

## Holiday Hair Tops Every Woman's List

(NAPSA)—What do women really want? According to a recent survey, when it comes to physical appearance, beautiful hair is above all else—especially during the holidays.

Nearly 90 percent of the women participating in the survey, which was sponsored by Neutrogena, said they would be willing to give up anything from dessert, to social networking, even television for two weeks to have healthy, shiny hair.

This holiday season, you can give the gift of perfect hair without breaking the bank—it's as simple as visiting the nearest Target store for clinically proven products that can outperform the leading prestige competitor. For example, there's one product line that's designed to protect and repair hair so it looks its best.

Among its offerings for holiday hair, Neutrogena's Anti-Residue Shampoo is a cult classic, easy-to-use product that leaves hair looking its healthiest. Triple Moisture Deep Recovery Hair Mask is a total immersion of restorative moisture to remedy dry and damaged strands, leaving hair healthy and beautiful for the holiday season.

### Further Findings

The survey also discovered:

- With regard to a job interview, most women (61 percent) consider having shiny, healthy hair to be the most important aspect of their appearance—over bright white teeth (54 percent), glowing skin (41 percent) or perfectly manicured nails (34 percent).



**A recent survey found that most women want healthy, shiny hair, especially during the holidays.**

- Fifty percent of women say hydration is among the most important benefits they look for in a hair care product, in addition to defrizzing (37 percent), mending split ends (40 percent) and adding volume (42 percent).

- The desire for healthy, shiny hair has even made its way into the social media space. When it comes to choosing a photo of themselves to post on social media sites, women say having perfect hair is the biggest deciding factor, more so than having perfect makeup or the perfect outfit.

### Learn More

You can find more facts and tips about hair and skin care online at [www.neutrogena.com](http://www.neutrogena.com) and (800) 582-4048.