

# Hair Today

## Take A Detour From Hair Damage With Pro Tips

(NAPSA)—It's easy to fall into beauty pitfalls that damage hair over and over again.

Fortunately, taking notice of harmful hair habits and learning how to circumvent the most common damage traps can result in beautiful, healthy-looking, gleaming hair.

According to Clairol Hydrience Color Consultant Giselle, damaged hair equals less-than-glorious color, so avoiding common "hair-damage categories" will help ensure a great-looking crowning glory. Here are some common mistakes:

### **Styling:**

- Combing hair when wet may seem easier, but proceed with caution because hair is three times more fragile after shampooing.

- Don't embrace an everyday hairstyle that involves back-combing. It is a true hair hazard and causes unsightly breakage.

### **Heat-Styling:**

- Blow-drying is a necessary evil for most women, but lessen the trauma by towel drying hair thoroughly before you blow dry. If you start drying sopping-wet hair, it is under the heat for much longer than necessary. A paper towel is even better to soak up wet hair.

### **Washing and Conditioning:**

- Unless oily hair is a problem, don't shampoo every day—frequent shampooing strips the natural oils that keep hair shiny and healthy and can cause color to fade. If hair is prone to dryness, follow with a leave-in conditioner for extra protection.

- Hot water may feel good in the shower, but it's a real no-no for hair health and hair color. Rinse with lukewarm or cool water.



**If you color your hair, you may want to choose a hair-color product that contains moisturizer to keep hair from drying out.**

- Determine how much moisture your hair needs with this trick: Drop a few strands of hair into a glass of water. After about 30 seconds, if hair floats it is well moisturized; if it sinks, hair is very dry and porous and needs extra conditioning.

### **Coloring:**

- Use a hair-color product that offers deep moisture throughout the color process to protect against dryness. Hydrience is a good one to try because it is gentle and now even contains a luxury size tube of Pantene IntensivMoisture After-Color Therapy that lasts for weeks.

- When roots come in just do a root touch-up—don't reprocess the entire head.

**Lifestyle:** Eat foods rich in essential fatty acids, vitamins B-6, B-12, folic acid, protein, zinc and magnesium.

For more tips on maintaining healthy hair, visit [www.clairol.com](http://www.clairol.com).