

# Simple Solutions For Your Winter Hair Care Headaches

(NAPSA)—The onset of winter can lead to a host of hair care headaches...who wouldn't want to hibernate! From dreaded hat head to static to embarrassing flakes, winter hair survival is no easy task!

"We 'winterize' our wardrobe, color palette and skincare routines, but often forget to modify our hair care regimen to protect our hair from the season's environmental elements. It's important to take extra steps when the weather turns cold to help beat the winter hair care blues," said Celebrity Stylist Brett Freedman, who tends to the tendrils of Gwyneth Paltrow, Kate Hudson and Kirsten Dunst.

Here are some of Freedman's suggestions for protecting your locks when the temperature drops:

## • Winter Hair Headache #1:

**Hat Head**—Most people hate the embarrassing indentation that can occur after removing a hat. To eliminate the crease and help hair return to its original shape, keep a light spray conditioner on hand to help combat the problem. Simply spray along the indentation and then finger comb while massaging into the crease. As the conditioner dries, hat head indentation will disappear.

## • Winter Hair Headache #2:

**Dry, Brittle Hair**—Dry winter air can cause hair to become brittle and unmanageable. To combat this hair care headache, keep tresses moisturized by using a deep conditioner once a week or as often as needed. Short on time? Try a conditioner that you can leave in while you sleep such as Pantene Pro-V Overnight Repair Intensive Treatment. The product is applied to dry hair before bedtime and dries quickly so it won't leave a sticky residue on your pillowcase. Its high levels of mois-



turizing ingredients quench dry hair and reduce frizz. Wake up with strong, smooth, shiny hair.

## • Winter Hair Headache #3:

**Static**—The combination of dry winter air and winter fabrics can cause strands to stand on end. Keep static to a minimum by squeezing a pea size amount of your favorite leave-in conditioner into the palm of your hand and working it through dry, static ridden hair from ends to roots. This will get rid of the static while also giving hair a little extra shine. To prevent static, wash your hats and scarves with a fabric softener or run a drier sheet along the inside of hats before wearing.

## • Winter Hair Headache #4:

**Embarrassing Flakes**—Just like your skin, your scalp can get dry in the winter too, especially for African-American women with naturally dry hair. Therefore, it's important to take control of unwanted flakes caused by dry scalp. To manage this frustrating problem, use a shampoo that delivers advanced moisturizing benefits and helps prevent future flakes like Pantene Pro-V Relaxed & Natural Anti-Dandruff Shampoo.

After following the simple tips above, you will be sure to have a magnificent mane all through the winter! To learn more log on to [www.pantene.com](http://www.pantene.com).