

# Winter Haircare

Winter makes  
it is  
to include  
beauty  
winter  
haircare

What

That is the sound of winter approaching. And it IS coming. Most of America is now basking in that between time when summer is surrendering to autumn. However, not far behind is winter with all of its beauty — but also with all of its downsides. Snow, penetrating arctic cold, piercing winds, and sub-zero temperatures are metaphors for winter. Braving the elements represents a particular beauty challenge. Maintaining a beauty routine for women of color can be daunting but not impossible say representatives of the world's leading manufacturers of ethnic haircare products.

Glenda Clemons, a consumer affairs specialist for Soft Sheen Products acknowledges the special beauty dynamics associated with winter. "Because winter makes your hair drier, it is important to include in one's winter beauty arsenal, a moisturizing lotion and hairdress," she says. She notes that people tend to cover their hair during the winter.

This retards the growth



African Pride's All Ways Natural contains specially blended oils and botanical herbs



process and may even result in hair shedding. "Since the hair is covered, women must supplement this by using products on the hair that contain protein and conditioning properties. This will enhance the chances of maintaining healthy hair during the winter," she adds.

Clemons says that the Soft Sheen's Optimum Care family of products have ingredients that can counter the deleterious effects of winter. The line includes Collagen Moisture Shampoo, Rich Condition, Leave-In Conditioning Spray, and a Moisture Rich Creme. "These products, in particular, deposit moisture into the hair and make it healthy," she says.

The beauty experts at African Pride note that the hair is exposed to extremes during the winter: Cold blustering winds, and indoor heating. The company has compiled a series of winter tips that will keep natural, relaxed or braided hair soft, manageable and healthy.

Wash hair immediately after workouts

to remove perspiration which dries the hair.

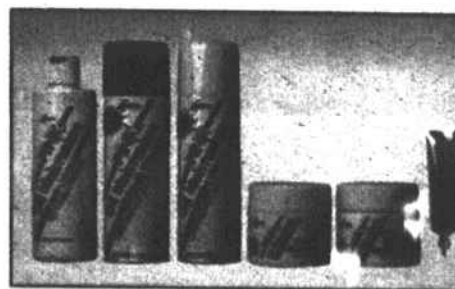
Moisturize the hair. Use a multi-purpose oil as a hot oil treatment to help restore sheen and luster to winter-damaged hair.

Keep styling using heat to a minimum. If the use of styling tools is a must, first seal and protect hair cuticles with an oil spray designed to help stop breakage while conditioning and moisturizing the hair.

Dry hair at the lowest setting and keep the dryer at least six inches from the hair.

Use a finishing spray to restore shine and body to dry, dull hair.

African Pride's Miracle Sheen Oil & Conditioning Spray and Luster Products' Pink Oil Moisturizer line are considered ideal for "all seasons" because the products are formulated to address your haircare needs year-round. Applying these tips is your hair's first line of defense against the damaging effects of winter.



Luster Products' Pink Oil Moisturizer haircare line