

A woman with long, wavy brown hair is shown in profile, looking towards the right. A hand is gently touching her hair. The background is a soft, out-of-focus indoor setting.

The Healthy Hair After 45 Blueprint

The 7-Step Guide to Understanding
Your Changing Hair and Loving It Again
By Renee Kortz



Welcome Letter from Renée



If you're here, chances are you've looked in the mirror lately and wondered what happened to your hair.

Maybe it's drier than it used to be. Maybe your color doesn't hold the way it once did. Maybe you've started avoiding certain styles because your hair just doesn't cooperate anymore.

I want you to know something first: nothing is wrong with you. Your hair is changing because you're changing — and no one ever hands you the manual for that. I've spent over 40 years behind the chair, and the conversation I have most often isn't about a haircut. It's a woman quietly asking, "Is this normal? Am I doing something wrong?"

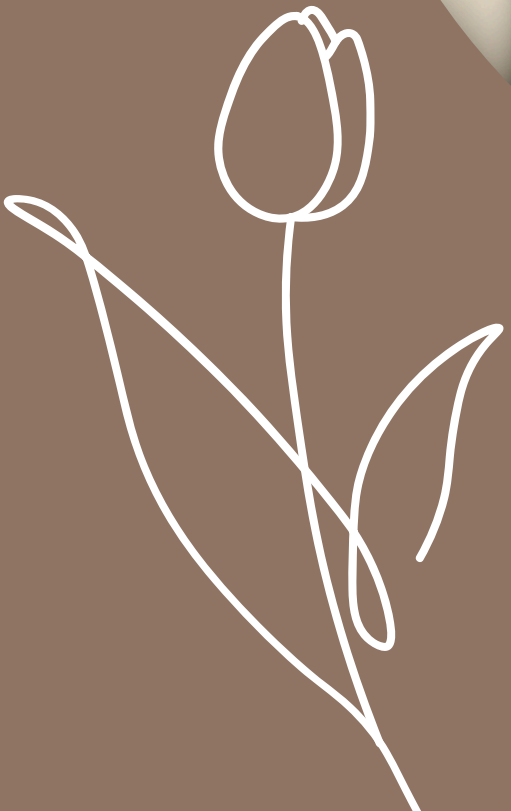
This guide is my answer to that question. It's everything I wish every guest knew before she sat down in my chair — written the way I'd actually say it to you, not the way a textbook would.

My hope is that by the time you finish reading, you understand why your hair is doing what it's doing, and you feel a little more like yourself again.

Welcome. I'm glad you're here.

— Renee





Is This You?

- Check every box that sounds like you.
- ☐ My hair feels drier than it used to
- ☐ My gray feels coarse or wiry
- ☐ My color fades faster than it once did
- ☐ My hair feels thinner overall
- ☐ My scalp feels itchy or sensitive
- ☐ My bangs or fine pieces won't behave
- ☐ My hair has lost its shine
- ☐ My curl or wave pattern has changed
- ☐ My style doesn't last through the day anymore
- If you checked even a few of these, you're not alone — and you're in the right place. Every one of these has a real, understandable reason behind it. Let's talk about why.



Chapter One: Why Your Hair Changes After 45

Let's clear something up right away: your hair isn't betraying you. It's responding — the same way the rest of your body responds — to changes that have been building for years. Once you understand what's actually happening, it stops feeling random and starts making sense.



Hormones

01.

Estrogen does more for your hair than most women realize. It helps keep hair in its growing phase longer, and it supports moisture and shine. As estrogen naturally declines, hair often grows more slowly, sheds a little more, and loses some of that softness it used to have on its own. This isn't damage — it's biology.



Aging Hair Fiber

02.

Each individual strand changes shape over time. The hair follicle can shrink slightly, which means new hair grows in finer than it used to. At the same time, older hair further down the strand has simply been through more — more sun, more styling, more years — so it behaves differently than hair did in your 20s or 30s.



Chapter One: Why Your Hair Changes After 45



Oil Production

03.

Your scalp's oil glands slow down with age, similar to skin. Less natural oil means less natural conditioning, which is a big reason hair can start to feel drier no matter what products you use.



Melanin and Gray Hair **04.**

Gray hair isn't just "hair without color." When melanin production stops, the hair shaft actually grows in with a different texture — often coarser and more porous. That's why gray hair can feel wiry and why it grabs and releases color differently than pigmented hair.



Chapter One: Why Your Hair Changes After 45



Scalp Changes

Your scalp is skin, and like the skin on your face, it changes with age — thinning slightly, losing some elasticity, and becoming more sensitive to products it used to tolerate just fine. A healthy scalp is the foundation for healthy hair, which is exactly why the SHINE Method starts there.

05.



Renée's Chairside Tip

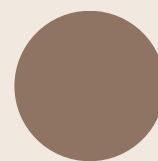
"I hear this all the time: 'I'm using the same products I've always used, so why isn't my hair behaving the same way?' The truth is, your hair changed — the routine didn't. Once we update the routine to match the hair you have now, everything gets easier."



Chapter Two: The Seven Biggest Mistakes Women Make

None of these mistakes come from carelessness. They come from habits that made sense for years — and just haven't caught up with your hair's new needs yet.

Mistake #1: Using the Same Shampoo for 20 Years



Why it happens: If it worked in your 30s, why would you think to change it? The fix: Hair chemistry changes with age, so the formula that once worked can now be too harsh or too heavy. Reassess your shampoo every few years, not just when something goes visibly wrong.

Mistake #2: Overwashing



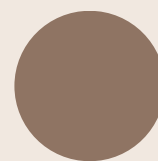
Why it happens: Old habits, or a fear of "dirty" hair. The fix: With slower oil production, washing every day can strip the little natural moisture you have left. Stretching washes — even by a day or two — often makes hair look and feel better, not worse.





Chapter Two: The Seven Biggest Mistakes Women Make

Mistake #3: Too Much Heat



Why it happens: Styling tools feel like the fastest fix for hair that's harder to manage. The fix: Aging hair is more porous and more vulnerable to heat damage. A heat protectant isn't optional anymore — it's essential, along with lowering the temperature on your tools.

Mistake #4: Cheap or Drugstore Products



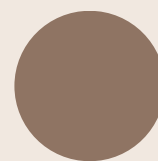
Why it happens: They're convenient and familiar. The fix: Mature hair needs more targeted ingredients — moisture, protein balance, scalp support — than most mass-market formulas provide. This is where professional guidance actually pays off.





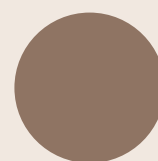
Chapter Two: The Seven Biggest Mistakes Women Make

Mistake #5: Ignoring Scalp Health



Why it happens: Most of us were taught to focus on the hair, not what it grows from. The fix: A healthy scalp is the soil your hair grows in. Treating it — not just the strands — is the fastest way to see real improvement.

Mistake #6: Skipping Trims



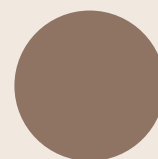
Why it happens: "If I'm not cutting length, why bother?" The fix: Regular trims prevent breakage from traveling up the shaft. Skipping them doesn't save length — it costs you healthier length in the long run.





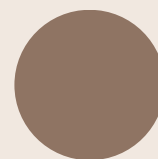
Chapter Two: The Seven Biggest Mistakes Women Make

Mistake #7: Loading Up on Heavy Products for Thinning Hair



Why it happens: It feels like thinning hair needs more product to compensate. The fix: Heavy formulas often weigh fine or thinning hair down further, making it look flatter and sparser. Lightweight, targeted products do more with less.

Renée's Chairside Tip



"The women who make the biggest turnaround aren't doing more — they're doing the right things. A smaller, smarter routine almost always beats a bigger one."



Chapter Three: The Healthy Hair Framework™ — The SHINE Method

Everything in this guide comes back to one simple framework — the same one I use with every guest who sits in my chair. It's not complicated, and it's not about buying more products. It's about doing the right things, in the right order.

I call it The SHINE Method™.

S — Scalp First

- Healthy hair starts at the root, literally. Before anything else, we address the scalp: circulation, buildup, sensitivity, and balance. Skip this step and every other step works twice as hard for half the results.

H — Hydrate

- Mature hair loses moisture faster than it did before, and that moisture doesn't come back on its own. Hydration isn't a once-in-a-while treatment — it's a consistent, built-in part of the routine.

I — Ingredients Matter

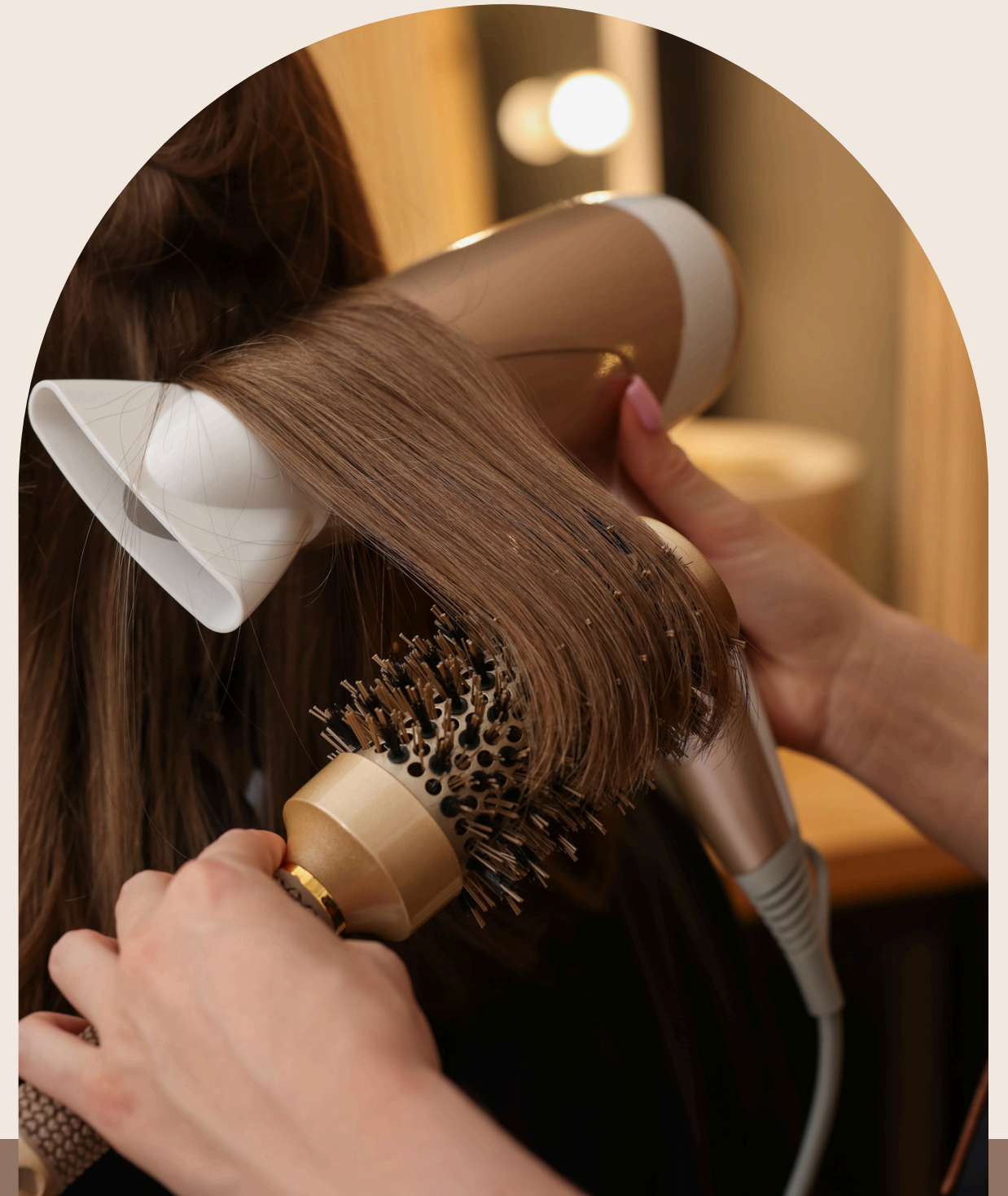
- Not every product labeled "for aging hair" actually helps aging hair. This step is about understanding what's really in your products — and why botanical, targeted ingredients tend to outperform generic ones for this stage of hair.

N — Nourish & Protect

- This is where we build hair's resilience: protecting it from heat, sun, and daily wear while feeding it what it needs to stay strong. Nourishment and protection go hand in hand — one without the other only gets you halfway there.

E — Every Day Habits

- The small daily choices — how you sleep on your hair, how often you wash, how you handle it wet — matter more than most people realize. Small, consistent habits compound into real change over months, not days.



Renée's Chairside Tip

- "I didn't invent SHINE to sound clever. I built it because I kept explaining the same five things to guest after guest, and I realized it deserved a name — something you could actually remember and use on your own, between visits."

Chapter Four: Gray Hair Doesn't Have to Be Difficult



Renée's Chairside Tip

"One of the biggest myths I hear is that gray hair is stronger. It actually feels stronger because it's often drier and rougher. Once we restore moisture, it becomes much easier to manage."

Gray hair gets blamed for a lot — coarseness, dullness, resistance to color — but most of what frustrates women about gray isn't the gray itself. It's not knowing how to work with it.

Why Gray Behaves Differently

Gray hair isn't simply "hair without pigment." When melanin production stops, the hair shaft's structure changes too — it's often more porous, which means it absorbs and releases moisture (and color) faster than pigmented hair. That's why gray can feel dry and coarse even when the rest of your hair doesn't.

The Myth of "Stronger" Gray Hair

This is one of the most common things I hear: "My gray hair is so much stronger and wirier than the rest of my hair." It's not stronger — it's drier. Porous hair loses moisture quickly, and dry hair simply feels tougher and more resistant, even though structurally it can be more fragile, not less.

Botanical Color

Because gray hair is more porous, it can grab harsh chemical color unevenly — sometimes looking flat, sometimes brassy. Botanical-based color options work with that porosity rather than fighting it, often resulting in softer, more natural-looking coverage with less damage to the hair over time.

Moisture Is Non-Negotiable

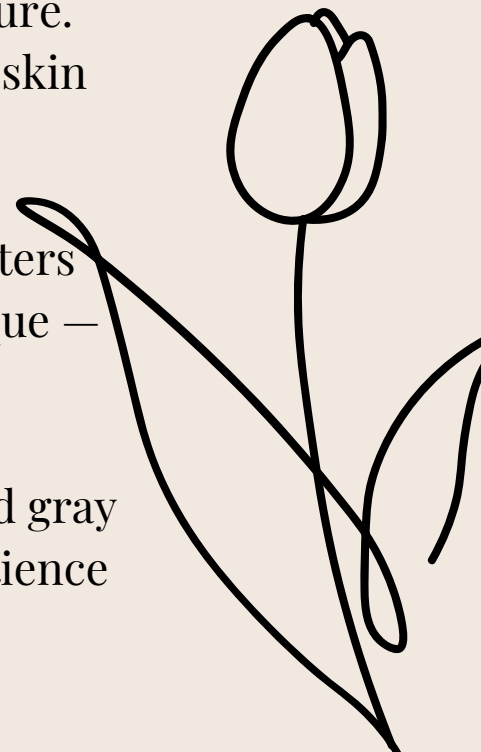
If there's one thing gray hair needs more than any other hair type, it's consistent moisture. This isn't a once-a-month treatment — it's a daily habit, the same way you'd moisturize skin that's become drier with age.

Shine Comes From Smoothness, Not Product

Gray hair can look dull not because it lacks pigment, but because a rougher cuticle scatters light instead of reflecting it. Smoothing the cuticle through moisture and proper technique — not just piling on shine serum — is what actually brings the shine back.

What Women Actually Need

Not more product. Not fighting the gray. What most women need is a routine built around gray hair's real behavior: gentle, consistent hydration, color that respects its porosity, and patience while the hair adjusts to its new texture.



Chapter Five: Building Your Hair Routine

A good routine doesn't need to be complicated — it needs to be consistent. Here's how I break it down for my guests, so you always know what to do and when.

Morning Routine

- □ Gentle detangle before styling
- □ Apply a lightweight leave-in or hydrating mist
- □ Heat protectant before any styling tool
- □ Style on the lowest effective heat setting

Night Routine

- □ Brush through gently to redistribute natural oils
- □ Apply a small amount of overnight treatment or scalp oil if needed
- □ Switch to a silk or satin pillowcase, or loosely braid to prevent friction

Weekly Routine

- □ One deep conditioning or moisture treatment
- □ Scalp massage or scalp treatment to support circulation
- □ Check in on how hair is feeling — dry, oily, sensitive — and adjust products as needed

Monthly Routine

- □ Trim check — even a small "dust" trim if you're growing length
- □ Reassess your product lineup as the seasons change
- □ Deeper scalp treatment if buildup has started to show

Salon Routine

- □ Regular color or gray-blending appointments on a schedule that fits your hair, not just the calendar
- □ Periodic consultation — your hair changes, so your routine should too
- □ Professional treatments (bond repair, deep hydration) a few times a year, especially if you color



Renée's Chairside Tip

- "You don't need a ten-step routine. You need the right five steps, done consistently. That's the difference I see over and over — not more effort, just better-placed effort."

Chapter Six: Products That Actually Matter



Renée's Chairside Tip

"People assume more expensive means better. What actually matters is whether a product was formulated for what your hair needs right now — not what it needed twenty years ago."

This isn't about convincing you to buy everything on a shelf. It's about understanding why certain categories of products exist — so you can make smart choices no matter where you shop.

Why Shampoo Matters Shampoo isn't just about cleaning — it sets the stage for everything after it. The wrong shampoo can undo the benefits of every other product in your routine before you even get to them.

Leave-Ins Leave-in treatments are one of the simplest ways to add ongoing hydration and manageability without weighing hair down. Think of them as a light layer of protection that stays with your hair all day.

Heat Protection This one isn't optional for mature hair. Heat protectant creates a barrier that reduces moisture loss and structural damage every time you use a hot tool — even on "low."

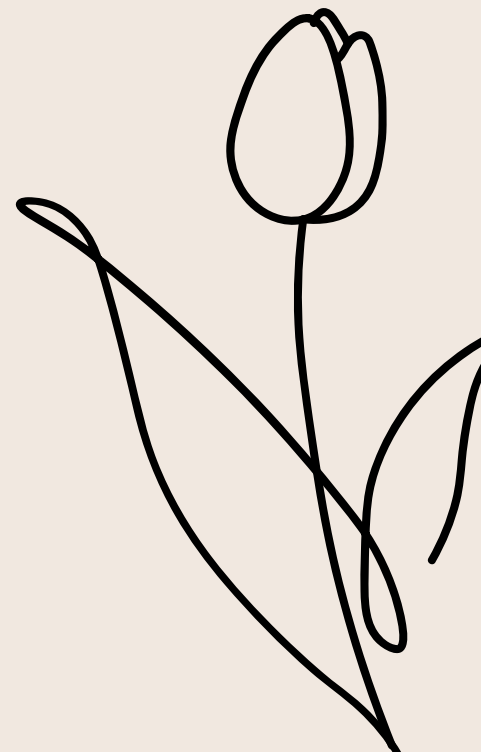
Conditioners Conditioner's job is different from shampoo's — it's about replenishing what washing takes away. Skipping it, or using too little, is one of the fastest ways to end up with dry, dull-feeling hair.

Masks and Deep Treatments Weekly or biweekly masks give hair a deeper dose of moisture and repair than daily conditioner can provide. Think of them as the difference between a quick drink of water and truly rehydrating.

Scalp Care Scalp-specific products — serums, exfoliants, treatments — support the "Scalp First" principle from the SHINE Method. A healthy scalp environment is what allows everything else in your routine to actually work.

My Favorite Professional Recommendations

Everything I use and recommend in my own chair comes from Jack Winn Pro — a line I trust enough to build my routines around, for myself and for every guest I work with. If you want to shop the exact products I reach for most, you can find them here: jackwinnpro.com/Reneekortzoyler



Chapter Seven: Questions I Hear Every Week

Think of this chapter as sitting in my chair, asking me the things everyone wants to know but doesn't always say out loud.



Renée's Chairside Tip

"There are no silly questions in my chair. If you're wondering it, chances are five other women asked me the same thing this week."

Why is my hair suddenly frizzy when it never used to be? As hair becomes more porous with age, the cuticle doesn't lie as flat — so it reacts more to humidity and friction than it used to.

Frizz at this stage is usually a moisture and smoothness issue, not a "your hair type changed overnight" issue.

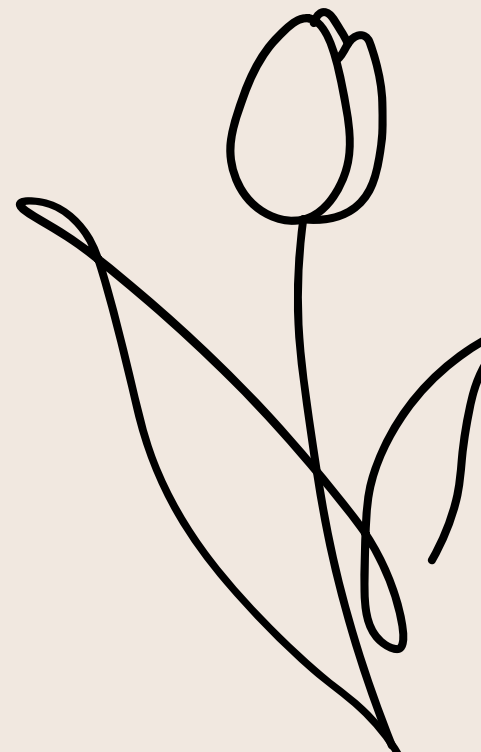
Can I still be blonde? Absolutely — but the approach usually needs to evolve. Gray blending, lower-maintenance formulas, and moisture-focused color techniques let you keep the blonde you love without fighting your hair's new texture every four weeks.

Will gray coverage damage my hair? Traditional harsh color can, especially on porous gray hair. Botanical and gentler color options are formulated to cover gray while working with — not against — that porosity, which is why the type of color matters as much as the color itself.

Why is my scalp suddenly itchy? Scalp skin thins and becomes more sensitive with age, similar to facial skin. Products that never bothered you before can start to feel irritating, which is usually a sign it's time to simplify and add scalp-specific care.

How often should I color? There's no universal answer — it depends on your gray percentage, hair texture, and how your hair handles color now versus a decade ago.

This is exactly why a regular in-person consultation matters more as hair changes.



Your Hair Action Plan

You don't need to change everything at once. Start here.

- □ Drink more water
- □ Use a professional shampoo suited to your hair today, not the one from 10 years ago
- □ Protect hair from heat before every styling session
- □ Deep condition weekly
- □ Book regular maintenance appointments
- □ Ask questions — every one of them is valid

Small, consistent wins add up faster than any single "big fix" ever could.



A Letter to You

If you've made it this far, I hope something in these pages made you feel a little less alone — and a little more understood.

Your hair isn't broken. It's just changing, the same way you are, and it deserves a routine that changes right along with it.

You deserve hair that makes you feel like yourself again. Not the hair you had at 25 — the hair that's truly, beautifully yours right now.

I'd love to help you get there.

— Renee

[🌐 hairbyreneekortzoyler.com](https://hairbyreneekortzoyler.com)

If you'd like to go deeper, my books *Your Best Hair Yet* and *The Scalp First Method* are both available in paperback and Kindle on Amazon.



Thank You

