

How To Care For Curls: Celebrity Stylist Shares Tips

(NAPSA)—For the past few seasons, smooth, sleek styles have been all the rage, but that's about to change. Curls are making a comeback and popping up on everyone from A-list celebrities to the woman next-door, which is good news for the 54 percent of women with curly or wavy hair.

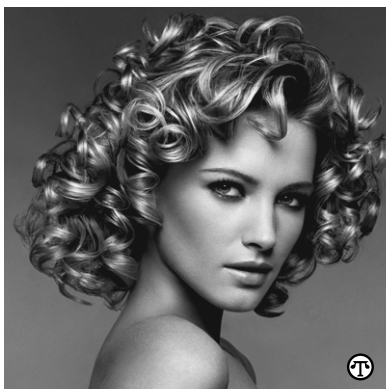
“Curly hair requires special attention and if it isn't cared for properly, it can lead to problems such as dryness, breakage and frizz. Therefore, it's important to learn the basics of managing curly hair, so your hair's natural curl can really stand out,” says celebrity stylist Tippi Shorter, who maintains the manes of Michelle Williams, Fantasia Barrino and Jada Pinkett-Smith.

Here, Shorter shares some do's and don'ts that every curl-conscious diva can easily follow:

DO avoid product build-up by washing hair thoroughly with a gentle clarifying shampoo, once every two weeks, to keep curly tresses from becoming limp, lifeless and weighed down. This will also help rejuvenate curls and increase shine.

DON'T forget to condition. Curly hair often has a dry or coarse texture, so it's very important to keep hair moisturized. Try using a mask at least once a week such as the new Pantene Pro-V Intensive Curl Hydrating Mask to deeply moisturize curls and make them manageable.

DO remember to use a diffuser on curly tresses if air-drying is not



an option. Then, be sure to apply a leave-in treatment to damp hair before diffusing to help add moisture and control frizz. If time allows, air-drying can further decrease frizz and prevent heat damage.

DON'T hide under a hat on humid days. Instead, opt for a mid-to-high ponytail that keeps hair off the neck, while still looking stylish. To keep frizz at bay, apply products that contain silicone to damp hair before styling for soft, shiny, defined curls.

DO refrain from brushing curly hair. Brushing hair can lead to frizz and make curly hair “bigger.” Always remember to use a wide-tooth comb, preferably when hair is wet, to gently detangle hair. Then, once curls are set, try to refrain from touching or running hands through hair.

After following these simple tips, curly girls will be able to give their flat irons a rest. To learn more, log on to www.pantene.com.