



Hair Today

A Little Curl Talk Among Friends May Banish The Frizzies

(NAPSA)—Put away that flat iron. From the big screen to the fashion runways, curls are all the rage.

Consider the beautifully soft and defined curls worn by Nicole Kidman, Sarah Jessica Parker, Madonna, Jennifer Lopez, Debra Messing, Sheryl Crow and Andie MacDowell. Models for top designers such as Anna Sui, Missoni, Betsy Johnson and Versace all featured curly-haired tresses on their Spring 2004 Ready-to-Wear catwalks.

With the newest products, you can save time, money and effort by playing up your hair's natural texture instead of fighting it. You'll learn to embrace—even love—your naturally curly hair.

For example, Antonio Soddu, a longtime leader in hair care, has created a line of specially formulated professional products and techniques designed to achieve the shiniest, sexiest and most supple curls. The Curl Friends products are designed to keep the hair shaft down to combat frizz, without being sticky or heavy.

Soddu offers the following suggestions on how to best care for your curls.

- First, know that curly hair is naturally delicate, dry and prone to breakage. Never apply shampoo to the top of your head. Instead, work the lather from the back of the neck to the front.

Use a shampoo such as Curl Friends Daily Shampoo to luxuriously clean and nourish curls with aloe and vitamin E. Once a week, use a clarifying shampoo to wash away environment pollutants and build up from styling products.

- After shampooing, use a



Having the right hair products can help you learn to love your curly hair.

good, moisturizing conditioner such as S.O.S. Extreme Conditioner. Made with a combination of seaweed, sea mud and soy protein, this conditioner repairs curls while softening and moisturizing hair and scalp.

- Since environmental factors play a role in the condition of your hair, seasonal and climate-specific products can help make dry or unruly hair a thing of the past. Use a leave-in, deep conditioner such as Humidity Blocker to coat and protect hair. This innovative product smoothes frizzy hair in all weather conditions, especially winter or when the air is dry.

- When the weather is moist or humid, try High Humidity Gel to tame unruly hair. It controls the amount of moisture the hair is exposed to by helping to seal the cuticle, therefore providing a thermal barrier of protection.

- Apply products to wet hair and comb through carefully to mini-

mize frizzing. Avoid blow drying since it frizzes and damages curls.

However, if your style absolutely requires blow-drying or a curling iron, add Heat Beater Thermal Protection to your daily hair care regimen. It can help protect your hair by insulating each curl with hydrating ingredients like silk essential acids, aloe vera and passionflower. It locks in the moisture to smooth hair. For the best results, use a curly hair comb to evenly apply this product.

To further keep curls under control, try Anti-Frenzy or All Weather Shine. They both help calm fly-aways caused by wind or other weather conditions. These serums smooth and protect hair follicles while providing incredible shine and manageability—without being greasy.

After hair is dried and styled, spread a small amount of Gooley Goo Wonder Wax on your fingers and apply to curls to add texture and definition. A little bit goes a long way to sculpt curls without adding stiffness or weighing them down. It provides maximum definition for curls with minimum hold for true styling flexibility.

At the end of a hectic day, use a Curl Power Texturizing Mist to wake up lazy curls. This spray restores bounce, volume and shine to tired, limp curls. Fortified with B-5, this alcohol-free mist protects hair from dryness and static while fighting frizz. Let your hair air dry naturally, apply it to damp hair to add volume and bounce.

Visiting www.curlfriends.com and entering the following coupon code at checkout, NAP20, can save you 20 percent off your first order, while supplies last.