

Hair Trends

A Guy's Guide to Great Hair

(NAPSA)—Move over ladies, guys are infiltrating the bathroom—and the health and beauty aisle.

For years, men have claimed indifference when it comes to their appearance; however, the tides are changing. Today, men believe that appearance affects salary and career prospects, and nearly one-third of American males admitted to using women's grooming products in the past. As men's interest in personal care increases, the grooming industry is responding with products specially formulated for them.

Now, guys can trade in those rose-scented, pink shampoo bottles for more manly options that address their specific needs. Pert Plus, known for its 2-in-1 shampoo plus conditioner, recently introduced a line of products designed exclusively for guys. Pert Plus for Men consists of four formulas, including the company's first-ever 3-in-1 shampoo plus conditioner plus body wash.

While guys' hair is not technically different than women's, men have different hair concerns, such as thinning and dandruff, and desire products with a masculine yet not overpowering scent. Additionally, men's activity levels can impact hair's condition and require different cleansing and conditioning formulas. Therefore, men can benefit from using products tailored to their needs.

Simple Ways To Achieve Great Hair

- Thinning hair is a frequent complaint among guys. To help prevent breakage, look for products fortified with strengthening ingredients. Pert Plus for Men features naturally derived vegetable proteins to help reduce breakage by one-third.



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- Dandruff affects both males and females but can be more noticeable on men because of their shorter hair length. To combat dandruff, look for a product containing pyrithione zinc.

- For athletic guys or those who spend a lot of time outdoors, a deep cleansing product can eliminate residue and buildup for clean, fresh hair. Also, baseball caps can trap dirt and oil that weighs hair down, so a clarifying product is a must-have for frequent hat-wearers.

- Protect hair by using products that contain conditioners, which coat and seal hair to strengthen it. Strong hair is less brittle and better able to withstand the elements.

- Eat a balanced diet. Hair, like the rest of our body, is affected by the foods we eat. A diet rich in nutrients will make hair healthier and stronger.

To find the right product for your hair, visit www.pertplus.com.