

The Right Formula

EVERYDAY VIBRANCY

The first day of a new color feels wonderful because when your hair shines, you feel better all around. Creative director of color and style Marcy Cona shares her secrets for keeping that energized feeling of fresh color every day.

Q. What's the most important thing to keep in mind when coloring your hair?

A. As a professional colorist with 20-plus years of experience, I've seen the difference a great hair color can make for women—it creates a sense of physical and emotional well-being. Often women save colorings for special occasions or put it off until they no longer like the way their hair looks. I say, wonderful color takes only 10 minutes, you should treat yourself to that experience more often.

Q. Sometimes it's a struggle to balance life and beauty regimens. Any advice?

A. Perfect 10 by Nice'n Easy's innovative technology really does work in 10 minutes, instead of the half-hour it takes some traditional permanent products—in fact, it works best in 10 minutes and covers 100 percent of grays. So it's easy to fit into your busy day. Many women are concerned about damage and since the advance crème formula technology Clairol has developed works faster, it's also gentler* on your hair. It's more efficient, works at a lower pH, and better preserves your hair's natural f-layer, which is your hair's protective coating.

Q. How should someone go about picking their shade?

A. It's important to stay within two shades lighter and one shade darker. If you're torn, choose lighter because you can always adjust your hair color a bit deeper next time. A great tool Perfect 10 comes with is the patented PerfectColor Comb that lets you evenly distribute from root to tip, giving you the maximum effect of designer-quality color and high-gloss shine.

Q. What is the best way to maintain hair vibrancy and health in between colors?

A. You need to use the right hair products to cleanse, condition, and protect. With Pantene Expressions, you'll get up to 70 percent more color vibrancy**. The shampoo's liquid crystal technology transforms

dull hair, helping to restore the hair's reflectivity. The conditioner then smoothes the hair cuticle, reduces fly-aways, and prevents split ends. Using them together creates shinier, softer, healthier-looking hair from the first shampoo—and fights the look of fading because protecting the cuticle allows color to look vibrant***.

Q. What is the greatest benefit of hair color?

A. When women look in the mirror after freshly coloring their hair, they say things like, "I feel better about myself," or "I look more attractive," or "I feel younger"—their hair is touchably soft, smooth, and full of life, and they feel full of life too!

Learn more about just how easy it is to get great color at the Perfect 10 website www.perfectcolorin10.com or call 800/CLAIROL to speak with a color expert. For a free Pantene sample, go to www.pantene.com/expressions.



PERFECT 10™
nice'n easy®

* More gentle to the hair's surface versus leading permanent crème colorant.

** Shampoo and conditioner shine improvements versus that of Pantene Classic Care Shampoo.

*** Versus non-conditioning shampoo.

Love the feeling of day-one color?
NEW EXPRESSIONS with liquid crystals



Fall in love with your color all over again. The Pantene Expressions systems help restore the softness, the vibrancy, the amazing look of your colored hair the very first time you try them.** Shampoos and conditioners designed for blondes, reds and brunettes. **Healthy makes it happen.**

PANTENE shine
PRO-V



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** Shampoo and conditioner vs. non-conditioning shampoo.