

# Benefits to hair coloring

Hair coloring is a way of life for many people. Although some decide on a change of color for creative reasons, many individuals go under the bottle to cover up gray hair. But hair dye may offer other benefits than covering up signs of aging.

The U.S. Food and Drug Administration estimates that 2 out of 5 women in America dye their hair, while roughly 11 percent of men dye their hair. Young people are just as likely to dye their hair as older ones, according to research by Miss Clairol. Therefore, there have to be other benefits to changing one's hue beyond gray coverage -- and there are. Here's a look at a few.



\* **Added body:** People with limp locks may want to give color a try. That's because coloring plumps the hair shaft and can make hair temporarily thicker and with more body than before.

\* **Shine and dimension:** Putting a subtle color on the hair can create varied hues that pick up and reflect light differently. This can make the hair seem more vibrant and interesting.

\* **More "pop":** Just because a person was born with a specific hair color doesn't mean it is the best complement to his or her skin tone or eye color. Changing one's hair shade can make other attributes stand out more. Eyes may seem more radiant and skin less washed out. Experimenting with different shades can help a person find the best version of him or herself.

\* **Natural options:** Today there are hair dyes in many different formulations. There are also all-natural colors that deposit color into the hair, rather than stripping the cuticle to then add back color with chemicals. No matter the formula a person wants to try, a salon or over-the-counter product may be able to offer it.

\* **Solution for thinning hair:** Many men and women eventually lose some of their hair or experience thinning patches. Hair dye can plump hair and create the illusion of more hair. This is a less expensive method to try than hair replacement surgeries or other treatments.

For those who are interested in phasing out hair dye, especially if they want gray hair to grow in, they can work with a colorist to place strategic low-lights in the hair. This will camouflage the gray hair and enable the gray to grow in less abruptly.



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