

Hair Color Care Fact vs. Fiction

Experts Reveal The Truth Behind Common Misconceptions

(NAPSA)—For the 60 percent of women who color their hair, keeping it rich is no easy task. In fact, whether they choose to become bold blondes, beautiful brunettes or ravishing redheads, women who color their hair say their biggest complaint is fading and lack of vibrancy. Many theories on how to reduce color-fade and enhance color exist, but keeping color vibrant can be simple once you separate fact from fiction.

“Hair color is an important part of a woman’s identity, and for those who choose to color their hair, figuring out how to maintain color or give it a boost can be confusing,” says Celebrity Colorist Rita Hazan, who manages the manes of A-Listers such as Jennifer Lopez and Jessica Simpson.

“Women receive hair color ‘tips’ from a variety of sources, which can lead to conflicting advice,” said Principal Scientist for Pantene Cheri McMaster. “But the truth is, maintaining and enhancing color is easier than you think.”

Here, Hazan and McMaster distinguish between hair color “fact and fiction” and offer simple tips for keeping color rich and enhancing your hue.

FACT OR FICTION: Chlorine turns blonde hair green.

FACT: The combination of chlorine and copper ions, found in most pool water, creates a green film on all hair colors, but it is most noticeable on light hair. To avoid discoloration, wet hair prior to swimming and apply a leave-in conditioner to help repel the copper chloride and always shampoo hair after a day of swimming. Lather twice with a shampoo containing moisturizing ingredients to wash away the copper ions without stripping hair of essential moisture. Follow with a conditioner.

FACT OR FICTION: Hair color will go down the drain if you wash hair right after a color treatment.

FICTION: If the color is permanent, using a shampoo or treat-



ment afterward will not alter the hue. To reduce the appearance of color fade over time, use products specifically designed for color-treated hair. New Pantene Pro-V Blonde Expressions, Brunette Expressions and Red Expressions are customized color-care collections that contain shampoos, conditioners, treatments and styling products that keep hair healthy and strong while maintaining rich-looking color. Plus, the non-color depositing formulas won’t alter your shade.

FACT OR FICTION: Everyone’s tresses naturally lighten in the summer.

FACT: Natural hair tends to take on subtle highlights from the sun but processed hair can turn brassy and lose luster. For healthy hair that keeps its original color, create a hair “sunblock” with a wide-brimmed hat made from a tightly woven Ultraviolet Protection Factor (UPF) fabric that can serve as a protective barrier from the sun’s harmful rays.

FACT OR FICTION: Lemon juice is a fast way to get sun-kissed highlights.

FICTION: While it is true lemon juice lightens hair, it is highly acidic and creates straw-like strands. For healthy, lighter locks, try a leave-in conditioner and head outdoors—hair will naturally lighten while remaining hydrated.

To learn more about maintaining and enhancing hair color, log on to www.pantene.com.