



# Hair Care Advisory

## Not All Hair Care Is Created Equal—And That's A Good Thing

(NAPSA)—A new understanding of the way hair is physically and chemically constructed is changing our approach to hair care and has been shown to be a key factor in product performance.

Every person has special hair needs, depending on his or her hair structure. The structure of your hair is determined by the shape of your hair follicle and the physical and chemical properties of the hair. All of these factors influence how ingredients perform. Each hair structure creates a different interfiber relationship, which ultimately requires a different approach to achieving the best results.

Those with fine hair have up to 50 percent less protein than thick hair and may need special reinforcements to keep strands from falling flat and avoiding breakage.

Fine hair has the least amount of fiber-to-fiber interactions and tends to be less durable and more flexible than thick hair and prone to breakage. Conditioning is very important for fine hair, as it can help protect against damage.

Medium-thick hair can contain up to two times more cells than fine hair, making it more rigid and capable of absorbing more moisture than fine hair—this can lead to frizz, which is a common problem with this hair structure.

The twists and turns of curly hair cause cuticles to lift and weaken, which ultimately leaves hair rough and difficult to control.



Curly hair has the highest number of fiber-to-fiber interactions and needs help minimizing the friction between fibers to prevent damage.

Those who color their hair chemically alter their structure during the coloring process, making it rough and dull. Because the hair structure has been altered, it may need extra moisturizing and conditioning ingredients to prevent damage.

Companies such as Pantene now offer collections of shampoos, conditioners, styling products and treatments that are specially designed to work with the hair's structure and provide the desired end benefit.

New Pantene includes an updated ingredient list, tailored systems, new packaging and new fragrance. The collections are available in Fine, Medium-Thick, Curly and Color-Treated Hair Solutions, making it possible for women to choose the collection designed for their hair structure and to achieve their desired end look.