

It's All In The Wash

(NAPSA)—One secret hair stylists know is that fabulous hair depends most on what you do *before* the styling even begins. Shampooing plays an important role in your end-result look.

Most of us don't think twice about this very important step, but there are ways to improve shampoo technique. One of the world's most popular haircare brands, Herbal Essences, recently compiled a list of tips to help:

Comb before you shower. Stepping into the shower after a night of sleep means you're likely to shampoo hair that is already slightly tangled. Since tangles lead to snapping and breaking, it's best to start with hair that has been combed through first—this will minimize knotting later. Wet hair is three times weaker and more likely to break than dry hair.

Saturate the hair. To get the best possible lather, it's important to be sure that hair is completely saturated with water before applying shampoo. Work the lather starting at the scalp and massage *gently* throughout hair.

Remove build-up. If you use any kind of styling products or simply go outdoors, your hair has build-up. Hairspray, gel, even pollution and calcium deposits from water leave a residue on hair and render it dull, flat and difficult to manage. A good way to combat this problem is to use a shampoo such as Herbal Essences Clarifying shampoo, which is great at removing all kinds of build-up from the hair—you'll notice the difference immediately.

Feed your hair with what it's hungry for. Ever notice the

many different formulations available? There's one for fine, limp hair, another for color-treated hair, one for oily hair and so on.

A favorite trick of the pros: end your shower with a blast of cold water to the hair. Ⓟ

These shampoos contain different ingredients that address specific needs. Select one that suits your hair type.

End with a cold blast. This is a favorite trick of the pros. After rinsing shampoo and conditioner from hair, end your shower with a blast of cold water to the hair. This helps seal the cuticle to impart shine and smoothness to hair texture even after it dries.

Skip a day. The majority of people don't need to shampoo every day. Everyone can benefit from skipping a day of shampooing from time to time. This gives hair and scalp a chance to restore itself naturally through the distribution of natural oils.

The quicker picker-upper? After emerging from the shower, try blotting hair with paper towels rather than rubbing it with a cloth towel. You'll be surprised how much water is absorbed. This will cut down on blow drying time and spare hair from unnecessary heat damage.

With practice, you can improve your shampooing habits and achieve the kind of gorgeous hair you want. For more information, visit www.herbalessences.com.