

Haircolor for the Ages

(NAPSA)—Each stage of a woman's life offers new experiences, new insights, increased self-knowledge and chances are, a surprise or two. Like the rest of our physical self, our hair also makes this journey through days. While each individual person is different, there are some predictable patterns that it can help to know about. According to Clairol Hydrience, following are some of the different hair characteristics and needs women can expect to see as they age:

The Twenties: In the twenties, the condition of hair is at its maximum. Twenty-somethings often enjoy experimenting with haircolor, going much lighter or highlighting and are more willing to take some risks for the sake of making a **fashion statement**.

The Thirties: Biologically, a woman's hair begins to change at this time with a decrease in melanocytes, resulting in **first grays**. Scientific studies also show that a woman's hair begins to darken. This is rather a paradox because it means that some follicles lose their ability to make melanin while others increase melanin color formation and become darker. According to Clairol Color Consultant Giselle, "a deep moisturizing permanent haircolor will cover gray for a polished look, and in many cases can also offer the added bonus of an emotional boost."

The Forties: At this stage of life, a woman's hair begins to see

more grays, and a **decrease in natural sebum**. This means that the need for both color and care increase simultaneously. "Deep moisturizing hair color products will become even more important during this time when women are opting to cover gray," says Giselle.

50's and Beyond: This period often represents a new beginning. Life takes on new meaning and the wisdom of age creates

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newfound self-knowledge and satisfaction. Of course, that doesn't stop women from wanting to look fabulous. But hair is even more susceptible to **dryness and thinning**. Hydrience is good for hydration because it infuses hair with vital moisturizers and a blend of rich conditioners built right into the color formula. Plus, there's an added benefit: permanent haircolor actually enhances hair's apparent volume and fullness.

"For many women, hair is their most defining physical characteristic," says Giselle. "Knowing how it behaves throughout the years can definitely help make it easier to keep it looking healthy and vibrant from our 20s through our 90s and beyond."

For more information, visit www.clairol.com.