

HAIR HINTS

Damage Control: Solutions For Hair Repair And Protection

(NAPSA)—Do you consider your locks to be the picture of health or damaged, dull and lifeless?

According to a recent Dove Hair Care study, nearly nine in 10 women believe their hair has little or no damage. The reality, however, is that ALL women have hair damage, but most do not realize it. In fact, most women may not recognize that they are spending up to 30 minutes a day on damage-causing activities like brushing, heat styling and even towel drying.

“Damage is more than just split ends—other symptoms include lack of body, static and difficulty styling,” says celebrity hairstylist, Dove Hair Care spokesperson and star of “Tim Gunn’s Guide to Style,” Gretta Monahan. “Daily hair habits cause the damage that stands between women and beautiful hair, which can lead to bad hair days and affect a woman’s self-esteem. However, repairing and protecting hair does not have to require changing your routine.”

Damaging Activity No. 1: Brushing Hair

The Dove Hair Care study¹ revealed that 82 percent of U.S. women are brushing their hair daily and most are unaware of the amount of damage it is causing (up to 23 percent more damage²). Damage is more likely to occur when hair is wet and at its most fragile state. Brushing wet hair increases the likelihood of



Discover the everyday habits that can damage hair.

split ends and breakage. It is also important to avoid brushing dry hair too frequently or with intensity as this can also lead to breakage.

Damage Control: Eliminating hair brushing from your daily routine is not realistic. However, choosing the right type of brush can help prevent extensive damage and ultimately provide hair benefits. Reach for a boar bristle brush with natural bristles for a smoother stroke. Boar bristles help to distribute the natural oils in hair, making it appear shiny. Also, to minimize the damage caused by brushing wet hair, start with a wide-toothed comb to detangle and then use a brush to style.

Damaging Activity No. 2: Blow-Drying Hair

Nearly half of women in the U.S. blow-dry their hair at least once a week. Blow-drying has styling benefits—it is faster than

air-drying and helps to boost volume. The downside is it can also cause up to 33 percent more damage to hair³. The heat from blow-drying can strip hair of natural oils, proteins and moisture, resulting in dryness.

Damage Control: Try blow-drying hair until it is slightly damp, then let it finish by air-drying to prevent moisture loss. Monahan recommends that for those who frequently heat style, protecting and repairing hair starts in the shower. “I like Dove Heat Defense Therapy System. The trio of shampoo, conditioner and mist contains an advanced protecting serum to help protect the interior and exterior of hair strands from heat. When used as a system, it helps protect hair against damage without weighing it down.”

Damaging Activity No. 3: Using Ponytail Holders

Ponytail holders are easy accessories to keep hair out of your face or to create a polished pulled-back style. However, using a ponytail holder can cause breakage where it holds hair in place.

Damage Control: If you are pulling your hair back, try an elastic ponytail holder. This will help eliminate pulling and tugging at hair. Also, avoid rubber ponytail holders, which are harder on hair and can tangle easily.

For more information about repairing and protecting hair from damage, visit dovehair.com.

¹Study results based on interviews conducted with 1,000 U.S. women

²Based on a test of 10 brush strokes

³Based on a test of 20 heat stylings