



## Game-Changing Hair <sup>®</sup>

(NAPSA)—Hair care for guys does not have to be complicated. Most guys don't want to spend a lot of time or money on their appearance, and the good news is they don't have to with Head & Shoulders.

"Today's hair styles for guys are all about keeping it classic and simple," says Head & Shoulders Celebrity Grooming Expert, Cheri Keating. "I always tell my clients to 'get their head in the game' and use products that they can trust and are simple to use."

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***ONE WAY TO "GET YOUR HEAD IN THE GAME" IS TO USE A PRODUCT DESIGNED TO KEEP YOUR SCALP HEALTHY.***

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Keating recommends using a Head & Shoulders system of shampoo and conditioner such as Classic Clean, which she says has been a trusted male hair care brand for years.

With regular use, the shampoo helps eliminate 100 percent of visible flakes and relieves scalp issues such as itchiness, redness and dryness. It's important to follow up with a Head & Shoulders conditioner.

According to a study conducted by Procter & Gamble, ordinary conditioners can wash away up to 70 percent of the active ingredient deposited on the scalp by Head & Shoulders shampoo. When used in conjunction with the shampoos, the conditioners maximize the amount of pyrithione zinc on the scalp, providing incredible scalp protection.

For guys who want to have great-looking hair every morning, it's important to maintain a healthy scalp, resulting in healthy hair that is easy to manage. For more information, visit [www.headandshoulders.com](http://www.headandshoulders.com).