

# *Parents' Guide*

## **Love Yourself, Love Your Hair**

(NAPSA)—Parents can help their daughters develop a healthy self image by talking to her about her identity. Surprisingly, the way she sees herself may have something to do with her hair.

“There’s definitely a link between a little girl’s hair and her self-esteem,” said Dr. Jeff Gardere, a clinical psychologist and advisor to the Just For Me™ Texture Softener™ Sunflower Advisory Board.



### **A girl’s hair is linked to her self-confidence.**

---

Thirty years ago, only one in every 100 children born in the U.S. was of mixed race. Today that number is one in 19. The board created “Conversation Starters” to help parents talk with multi-ethnic daughters about self-image.

They suggest mothers start the conversation by telling their daughters that she loves her and her hair. However, they say to reaffirm that beauty begins on the inside. If you want to manage your daughter’s curly hair with a product like Just For Me Texture Softener, do so for worry-free hair manageability, not to make her look like someone else. Reinforce the idea that all hair is good, whether it’s kinky, curly or straight.

Visit [www.texturesoftener.com](http://www.texturesoftener.com) or call (866) 730-9101 for more tips.