



# Hair Today

## Finding Sensational Hair Care Products: A New Twist

(NAPSA)—Salons are no longer the only place to find the best hair care products. Beauty products for the hair can be found in the best department stores.

While great looking hair begins with great care—consumers spend an estimated \$5 billion on hair care in the U.S.—only a small percentage of this shopping is currently done in department stores.

That's expected to change. Consumers who visit department stores for beauty products may soon be pleasantly surprised to find that more of their favorite cosmetic brands have added top-quality hair care products to their lineup. For example, Lancôme, Paris now offers a new Hair Sensation hair care line.

Already an authority in cosmetics and skincare, Lancôme is adding hair products to its portfolio as a natural evolution to complete the customers' total beauty needs.

Hair Sensation consists of 12 products in four distinct ranges to address specific hair types; dry or damaged hair, color treated hair, normal hair and fine, flat hair. Women's emotional attachment to their hair was a key factor in the development of these products.



**It's a beautiful idea—beauty products for the hair, found in the best department stores.**

Hair Sensation products offer a multi-sensorial experience in their innovative textures and scents. The textures were created with the same care and efficiency that goes into creating skincare formulas—effective yet gentle.

The scents in the collection include honey, lime sorbet, juicy peach, lychee and green tea.

The desired result, hair that radiates beauty from the inside out.

Hair Sensation is available at Lancôme counters in department and specialty stores nationwide as well as online at [www.lancome.com](http://www.lancome.com). Suggested retail prices range from \$16 to \$22.