

# Tips Of The Trade For Healthy, Beautiful African-American Hair Day After Day

(NAPSA)—For African-American women, beauty and style start with great hair. In fact, when it comes to their beauty regimen, almost 60 percent of African-American women invest the most time in caring for their tresses, beating out makeup, manicures and pedicures.

“For my clients, proper hair care is always top-of-mind. Therefore to keep hair in good condition, I always stress the importance of using the right products with the right ingredients to combat hair hang-ups from having your style fall flat to frizz to split ends,” says Pantene Celebrity Stylist Tippi Shorter, who maintains the manes of celebrities including Fantasia, Michelle Williams and Vanessa Williams.

Here are some easy to follow tips from Shorter on how African-American women can achieve healthy-looking, beautiful hair day after day.

- **Condition Thirsty Tresses** — Over-processed African-American hair can often turn dry, coarse and dull. To quench hair’s thirst for moisture, make sure to use products with deep-conditioning ingredients and essential oils. These key ingredients will help keep hair healthy, strong and beautiful.

- **Touch Up Your Style**—For African-American women, keeping their styles looking fresh and new can be a challenge. To keep styles looking like you just stepped out of the salon, try easy-to-use velcro rollers to “touch up” your look.

- **Banish Breakage**—Another



**The right products and hair care habits can make a world of difference.**

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hair care dilemma for African-American women is brittle hair that eventually snaps if not properly cared for. To fight hair breakage and minimize split ends, use a conditioner after each wash that will help seal in moisture and strengthen hair like Pantene Pro-V Relaxed & Natural Intensive Moisturizing Conditioner.

- **Beat “Flyaways”**—Pesky flyaways can ruin a beautiful hair style, making it difficult to manage. To keep flyaways at bay, use a small dollop of leave-in conditioner before applying your usual styling products. With your finger tips, lightly smooth the product over the surface of your tresses. The conditioner will help add a little weight to hair and smooth down flyaway strands.

Follow these simple tips for healthy, manageable hair. To learn more, log on to [www.pantene.com](http://www.pantene.com).