

rouge

INSPIRING IDEAS BY P&G BEAUTY

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BEAUTY MYTH

tall tales

Urban myths are harmless enough until you start basing your beauty

DRINKING EIGHT GLASSES A DAY KEEPS YOUR SKIN CLEAR OF TOXINS.

Not according to Susan Barr, a nutritionist at the University of Canada. Barr, along with 10 other researchers, conducted a study for the Food and Nutrition Board of the Institute of Medicine and looked into the rule. After sifting through the research, they couldn't find any scientific evidence to support it. While our bodies lose eight to 12 cups of fluid a day, we take in water from foods and other beverages. Therefore our need for water can be met through drinking milk or coffee as well as eating fruit, vegetables, fish and poultry. Drinking too much water may flush away vitamins with the toxins.

SHAVING YOUR LEGS MAKES YOUR HAIR GROW BACK THICKER.

Shaving won't turn you into a Sasquatch. Nor will it make your hair grow faster, or change its color or length. If the regrowth, or stubble, on your legs

According to Dr. David Bank, a dermatologist in Mount Kisco, New York, leg-hair growth eventually slows down when hormonal levels drop, and loses its pigmentation. So shaving's got nothing to do with how hair grows back.

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BRUSHING YOUR HAIR 100 STROKES WILL MAKE IT SHINY AND HEALTHY.

Not true. Brushing can make hair look healthy by distributing nature's conditioner — sebum (natural oil) — throughout the hair, and brushing can also help hair look shiny by flattening its cuticles. But over-brushing can actually damage the hair by pulling it out or breaking it off. Excessive brushing can also strip away its cuticles, making the hair weak and more likely to break. According to Danilo, Pantene celebrity hairstylist, careful brushing with a mixed-bristle brush two to three times a day will do.

—Rhonda Riche

Illustration by John Jay

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