



Soft Yet Strong Hair

(NAPSA)—Silk: it's one of the world's most luxurious materials. Silk is also one of the strongest, most elastic natural fibers in the world. The chemical structure of silk protein is very similar to hair keratin, making it a great hair strengthener and smoother. Now you can get the luxury and strength of silk in your shampoo.



“Silken hair” can be more than just a figure of speech.

Chemically treated and mechanically damaged hair lacks surface proteins and lipids. These components can be restored by using Goldwell's Kerasilk's wheat bran lipid and silk protein formulas. They not only balance the hair and scalp by regulating moisture absorption and evaporation, they also contain vitamins E and F to nourish hair and protect it from harmful environmental influences. Additionally, the low pH ensures optimum uptake of these revitalizing ingredients into the hair.

You can find Kerasilk at fine salons nationwide. To locate one, you can call 1-888-881-0330 or you can visit www.goldwellusa.com.