



Bollywood Diva Shilpa Shetty lets out her secret!

Gives tips to get spa like hair results at home with Pantene

Gone are the days when we had ample time at hand to take care of our hair. With today's hectic lifestyle where we hardly get time for ourselves, taking care of our hair is last on our priority list. We generally leave our hair for that 'once in a while' spa treatment to sort our toughest hair issues – whether its split ends, hair fall from easy breakage, rough tangled hair or weakened flat hair. The spa treatments are expensive and their effect does not last long.

In fact, when it comes to tackling weakened hair, hair health is the key. While poor hair health perpetuates the extent of damage done to hair, resulting in lack luster and flat hair, hair with enhanced health boasts resilience, strength and shine.

Marrying its established 66-year Pro-V heritage with innovative research, Pantene has developed a series of hair care regimens anchored in health—bringing you all the benefits of a hair spa right to your home. Inspired by this insight, Pantene with an intrinsic understanding of women's toughest hair issues created a series of personalized hair spa regimens rooted in health – Total Damage Care, Hair Fall Control, Smooth & Silky.

The Pantene hair spa regimen sorts out your toughest hair issues like any Rs 1000 hair spa product *. So now you can solve your toughest hair problems and get spa like hair at the comfort of your home.

Bollywood celebrity and Pantene Brand Ambassador Shilpa Shetty said 'Pantene was initially a popular spa product available in salons in Europe; in fact it became so popular that it was retailed at stores. Therefore, I was not surprised when Pantene felt like a spa product. So, now you & I can turn our homes into a hair spa, thanks to Pantene with this revolutionary range. I recommend women to treat their hair problems and get spa like results with Pantene”.

‘At Pantene, we create unique hair care regimen that mirror spa regimens—but with the enhance advantage of health because our formulas are rooted in our strong Pro-V heritage and science. Key to Pantene “efficacy in solving hair “ toughest issues is an intricate balance between our hair health experience and a profound knowledge of hair therapy that ends

with hair care treatments for a ultimate “spa experience ”**explained Dr. Girish Giovanni , Principal Scientist, P&G Beauty& Grooming**

The **Pantene hair spa regimen** sorts out hair toughest issues like a Rs 1000 hair spa product *. The Regimen includes :

1. Designed to provide the healthy foundation for your hair, **Pantene Shampoo** gently removes impurities from both the hair and scalp.
2. After shampooing, apply **Pantene Replenishing Conditioner** which moisturizes and protects your cuticles to visibly reduce the 7 signs of hair damage.
3. Use **Pantene Daily Deep Repair Rinse-Off Treatment** next to smoothen out hair ends for healthy-looking, shiny hair, especially if you use mechanical appliances on your hair regularly.

*As effective as Rs 1000 hair Spa products