

Hair Today

The 411 On Frizzy Hair

(NAPSA)—Warmer temperatures are here again, but while that means fun in the sun for most, for women's hair it means one thing—frizz.

While dealing with frizz may seem headache enough, navigating your way through all the misinformation about how to treat it is often a chore in itself.

So what is the science vs. marketing hype when it comes to frizzy hair?

“Frizz is an extremely common complaint among women, especially when it is humid outside,” said Alan J. Bauman, M.D., a hair restoration expert and regular medical guest on NBC's “Today Show.” “But there are effective treatments that can stop frizz in its tracks.”

Here are a few key facts on frizz:

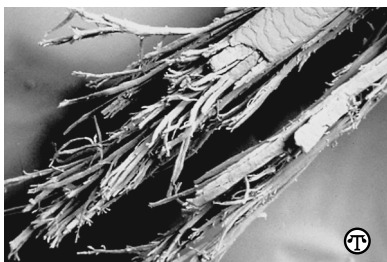
- Frizz is caused by an increase in humidity, which occurs in late spring and summer.

- Hair adapts to the environment, which is why your style is ruined by changes in humidity. Water comes in and out of the hair, disrupting the hydrogen bonds that hold your style together.

- Women frequently try to restyle their hair to calm down the frizz, but the key is to create the proper foundation to fight frizz in the first place.

- Frizz is made worse by subjecting hair to rough brushing or combing, chemical processing, high heats from dryers or irons, and the wrong hair care products.

Beating frizz doesn't take a miracle, Dr. Bauman pointed out, just a scientifically formulated



Frizz is a common hair complaint that gets worse in hot, humid air.

shampoo and conditioner with the right ingredients.

“Women may feel that they can't do anything about their frizzy hair,” Dr. Bauman said. “But all they really need is a shampoo and conditioner with amino-silicones and cationic surfactants, such as Pantene Pro-V Restoratives Frizz Control Shampoo & Conditioner.”

Amino-silicones are a special chemical combination that allows silicone to adhere to the hair, Bauman said, where it will fill in the gaps on damaged strands and create lasting conditioning. Cationic surfactants carry a positive charge that neutralizes the negative sites of damaged hair.

Both ingredients create a more hydrophobic—or water repellent—surface on the hair. This surface retards the flow of water in and out of the hair, despite changes in the environment—thus reducing the frizz caused by humidity. They also work together to add smoothness to the hair, make it easier to comb and restore the flexibility needed for healthy hair.

For more information, visit www.pantene.com.