

Meijer Buyers Recommend Best Products for Hair Protection at the Beach

GRAND RAPIDS, Mich. – Spring break: That time honored ritual where millions of Americans – especially those living in the cold climates of the Midwest – head to warmer climates for a little R&R. Chances are, this includes time at the beach. After months of little sun exposure, most travelers focus on protecting their skin from the damaging effects of the sun. But what about your hair?

There are those who believe that hair is hair, while for others, tending to your tresses is an investment in self-care. According to Thumbtack.com, the average color or highlight treatment at a salon in the U.S. can range from \$60 to more than \$300, not including a cut and a style. The Meijer beauty buyers report that the more time and investment that women dedicate to haircare, the more they are inclined to protect it.

The dry and cold winter temperatures of the Midwest tend to pull moisture out of hair, by causing the hair cuticle to lift which allows the moisture to escape. This can cause breakage, split ends and frizz. Now add a week or two of salt water. Salt is a natural desiccant. When left on the hair, it pulls moisture from the surface and interior of the hair. Plus, the ocean has tons of sand suspended in the water, which abrades hair also inducing damage. Salt water pools and chlorine can have a similar drying effect and can cause, particularly color-treated hair, to fade and turn a brassy color.

There are hundreds of products on the market today. To navigate through the sea of products, the Meijer beauty buyers assembled their three top picks.

- [Tresemme Botanique Damage Recovery Shampoo and Conditioner](#). Extra strong damage recovery at a great value. It contains macadamia oil, wheat proteins and avocado to strengthen and repair hair.
- [L'Oreal Elvive Total Repair 5 Shampoo, Conditioner and Leave-In Treatment](#). Featured on Dr. Oz, this system was developed to repair damaged hair.
- [Pantene Daily Moisture Renewal Shampoo and Conditioner](#). According to the buyers, Pantene products are some of the best-selling moisturizing care items of all time. Protects hair from root to tip.

Before hopping into the ocean, moisturize your hair with a conditioner that might have a little more conditioning effects than you might normally use. The extra conditioning can help your hair avoid the dryness from the salt water. Also, either use a product that has UV protection or wear a hat. Sun damage can fade color and sunburn your scalp. Use a moisturizing shampoo, conditioner and treatment before and after a day in the sun and water. Always rinse the salt water out of your hair as soon as possible.

To really protect your hair, wet hair completely and apply a leave-in conditioning treatment before jumping into a pool or the ocean. This helps lock the moisture in, creating a protective barrier. Regular deep conditioning treatments and leave-in conditioners will help retain moisture.

If you need other products for spring break, click [here](#) to view more items on Meijer.com.

About Meijer:

Meijer is a Grand Rapids, Mich.-based retailer that operates 235 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

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