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The desire to remain youthful is as old as human history. The promise of longer life, good health and youthful looks well beyond your hundredth birthday has spurred a multi-billion dollar anti-aging industry worldwide. Celebrities are promoting a gamut of beauty and hair care products through television advertisements and glossy magazine photo shoots. By doing this, they are inspiring a whole generation to look and feel youthful and attractive.

There is a huge demand for shampoos, conditioners, moisturizers and other products for skin and hair care. Leading manufacturers across the globe have been quick to identify this trend. New anti-wrinkle creams and hair products, that meet consumer needs and have been proven to be healthy, safe and effective, are being launched quite frequently. People, wary of going under the surgeon's knife are using these products to look and feel beautiful and young.

Hair care products, that are available, include shampoos, conditioners, colors, dyes, hair oil as well as nourishing and styling products that stimulate hair follicle.

Shampoos: Washing hair regularly with a good quality shampoo is essential to strengthen and maintain hair. One innovative product in this category is the Keranique shampoo for thinning hair. Infused with anti-oxidants and vitamins, this revitalizing shampoo gently cleanses your hair and scalp and helps preserve its youthful looks. The shampoo safeguards your hair from ultraviolet rays. The hydrolyzed keratin protects the hair's cuticle from breaking down.

The best attribute of this shampoo is that it is sulfate-free and can be used to wash even color treated hair. Sulfates are not very good for the health of your hair. One of the main reasons for them to be included in shampoos is that they create a lot of lather. However, these harsh chemical surfactants tend to cause dryness in your scalp and can damage hair follicles leading to hair loss.

Conditioners: Conditioners cool and soothe the scalp and alter the texture and appearance of hair when applied after washing. The volumizing conditioner from Keranique is infused with hydrolyzed keratin – a strong protein that our hair, nails, skin and teeth have in abundance. This increases the hair's ability to retain essential moisture, which in turn, protects it from damage.

Hair Regrowth products: Certain hair regrowth products containing FDA approved ingredients such as Minoxidil, that helps re-grow hair, is a boon for people suffering excessive hair loss. Such a product would revitalize your hair follicle and help you get thicker and fuller looking hair.

Hair Styling products: The hair styling products increase the manageability of hair while giving it a glossy appearance. Keranique products in this category are infused with keratin amino acids that moisturize your hair while styling it and give your hair a shinier and healthier look.

However, one would need to understand that great hair is not just using the latest hair care products that are available. Proper hygiene and maintenance of hair is also of utmost importance to ensure that hair remains healthy. A person would need to follow a healthy lifestyle for healthy hair. Eating right, sleeping for a minimum of 7 to 8 hours, relaxing, and regular exercise are some steps that one can follow to avoid hair loss. A proper diet is of utmost importance for maintaining hair strength, color and texture.

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Visit keranique to know more about a [hair care products](#) for women. The sulfate-free a [Keranique shampoo](#), fortified with keratin and pro Vitamin B5, is quite gentle for a [color treated hair](#).

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Keranique shampoo, hair care products, color treated hair

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