

Old Man Winter & Bad Hair Days Go Hand-In-Hand

(NAPSA)—Winter comes with a whole set of beauty conundrums, most of which stem from one thing: the damaging moisture loss associated with cold weather.

It leaves our hair (and skin and nails) drier and more vulnerable to damage. And that's just not pretty. The surest way to get through the bad hair days of winter is actually pretty simple: Moisturize, moisturize, moisturize!

Conditioner is your hair's best friend during the moisture-robbing cold months. So here's a quick primer on conditioner, that critical but uncelebrated haircare must-have.

"First of all, almost everybody needs to condition after shampooing, even if just to help with detangling, which can be very stressful to the hair," says Paul Wallace, senior director for research & development at Clairol. "Hair is at its weakest when wet, and that is actually when it sustains most of its damage."

Conditioning can help strengthen hair and prevent breakage and damage before it happens, so that hair looks healthier and prettier. Some newer haircare lines are even based entirely on this notion of strengthening hair by preventing damage in the first place and deeply hydrating hair to make it look its healthiest. Clairol's new

Renewal 5X line of shampoos and conditioners makes hair up to five times stronger by using a combination of five advanced conditioning technologies.

If you have permed or color-treated hair, always use a shampoo and conditioner specifically formulated for your hair type. Shampoos and conditioners that say they are for permed or color-treated hair are by far the most moisturizing formulas you can find, because processed hair has the greatest need for deep conditioning.

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And if you have dry, damaged or processed hair, use a leave-in conditioner—especially in the winter. Daily nourishment products and leave-in conditioners work well to strengthen hair and increase elasticity. This prevents breakage and damage.

So don't let winter hair blues get you down—with proper conditioning, you can keep your hair looking healthy and shiny all year round.