

Squeaky Clean Hair Is A Cry For Help

(NAPSA)—Every time a woman lathers up with an ordinary, non-conditioning shampoo, she strips her hair of natural oils and moisturizers. A recent survey revealed two out of three women believe their hair is clean when it squeaks. In reality, that squeak is a cry for help: Hair that squeaks signifies bad clean; it can mean it has been over-cleaned, stripped of natural oils and just plain damaged.

It is time to pull the lather from women's eyes. Dove Shampoos have a new, mild formula that offers a better kind of clean: one that does not wash out the good with the bad. The reformulation contains milder cleansers that clean hair thoroughly without stripping hair of the "good stuff." No other leading brand has a cleansing system that uses the same mild cleansers.

Keep the "Good Stuff"

Surprisingly, more than half (57 percent) of women have been told it is unhealthy to shampoo every day and more than 60 percent of women do not wash their hair on a daily basis, for fear of damage.

Contradicting a common follicle fallacy, it is healthy to shampoo hair daily with the right formulation. Milder shampoos do not compromise the ability to thoroughly clean hair with a sudsy lather, yet they keep the "good stuff"—proteins and moisturizers—in the hair where they belong. Dove Shampoos, which leave hair soft and smooth, are gentler than other leading shampoo brands because they strip less essential moisturizers from the hair and scalp (as shown in laboratory testing).

"Women wash their hair to prevent product build-up and to wash away the daily grime. All shampoos clean hair, but ordinary, non-



For more information about mild shampoos visit dove.com.

conditioning shampoos can strip hair," says Eva Scrivo, celebrity stylist and New York salon owner.

Eva suggests these tips for superior hair care:

Mildness Matters

Hair washing frequency depends on hair type and daily routine. People with fine, thin hair may feel it is necessary to wash more often than those with thicker hair. Others may prefer to wash daily due to their occupations or workout routine. Daily washing is safer when using a mild shampoo such as Dove.

100 Strokes

Ever notice how your scalp seems oily no matter how frequently you lather up, but the ends of your hair are always dry? Brushing from root to tip at least once a day distributes natural oils to help provide shinier hair and a healthier scalp.

Tress Defense

The essential moisturizers in your hair help protect it from daily wear and tear, which is why it is so important to use a mild shampoo. For extra protection, be sure to apply a styling cream before beginning your heat styling regime.