



# Hair Today

## New Products Can Help Your Hair To Relax

(NAPSA)—Let's get something straight—namely, your hair.

African-American hair can tend to limit styling options. However, that doesn't have to be the case. With the right hair care products, it's possible to “relax” your 'do, for hair that's silky straight and touchably soft—with improved manageability, body and shine.

In fact, hair relaxers are nothing new; they've been in use for at least 30 years. However, new chemistry has made these products safer to use, with formulas that contain no lye, and which can be used on fine, medium and coarse hair.

One example is the DAX Relax Hair Care System from Imperial DAX. This no lye crème relaxer is available in both Regular and Super strength versions—and works in just 13 to 15 minutes (fine hair), up to 25 minutes (coarse hair). Like other similar products, Relax should not be applied to bleached hair.

DAX Relax comes with detailed instructions, as well as a list of do's and don'ts that should be followed for best results. This in-



**New chemistry helps give hair more manageability, body and shine.**

cludes finishing the job with DAX Leave In Conditioner.

Imperial DAX offers a complete line of quality hair care, maintenance, grooming and styling products, including shampoos, conditioners, gels, waxes, texturizers and pomades. There are also products designed to help with curling, pressing, styling and waving hair.

To learn more, or for additional product information, visit the Web site at [www.imperialdax.com](http://www.imperialdax.com) or call toll free 866-329-9297.