension and heat.** Tight hairstyles, hot tools and rough towelling break and stress hair.

Good to know: hair is grown by the scalp. Healthy hair starts with a clean, calm scalp, which is why the SAWUMI routine focuses on the roots, not the lengths.

Why liquid shampoo often misses the scalp

Most liquid shampoos are largely water. They lather fast, get rinsed in about 10 seconds and spend most of that time on the lengths of your hair, not the skin underneath.

Many also use strong sulfate cleansers. They strip oil quickly, and an over-stripped scalp can react by feeling tight, itchy or producing even more oil.

What helps

- **Direct contact:** glide the bar straight onto the scalp so the ingredients go where hair grows.
- **Contact time:** massage for a full 60 seconds before rinsing.
- **Gentle cleansing:** a sulfate-free bar cleans without stripping.
- **Lukewarm water:** very hot water dries out the scalp.
- **Massage:** fingertip massage feels good and gets the lather around every follicle.

Inside your bar: the formula

Your SAWUMI Scalp Revival Bar is a solid, water-free bar built on **12 fermented herbs** and a blend of nourishing plant oils. Here are the key players and why they are there.

He Shou Wu (Fo-Ti)

A root used for centuries in East Asian hair care to nourish roots and support dark, strong-looking hair.

Panax Ginseng

A classic tonic root, traditionally used to invigorate the scalp and support hair that looks fuller.

Rosemary Leaf Oil

A favourite in scalp care for its fresh, stimulating feel. One of the most popular botanicals in modern hair routines.

Black Ganoderma

A mushroom extract chosen to help soothe a stressed, irritated scalp.

Dong Quai

A traditional root used to support circulation and nourishment at the scalp.

Woad Root

A clarifying botanical that helps lift oil and residue from around the follicle.

The supporting cast

GROUP	INGREDIENTS	WHAT THEY DO
Soothing herbs	Ku Shen, Licorice Root, Dendrobium Orchid, Chinese Peppermint	Calm itch and flaking, cooling tingle
Nourishing fruits	Goji Berry, White Mulberry, Three-Leaf Vitex, Sesame	Antioxidant-rich, traditionally used for hair
Clarifying	Oriental Arborvitae, Tea Tree, Lemongrass, Dandelion	Help keep the scalp fresh and clear
Plant oils	Coconut, Olive, Shea, Jojoba, Macadamia, Grapeseed	Rich lather that cleans without stripping
Warming oils	Ginger Root, Cedarwood, Frankincense	Pleasant warmth and a woody, herbal scent

No water filler, no sulfates. Because the bar is solid, every wash delivers the botanicals at full strength. One bar replaces 2 to 3 bottles of liquid shampoo.

The 60-second scalp ritual

- 1 **Wet hair and scalp** thoroughly with lukewarm water.
- 2 **Slide the bar over your scalp** in 4 to 6 lines from front to back. No need to rub your lengths.
- 3 **Massage for 60 seconds** with your fingertips (not nails), in small circles. You may feel a light, cooling tingle.
- 4 **Work the lather through** to the ends on the way out.
- 5 **Rinse well** until hair feels clean and squeaky-free. Follow with conditioner on the lengths if you like.

How often: every wash day. For most people that is 3 to 4 times a week. Oily scalps can use it daily.

The first 2 weeks

Hair can feel different while years of silicone and product residue wash out. Stick with it: most people find their hair settles and feels lighter by week 2.

Daily habits that protect your hair

- **Pat, don't rub.** Squeeze water out with a soft towel or old T-shirt.
- **Cool the heat.** Air-dry when you can, and keep hot tools on a low setting.
- **Loosen up.** Swap tight ponytails and buns for loose styles and soft scrunchies.
- **Brush gently.** Start at the ends and work up. Never brush hard when hair is wet.
- **Silk or satin pillowcase.** Less friction overnight means less breakage.
- **2-minute dry massage.** Before bed, massage your scalp with your fingertips.
- **Look after stress and sleep.** Both show up in your hair a few months later.

Food for hair

Hair is one of the first things the body cuts back on when nutrition runs low. These are worth keeping on your plate.

NUTRIENT	WHY	FIND IT IN
Protein	Hair is made of keratin, a protein	Eggs, fish, chicken, beans, Greek yoghurt
Iron	Low iron is a common cause of shedding	Red meat, lentils, spinach
Zinc	Supports hair tissue growth and repair	Pumpkin seeds, shellfish, chickpeas
Omega-3	Supports a healthy scalp	Salmon, sardines, walnuts, flaxseed
Vitamin D	Linked with the hair growth cycle	Sunlight, oily fish, eggs

If you are shedding a lot, ask your doctor for a simple blood test. Low iron, vitamin D or thyroid levels are common and easy to check.

Your 12-week check-in plan

Hair grows about 1 cm a month, so changes are gradual. Photos are the best way to see them.

WHEN	DO THIS
Day 1	Take photos of your parting and hairline in the same light. Start the 60-second ritual.
Week 2	Notice how your scalp feels: less oil, less itch, less flaking?
Week 4	Check your brush and shower drain against day 1.
Week 8	New photos. Look for fine new hairs along the hairline and parting.
Week 12	Compare with day 1. Keep the habits that helped most.

Your refill arrives every month, so you never run out partway through the 12 weeks. You can skip or cancel any time.

Getting the most from your bar

- **Keep it dry** between washes on a draining dish, away from the water stream.
- **One bar lasts 40 to 60 washes**, roughly 1 to 2 months.
- **Cut it in half** if you want one in the shower and one in a travel case.
- **Patch test** on your inner arm first if you have very sensitive skin.
- **Avoid your eyes.** If lather gets in, rinse with plenty of water.

When to see a doctor

Speak to a doctor or dermatologist if hair loss is sudden, comes out in patches, comes with pain, redness or scaling, follows a new medicine, or keeps getting worse despite good care. Thinning can have medical causes that are worth checking, and early help works best.

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Thank you for being part of SAWUMI

Questions about your order or the routine? Just reply to any of our emails
or write to hello@sawumi.com.

30-day risk-free trial · Skip or cancel your refill any time