



# Hair Care Advisory

## Protecting Your Hair From The Elements

(NAPSA)—If sun, sand and salt water are making your scalp suffer, there's no need to be distressed.

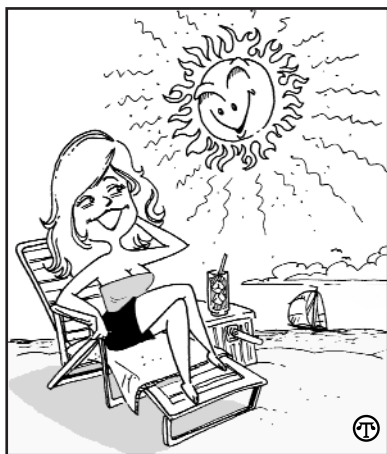
Beautiful, healthy hair is at the top of nearly every woman's priority list, but according to a Gallup poll, nearly 93 percent of women report problems such as unmanageability, damage or dryness.

Swimming and baking in the sun can wreak havoc on hair. Chlorinated swimming-pool water is particularly damaging—chlorine degrades the protein in your hair and weakens the cuticles. As a result, your hair becomes rough, dry and prone to breakage, losing its healthy shine and looking like straw. You have to protect your hair by removing the chlorine right away. The chemical tends to stick to hair, so rinsing with water or even shampooing may not be enough.

According to Chuck Warren, senior director of research and development for hair-care authority Alberto Culver, "Chlorinated water is hair's worst enemy. The chlorine in pool water can degrade hair's protein, weakening its cuticles and making it more prone to damage."

Fortunately, there's a weekly pre-shampoo conditioning treatment that can prevent chlorine damage by improving the strength, health and vitality of your hair. Alberto VO5 Hot Oil Treatment removes as much as 70 percent more chlorine than shampoo alone, and, as a bonus, gets rid of the stubborn chlorine smell.

Sun is another hazard your hair faces. UV radiation breaks down the proteins, causing your hair to fracture and split. Ultra-



**Hats off to hair treatments that protect your locks from sun damage.**

violet also attacks the pigments in your hair, making the color flat and brassy. In addition, the sun's heat dries out your hair, making it break more easily. One solution is to protect your hair with a scarf. A more casual option is a leave-in conditioner such as VO5 Detangle and Shine, a lightweight five-vitamin formula that detangles, protects hair from breakage and prevents split ends.

When you're washing your hair as often as several times a day, it can also deplete your hair's proteins. A deep conditioning treatment can help restore elasticity and shine. Alberto VO5 Total Hair Recovery can strengthen and revitalize color-treated, dry or damaged hair.

You can find these hair-care products at a drugstore or super-market nearby.