

Damage Defense For Your Hair

Top Tips For Achieving A Beautiful, Healthy Style

(NAPSA)—Seventy-three percent of women say they have damaged hair and 41 percent of women consider their hair to be dry. Daily styling, rubbing wet hair with a towel and even brushing can contribute to damage and leave hair prone to breakage and split ends. Environmental stress and weather can also wreak havoc on your hair leaving it dry and brittle. While all of these things may be unavoidable, there are ways to make the most of your hair care routine to achieve a beautiful style without sacrificing hair's health.

“Many women believe cutting split ends will make their hair healthier,” says Pantene celebrity hairstylist Myles Haddad. “While this is true, they forget that damage can occur throughout hair and not only at the ends. To slow down the damage process throughout hair and make hair more resilient, it's important to keep it moisturized and protected. Taking steps to repair damage to shine and moisture while preventing future damage before split ends occur will keep hair at its healthiest.”

Here, Haddad shares his “do's and don'ts” to repair damage and prevent split ends for a beautiful, healthy style.

- **Do** properly condition keeping in mind your specific hair type. For example, since oil, a natural conditioner, is secreted at the roots, women with oily hair should begin conditioning halfway down their strands. If hair is dry, use a generous amount of product related to the amount and length of your hair. For example, women with a short style or fine hair type, should use a dime-sized amount of conditioner. For shoulder-length hair, a quarter-sized amount of conditioner will do.

- **Don't** use a brush on wet hair because that is when hair is most vulnerable. Instead, comb hair with a wide tooth comb,



Protection against split ends and other damage is a vital part of any hair care regimen.

beginning at the end of the hair shaft, slowly and gently working your way up to the roots. Or, just finger comb any tangles out before drying.

- **Do** use preventative products that protect your hair from future damage and split ends. The new Pantene Pro-V Daily Moisture Renewal Shampoo and Conditioner system insulates and hydrates every hair strand to help prevent future moisture loss and keeps the outer cuticle layer protected, leaving hair healthier, softer, shinier, smoother and virtually frizz-free, versus shampoo alone.

- **Don't** rinse away all of your conditioner. Rinse for 30 seconds or less (depending on your hair length), concentrating at the scalp until it feels clean. Leaving a small amount of conditioner on the ends helps further protect the hair strands and increase shine.

- **Do** use a deep conditioner once a week. For an even more intensive treatment, apply to wet hair and wrap hair in a warm towel for 10 minutes. The warmth will open the hair cuticles, allowing the conditioners to penetrate more deeply from root to tip. Rinse your hair as usual. Try using cooler water for the final rinse as it closes the cuticles and may help seal in moisture.

For more tips from Myles Haddad, log on to www.pantene.com.