

Achieving Healthy Beautiful Hair

Go Ahead, Indulge! Investing In Yourself Can Keep You Upbeat During Economic Downturns

(NAPSA)—In times of economic uncertainty, there is one thing you should always invest in...yourself!

A March 2009 survey conducted by Survey.com found that 80 percent of women said that when they look good, they feel good. So especially during hard economic times, women try to look their best, and 79 percent said using beauty products is a way to pamper themselves without spending a lot of money.

Celebrity stylist Hallie Bowman offers advice to help women outshine the recession by looking and feeling their best.

“Right now it is all about shiny, voluminous hair,” says Bowman. “The sharp and defiant shapes of past seasons have now transitioned into full waves and soft, bouncy bends.”

Hallie's Tips to Get the Look...

- Start with clean, freshly shampooed and conditioned hair. Hallie recommends using products from the Pantene Pro-V Full & Thick collection because they protect hair against damage and help create fullness at the roots by reviving limp strands for a full, healthy look.

- Spray a root-lifter gel into wet roots before blow-drying.

- While blow-drying, periodically flip your head forward to help create fullness. While your head is forward, give your roots a shot of cool air to really amp up the volume.

- After drying each section, while hair is still warm, set hair into Velcro rollers.

- Once all hair has been set, keep rollers in for at least 10 minutes.

- Remove rollers and brush



Celebrity stylist Hallie Bowman says you don't have to break the bank to have beautiful, healthy hair.

hair from roots to ends.

- To polish off the look, apply a smoothing serum from midshaft to tips for a healthy shine.

When you don't have money to invest in a new outfit, a new hairstyle is the perfect way to indulge! This look can upgrade even the most casual of outfits, leaving you looking put-together and feeling beautiful.

A Beautiful Value

The best part is that high-quality beauty products can be found right at your local drugstore. The Pantene Full & Thick shampoo and conditioner system was recently tested against the top salon brand systems (according to the 2007 Kline report), and results showed that Pantene delivers damage protection results that leading salon brands can't beat*. In fact, experts at the Good Housekeeping Research Institute gave Pantene their prestigious seal. You can get a personal hair care consultation, learn more about Pantene's products and get expert hair care tips online at www.Pantene.com.

*Shampoo and conditioner system vs. (Canada: U.S.) leading salon brand systems based on 2007 Kline report of sales data.