



Hair Today

Top-Ten Healthy Hair Tips

(NAPSA)—Many women feel they have to battle with their hair to get it to behave the way they want. Women don't realize that there are lots of easy things they can do to make it look healthy and beautiful.

According to the hair experts at the *Infusium 23 HaiRepair Institute*, most women make the same mistakes. After looking at hundreds of damaged hair samples and talking to women about their hair habits, the experts have come up with the following top ten tips:

1. Blow-drying can be a necessary evil. So cut down the drying time by patting wet hair with a paper towel beforehand to absorb excess water.

2. Handle wet hair with caution. It is *three times weaker* than dry hair, so be gentle and use a leave-in conditioner to protect it from damage caused by drying, brushing and styling.

3. Avoid high-on-the-head pony-tails—they can pull hair down and weaken it at the scalp.

4. Protect your hair from the sun. UV exposure destroys hair proteins, making hair brittle and more easily susceptible to harm. Use a leave-in conditioner with UV protection, such as *Infusium 23 Leave-In Treatment*.

5. Wind can be damaging to hair. It causes hair shafts to forcefully rub against each other and cause damaging friction that can crack, break or even strip the cuticle from your hair, resulting in split ends. To avoid friction damage, wear a hat or scarf over your head, and use a leave-in conditioner.

6. Even the act of shampooing

“We are a nation of frequent and vigorous shampooers, and that can be traumatic to hair.” TM

can be stressful to hair. We are a nation of frequent and vigorous shampooers. To lessen the trauma, try a conditioning shampoo such as *Infusium 23 Shampoo*. It reduces hair-to-hair friction during lathering to prevent damage to the cuticle.

7. Rinse hair well. There is no benefit to leaving excess rinse-out conditioner in your hair after showering. It just weighs hair down.

8. Do not tease or backcomb! What you are doing is ripping up the hair cuticle. This weakens the hair shaft, exposing the sensitive inner core and leaving it vulnerable to breakage.

9. People with damaged or unhealthy hair should indulge in an intense conditioning weekly to restore moisture. *Infusium 23 Power Pac Conditioner* is very hydrating.

10. Hair is very much affected by general health, diet and exercise. The most important things you can do for your hair (and nails and skin) are eat right, exercise and get a good night's sleep every day. Your hair will thank you, but more importantly, you may have a long, healthy lifetime to enjoy your fabulous locks.

To request a hair analysis from the *Infusium 23 HaiRepair Institute* or for more information, log onto www.infusium.com.