

Mane Maintenance Made Simple With Tips From A Celebrity Stylist

(NAPSA)—Whether tresses are short and sassy or long and lustrous, maintaining hair's health is a key component in keeping your mane looking magnificent. And while 89 percent of women say having a beautiful hair style is essential to them, 99 percent say the health of their hair is equally important. After all, healthy hair is the foundation to any beautiful look.

"No matter the cut, color or end-look, healthy hair not only looks shiny and vibrant; it's actually easier to style and often holds the look longer than damaged hair. A regimen of basic hair care maintenance is the key to keeping hair healthy all season long," said Pantene Celebrity Stylist Brett Freedman, who tends to the tendrils of Gwyneth Paltrow, Kate Hudson and Kirsten Dunst.

Here are some of Freedman's fundamental do's and don'ts for healthy, beautiful tresses:

DO condition hair after every shampoo to keep hair moisturized and strong. The key is to choose the right conditioner for your desired look. Pantene offers eight different Complete Therapy Conditioners, each designed for a specific hair need from dry and damaged tresses to color-treated locks. To apply conditioner, spread it between your palms and gently scrunch it into your hair from root to tip. Then let it be absorbed for one to two minutes and rinse it out with cool water.

DON'T wait more than six to eight weeks to get hair trimmed or cut. Ongoing hair maintenance is essential in keeping hair healthy and beautiful. Regular salon visits also help minimize split ends and keep hair in top condition.

DO use styling products that



contain humectants that hold moisture to help keep hair frizz-free, smooth and shiny. Try Pantene Pro-V Get It Straight Mousse before blowing hair straight for an extra sleek look.

DON'T brush hair when it's wet because it's more fragile and will break easier than when it's dry. In addition, always use brushes and combs with smooth, wide-set teeth to gently detangle hair while helping prevent snags and breakage.

DO spray damp hair with a leave-in conditioner that contains dimethicone before blow-drying to help protect hair from damage and increase shine. Allowing hair to air dry for a few minutes before heat styling will also help cut down on heat damage.

DON'T forget to use a deep conditioner at least once a week to give your tresses a little extra moisture. This will help repair and protect damaged hair, while leaving locks silky, shiny and soft.

After following the simple tips above, you will be on the road to having a good hair day, every day. To learn more, log on to the Web site at www.pantene.com.