

Hair Trends

Embracing The Beauty Of America's Blended Fabric

(NAPSA)—The face of America is constantly changing—and so is its hair. Styles wave, kink and curl with the times. Plus, we've become a melting pot society of interracial couples and adoptions.

Multieritage and adopted children—quite expectedly—often have hair textures that are different from their parents, and they require unique care. The key is understanding the differences in hair types. For instance, heredity can play a role for anyone with curly, coarse or wavy hair. Some African Americans have soft, straight hair while some Hispanics and Caucasians have coarse or wiry hair.

In addition, people of mixed heritage typically have a unique blend of hair textures, ranging from fine and wavy to tight and curly. The average individual may have as many as three different hair textures on his or her head, requiring the use of multiple hair care products.

Why is curly hair different? Salon owner and multicultural hair expert Roslyn Baker explains that the hair follicles in curly hair are curved, which restricts the natural oil flow through the follicle and to the scalp. This can result in hair that's dry and dull. Ultimately, the hair becomes intertwined as it grows out, gets tangled and dry and can eventually break. As a result, curly hair needs products that add significant moisture, sheen and conditioning.

Studies show 56 percent of moms said they could use more help with their daughter's tangles. One potential solution is Soft & Beautiful® Just for Me!™ Texture Softener. It provides worry-free manageability by significantly reducing tangles. You still



Multiracial children have unique hair care needs.

have a curly or natural look, but hair will be easier to comb and will appear longer.

To keep wavy or curly locks under control, there's Just for Me! Hair Milk Styling Crème. This lightweight formula should be applied after shampooing and conditioning to help define waves and curls while making combing easier.

Just for Me! is America's No. 1 children's multicultural hair care brand (in FDM \$ sales past 52 weeks ending March 15, 2009). It is available wherever hair care products are sold.

"Morning Madness" Tips

Roslyn Baker has tips on how to prevent the last-minute craziness of dealing with a child's hair:

- Do preliminary work at night, including applying moisturizers and twisting, braiding or rolling hair to avoid tangling. Cover her hair with a satin scarf or nightcap to prevent drying out.
- Shampoo her hair once a week, not every day, unless she's swimming.

