

Love Isn't Blind

(NAPSA)—Looking for your match made in heaven? Trying to figure out how to impress that special someone? To determine what unmarried men and women look for in a mate, Just For Men® Haircolor commissioned a nationwide “Great Dating” survey.

The survey revealed that everything from good grooming habits to physique plays an important role in dating success and that making a good first impression is critical.

“First impressions count,” says Dr. Joy Browne, author of *Dating for Dummies*®. “Fortunately, you don’t have to spend a lot of money or win a makeover to improve your look. You just have to be realistic about what you can and cannot change. For example, men and women can easily change their wardrobes, hairstyle or haircolor.”

Beyond first impressions, what men and women want in a mate is someone who knows the importance of looking and feeling good. Following are other important attributes men and women look for:

- 87 percent of women say that it is important that their mate pay close attention to grooming details.
 - 76 percent of men note that finding a mate that is healthy looking is most important to them.
- “Good grooming is an essential element of attraction,” says



Browne. “We live in an externally oriented society—before we can get to know someone, we visually evaluate a potential mate. Everyone wants to date someone who cares about his or her appearance.”

Men and women agree that certain physical attributes can affect dating success—gray hair is one of those attributes. In fact, when shown photos of the same man with and without gray hair, in at least four out of five instances, survey respondents said that the man without gray hair looked more confident and healthier.

“Hair nowadays symbolizes a wide range of personal traits, including vitality, success, youth and sexuality—it’s our crowning glory,” says Browne. “It can have a real emotional impact on the mating ritual we call dating. It’s simple—if your hair looks great, you feel great.”

Acceptability of men coloring their hair has become more popular as well. According to the survey,

- 57 percent of women surveyed felt that it was okay for men to color their gray hair to bolster their self-confidence.
- Of the men surveyed, almost one-third said that they have made changes to their hair, including changing their hairstyle and coloring their hair, to enhance their overall appearance and self-confidence.
- An additional 15 percent are considering coloring their hair to improve their dating odds.

With more and more men looking to give their image a boost, Just For Men Haircolor is a quick and easy way for men to color away their gray and take years off their looks, which helps them gain dating confidence.

“Confidence equals sex appeal,” Browne said. “If you find simple, easy and inexpensive ways to make yourself happier with yourself physically, then do it. Regardless of your age, economic circumstances or bone structure, with simple changes you can develop a personal look that sets you apart and improves your self-esteem, which is what ultimately makes a person desirable.”

For more information about Just For Men Haircolor, log onto their site at www.justformen.com.