



Beauty News & Notes

UV Protection: Not Just For The Skin

(NAPSA)—Sun protection isn't just for the skin. Ultraviolet or UV radiation from the sun can damage hair too—resulting in color fading, split ends or weakened, unhealthy-looking hair.

Over the last few decades, due to a growing awareness of the sun's effects on skin, the use of sunscreen increased dramatically. Hair is also affected by daily UV radiation, plus hot blow drying. Because the damage may not be as obvious as sun damage to skin—which shows up as premature skin aging, and wrinkles—hair damage only recently started to get the attention it deserves.

To protect skin, many people use a broad spectrum sunscreen with Parsol® 1789 (also known as avobenzone), an FDA-approved ingredient that provides protection against UVA radiation.

Recent studies revealed antioxidants such as vitamin E and vitamin C in combination with broad spectrum sunscreen provide the optimum protection against the sun.

Now shampoos, conditioners and styling products are also being created with similar protective ingredients. For example, the combination of Parsol® SLX (Polysilicone-15) and Phytantriol helps to minimize UV damage.

Parsol SLX protects hair from color fading—one of the first signs of sun damage—which minimizes damage and provides shine and luster. This ingredient also helps make hair stronger and less prone to breakage.

By weakening hair, UV damage



Here's a bright idea. Hair products with UV filters may help protect your hair from sun damage.

can make it less manageable. After a few shampoos with specially designed sun-protective products, hair becomes stronger and is less prone to damage.

Even without UV exposure, environmental stresses such as hot blow-drying and heat styling can also lead to split ends and an overall rough and damaged appearance. Parsol SLX helps minimize damage caused by UV light and conditions hair as it protects due to its unique silicone composition, which provides shine and luster to the hair.

Protecting your skin and hair is easier with the right ingredients. Look for ingredients like Parsol SLX, which is currently available in the Alterna Professional Haircare line and Parsol 1789, which is available in a variety of high-end and mass market skin care products for overall protection from the sun.