

Get Your Hair In Shape For Summer

(NAPSA)—Now that the warm weather is finally here, most of us will heave a sigh of relief that the brutal winter we have suffered through is over. The damage is still visible everywhere: streets are dotted with pot holes, pipes are bursting, lips are chapped and skin is dry. Before all is said and done, there may be another lesser talked-about casualty: your hair.

It's not hopeless. If the cold months have left their mark, there are ways to "de-winterize" your hair this summer and get it back to peak condition. Herbal Essences, which just introduced a new line of products for very dry hair, has a few tips:

- You know what an arctic blast does to your skin. The same is true for hair—it robs it of essential moisture. Combat this by shampooing hair every other day, instead of every day.

- Did you know that wind is one of your hair's biggest foes? By causing hair follicles to rub up against each other, it leads to breakage, which is unsightly and bad for the hair's condition. The solution? Always wear a hat when the forecast calls for wind. Those "wind advisories" on the news are actually quite useful.

- Very dry hair needs products that are designed to deeply nourish and hydrate. There are some good products on the market that can do this—look for moisturizing ingredients such as Aloe, Vitamin E and Protein. A very effective collection of intensely moisturizing shampoos and conditioners



called Herbal Essences Intensive Blends leaves hair noticeably softer and hits the shelves early this spring.

- If your hair is colored or permed, it needs even more moisture than ordinary dry hair. Always use products that are specifically formulated for "processed" or colored hair—these are the most hydrating products on the market.

- Take a cue from hair salons and give yourself a deep conditioning treatment. Most intense treatments are designed to be used once a week and left on the hair for three minutes. Turn a conditioning balm into the ultimate at-home treatment by leaving it on under a hot damp towel for 30 minutes.

These strategies should take your hair out of winter and into spring looking healthy and beautiful. Now, if only summer didn't have its own bevy of hair traumas to brace for.