

Debunking Common Gray Hair Myths

(NAPSA)—Know any women on the cusp of using haircolor to blend away gray but who are uneasy about taking the plunge? Here's a tip for those *nervous Nellies*: Look for a demi-permanent haircolor formulation containing natural ingredients like aloe, chamomile and ginseng, to name a few.

Admitting it's time to hide those intrusive grays is the first step to curing "I'm-not-going-gray" denial. After all, almost 55 percent of all women use at-home haircolor, so it's safe to say coloring at home has become a regular part of their beauty regimen along with daily moisturizer and exercise.

To help get over the apprehension of using haircolor for the first time, experts at *Clairol Natural Instincts* offered to dispel some common gray hair myths:

MYTH: If I pluck my gray hairs, they won't grow back. Shelve this myth. Plucking gray hair may be a temporary solution for those with a few scattered grays, but the hair does eventually grow back gray.

MYTH: Demi-permanent haircolor can't hide my gray. Simply not true. Demi-permanent haircolor, like *Natural Instincts*, blends away gray on hair that is up to 40 percent gray. Its no-lift



formulation enhances your own natural color, so there is no noticeable root line. Color results last up to 24 shampoos.

MYTH: Haircolor will dry out my hair and make it dull. Actually, the opposite is true. Many at-home haircolor kits are gentle and moisturizing, and even leave hair healthier-looking than before coloring.

MYTH: My gray hairs are "wiry" and difficult to control. Gray hair is the same texture as non-gray hair. It appears "wiry" and uncontrollable because, next to its melanin-filled counterparts, a single gray strand seems to have a different texture—that's why women say gray hairs "stick out." Colored hairs act the same way, but are less noticeable because they're more *pliable*.