

# Hair Today

## Helmet Hair: Fighting Back Against Crunchy, Stiff Locks

(NAPSA)—According to a recent survey, 42 percent of women face the 'do disaster known as “helmet hair.” This crunchy, brittle feel and look is generally caused by styling products—and as a result, 83 percent of women are confused about which product to use for what styling purpose.

Fortunately, with today's styling products, it's possible to kick helmet hair to the curb. For example, one new line, which includes a shampoo and conditioner, spray gel, styling mousse and hair spray, is designed to give women the strong hold they need, with the touchable softness they crave.

Celebrity stylist Sarah Potempa is a huge fan of this new line. “I've used Aussie's Opposites Attract products on celebrities and on my own hair with fantastic results,” she says. “The products capture a modern approach to style, which combines strong hold and run-your-fingers-through-it softness.”

This season, women can get gorgeous style with some of Potempa's easy styling tips:

- Lightly mist a flat, boar-bristle hairbrush with the hair spray and then brush the hair back for a perfect, smooth ponytail.

- For a casual, beachy look, apply a small amount of styling



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mousse to damp hair. Then take large sections of hair and scrunch upwards. Allow to air-dry and watch your hair transform into beautiful, soft waves.

To learn more about Opposites Attract, visit [www.touchablessoft.com](http://www.touchablessoft.com). While you're there, you can check out Aussie's “End Helmet Hair” makeover contest, where you can enter to win an all-expenses-paid trip to New York City and a style makeover with Potempa.