

Treat Yourself To Healthy Hair

(NAPSA)—Winter's harsh elements can sometimes make taking care of your hair difficult. Fortunately, incorporating mane maintenance into your daily routine isn't as hard as it seems and is essential to achieving healthy hair, the foundation to any beautiful look.

"Our research shows that women are still not taking proper care of their hair and often have misconceptions about hair health," says Pantene Principal Scientist Cheri McMaster. "If women become better educated about what causes damage and ways to prevent it, I think it will bring them steps closer to achieving the healthy, shiny hair they desire."

McMaster distinguishes between hair care facts and fictions, offering simple tips to help women achieve healthy and shiny tresses.

FACT OR FICTION: It does make a difference which kind of shampoo I use.

FACT: Shampoos vary greatly in results as some "strip" the hair of natural oils while removing dirt, oil and styling buildup. This can leave hair susceptible to damage, so it's important that the shampoo have moisturizing benefits. Look for shampoos with silicones (dimethicone), fatty alcohols (cetyl alcohol) and/or cationic polymers (polyquaternium) on the ingredient list like in the Pantene Pro-V Daily Moisture Renewal Shampoo, as they all contain moisturizing benefits.

FACT OR FICTION: It is not necessary to condition after every shampoo.

FICTION: Conditioners and/or leave-in treatments should be used every time hair is shampooed regardless of whether your hair is dry, oily or normal. The conditioner will replenish moisture and help protect the hair from mechanical and environmental damage. Even if hair is oily, a volumizing or fine hair condi-



tioner should still be applied, but only to the ends of hair, avoiding the scalp area.

FACT OR FICTION: Hair can become drier during the winter months.

FACT: Harsh winter elements including cold temperatures with low humidity, brisk winds and parched, heated indoor air can draw moisture out of even the healthiest locks, creating dry, brittle and damaged hair. To hydrate strands and keep hair shiny, smooth and manageable, use a weekly deep treatment.

FACT OR FICTION: Environmental elements don't cause damage to the hair.

FICTION: Environmental elements such as strong winds can tangle the hair and cause individual strands to rub together with enough friction to damage the cuticle layer and lead to breakage. In addition, even in colder months, ultraviolet rays from direct sunlight can cause damage by breaking down proteins in the cuticle and cortex of the hair that can weaken or dry hair out over time. Using daily conditioners, leave-in and deep treatments can help combat these elements by creating a protective surface barrier, leaving hair hydrated while preventing tangles.

To learn more about maintaining the health of your hair, log on to www.pantene.com.