



# Hair Today

## Finding The Balance Between Moisture And Body For Beautiful Hair Every Day

(NAPSA)—According to a recent study, women face a never-ending paradox when it comes to their hair: finding a balance between body and moisture. An estimated 82 percent of women fear moisturizing their hair may weigh it down or make it dull and limp, but nearly the same number (80 percent) feel that moisturization is important for their hair's health.

What makes finding this balance so essential is that styling, processing, coloring and the climate they live in can lead to hair that is either over- or under-moisturized—a condition referred to as Fiber Moisturization Imbalance (FMI). More than half of American women suffer from FMI, which symptoms include dry or brittle, limp or dull unmanageable hair.

To combat FMI, more than 50 percent of women switch their hair products at least once a month. When provided a list of ingredients, 70 percent of women ranked moisturizers as the number one ingredient they look for in a shampoo and conditioner, while vitamins as well as fruit and vegetable extracts were deemed least important.

Fortunately, scientists have found an effective way to tackle FMI, giving women the shiny, soft, naturally vibrant hair they desire. The solution can be found in a new line of shampoo and conditioners featuring an innovative formula that incorporates more than 15 "weightless moisturizers" to restore the health of their hair, putting it back in balance without adding any noticeable weight.



**Women can now get the benefits of moisturizers for their hair without the added weight.**

The weightless moisturizers found in new Dove Hair Care products provide essential ingredients by combining amino acids, fatty acids and glycerin, a common, well-known moisturizer. The result is beautiful, healthy hair.

"The ability of Dove Hair Care to deliver essential moisturizing ingredients to the hair fiber without weighing it down is truly a breakthrough," says Marta I. Rendon, M.D., medical director of The Dermatology and Aesthetic Center in Boca Raton, Fla.

Dove Hair Care is widely available and comes in 13 formulations of shampoos and conditioners designed to address all hair types.

Dove Hair Care shampoos, conditioners and 2-in-1 shampoos are available in food, drug and mass retail outlets. To learn more, visit [www.dove.com](http://www.dove.com).