

Beauty Basics

For Beautiful Hair, Start With Your Scalp

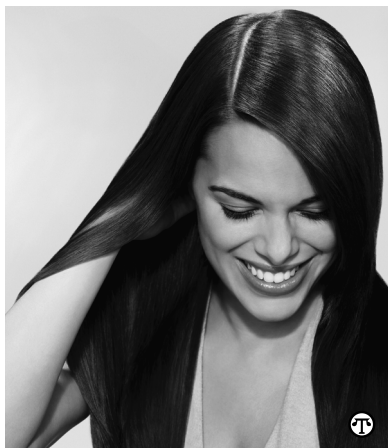
(NAPSA)—In their effort to achieve beautiful hair, many women may ignore one of the most important hair care needs—well-cared-for and moisturized scalp.

Head & Shoulders expanded its line of conditioners to include Restoring Shine and Ocean Lift. The shampoos and conditioners work together to provide a healthy scalp and 100 percent flake-free beautiful hair.*

“You moisturize everywhere else, why not your scalp?” said Dr. Marta Rendon, Head & Shoulders Global Dermatologist. “It’s an essential step in having beautiful, radiant skin. The biggest question I ask my patients with scalp care issues: You moisturize everywhere else, why wouldn’t you moisturize your scalp?”

A dry and damaged scalp doesn’t create the best foundation for beautiful hair, just as poor skin does not create the ideal canvas for good-looking makeup. To get the foundation for beautiful hair, Dr. Rendon says, moisturization is the key. After three weeks of regular use, Head & Shoulders can help an average scalp hold on to as much as 8 ounces of natural moisture every 15 days, helping foster a protective moisture barrier against damaging factors.

According to a study conducted by Procter & Gamble, ordinary conditioners can wash away up to 70 percent of the active ingredient deposited on the scalp by Head & Shoulders shampoo. When used in conjunction with the Head & Shoulders shampoos, Head & Shoulders conditioners maximize the amount of pyrithione zinc on the scalp, providing incredible



Hair care experts know that a healthy, moisturized scalp creates the foundation for beautiful, manageable hair.

scalp protection and beautiful hair.

Dr. Rendon gives four quick tips to help maintain healthy and moisturized hair and scalp during these colder months:

- When choosing a shampoo and conditioner, look for one with a rich zinc compound formula. Head and Shoulders Restoring Shine shampoo and conditioner contains a unique zinc formula that restores the scalp’s ideal moisture level, allowing you to achieve a healthy scalp and 100 percent flake-free beautiful hair.

- Avoid wearing wool hats, since wool itself can be irritating. Try cotton or a fiber instead.

- Invest in a humidifier to keep humidity higher indoors, which can help prevent the skin on the scalp and entire body from drying out.

- Apply a leave-in conditioner to just the ends after showering.

For more information, visit www.headandshoulders.com.

**visible flakes with regular use.*