



turn up the volume

When it comes to hair, SIZE matters. Here's how to boost BODY for luscious locks

Confidence is key to feeling great, but research has shown that 92 per cent of British women have hang-ups affecting how they feel about themselves, with 44 per cent concerned what others think of them*.

One of these issues can be thin hair, which has the potential to make women feel invisible. After all, volume, body and bounce are the holy grail of luxe locks. Now you can target the problem of fine

“This instantly transforms limp locks from drab to fab”

JESS TIBBITS, INSTYLE BEAUTY WRITER

hair by using Head & Shoulders' new Extra Thickening Treatment as part of your morning beauty routine. The formulation,

containing a Triple Active Complex, helps boost fine hair with strengthening and thickening benefits. The treatment offers both instant volume – it can double the look of your hair from the first use when combined with the Thick & Strong

Collection – and a longer-lasting thickening effect with regular use.



3 STEPS TO WOW HAIR

“My clients are always looking for something to thicken, strengthen and leave their hair looking fuller,” says Head & Shoulders creative beauty director Peter Lux, *above*. “Healthy looking, thick, beautiful hair gives us a massive boost and lets us stand out from the crowd.”

Here's how to boost your volume:

1. *Wash with Head & Shoulders Thick & Strong Shampoo and Conditioner*
2. *Apply Extra Thickening Treatment at the roots while hair is still wet*
3. *Tip your head upside down and blast dry at the roots*

TOP TIP

“I love this product because it gives hair guts. Try applying a little at the ends for a beachy texture,” says Lux.



CONFIDENCE BOOST

Head & Shoulders has set up hangupyourhangups.co.uk to help women build confidence with expert hints, tips and advice.

Visit the website for the chance to win one of 100 full-size Head & Shoulders Extra Thickening Treatments.**



10 YEARS IN THE UK