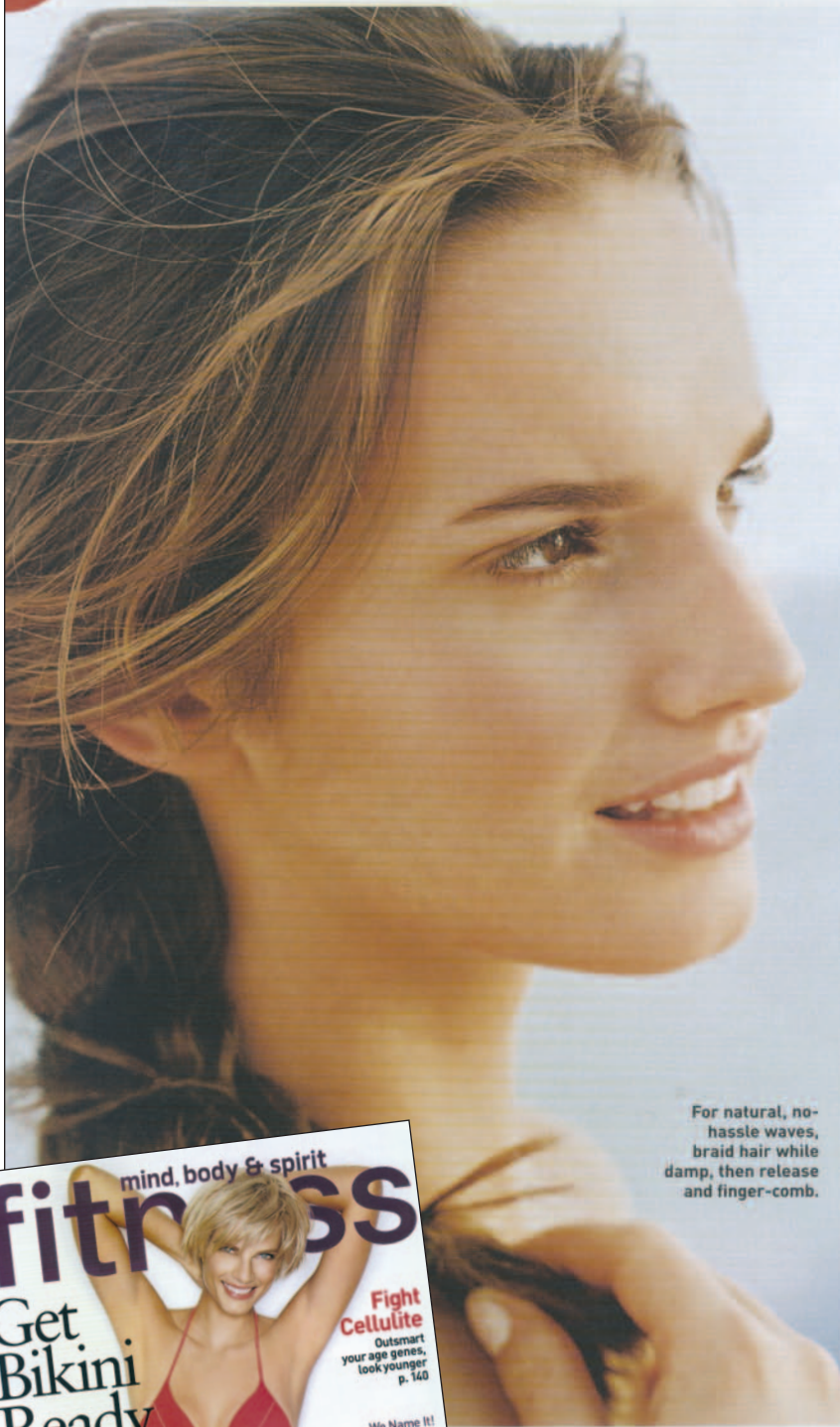


BEAUTY



For natural, no-hassle waves, braid hair while damp, then release and finger-comb.

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the time between
by using a color
r twice a week.”

our expert fixes will transform the locks you were born with (or undo a disastrous dye job or straightening treatment) into a glossy, bouncy, shampoo ad-worthy mane.

PROBLEM: FADING COLOR

“Shampoo, chlorine and the sun act as lifting agents that can pull out color and cause fading,” says Paul Labrecque, owner of the Paul Labrecque Salon & Spa in New York City.

THE FIX: Wash with a gentle shampoo for color-treated hair or a formula that’s sodium lauryl sulfate-free (try Jason Natural Lavender Shampoo, \$7, or Kenra Platinum Color-Lock Shampoo, \$15). “Shampoo only every few days, especially with vibrant hues such as red, copper or golden brown, which tend to fade quickly,” says Labrecque. Limit blow-drying, too. “The heat of the dryer acts much like the sun,” says Hawkins. When you do heat-style, apply a protective product first (try Pureology UV Colour Defense, \$17, or Biolage Fortifying Heat Styler, \$12.95). Extend the time between touch-ups by using a color brightener twice a week (try John Frieda Radiant Red Color Envy Daily Color Sealer, \$5.50, or Goldwell Color Glow Live Blonde Fluid, \$14).

PROBLEM: SPLIT ENDS

“Daily wear and tear causes ends to lose their strength and resiliency,” says Hawkins. Longer lengths and sections that are constantly restyled—such as face-framing layers and the crown—are especially prone to breakage.

THE FIX: Use a natural-fiber brush like Paul Labrecque Medium Round Pure Boar Bristle Brush, \$76, or Conair Classic Style Brush, \$6.99, to bring your scalp’s nutrient-rich oils from roots to ends. “Plastic bristles can’t absorb and distribute oils,” explains Labrecque. At the first signs of splitting, trim damaged ends (approximately one-quarter of an inch every eight weeks). Daily conditioners (try Aussie Dual Personality Root Cleanser + Tip Mender Conditioner, \$3.49, or Infusium 23 Frizz Control Revitalizing Conditioner, \$5.99) and oil-based treatments (try L’Oréal Nature’s Therapy Hot Oil, \$3.99, or Nu Skin Nutriol Hair Fitness Treatment, \$59) will help keep strands hydrated and silky-looking. When styling, keep heat at a medium temperature. “If it’s too high, it can cause water inside the strand to boil, forcing it to expand and break,” says Brett Freedman, a celebrity stylist for Pantene.

PROBLEM: FRIZZY CURLS

“Frizz happens when moisture enters the hair shaft and puffs it up,” explains Freedman.

THE FIX: Shampoo and condition with curl-enhancing products that smooth the cuticle