

# Study reveals the World's Best Hair

International hair research has found that Parachute Advanced\* users have the World's Best Hair.#

Mumbai, June 1<sup>st</sup>, 2012:

As urban women follow emerging hair styling and grooming practices, there is also a rising awareness of the importance of hair health and beauty amongst them. Hair in itself has been a subject of intense research across the world. Hair is categorised into three major groups for the purpose of most researches and scientific evaluations. These groups, based on ethnic origin, are Asian, Caucasian, and African.

A recent international hair research which studied various hair types across the world has found that hair oiled with Parachute Advanced is superior to other hair types across the world.

Hair nurtured with Parachute Advanced was found to be stronger, thicker, longer, softer and less damaged when compared to other hair types, making it the World's Best Hair.

Hair nurtured with Parachute Advanced Hair Oil was found to be superior across important hair parameters.

**Thickness:** While we are born with natural healthy hair, our varied grooming and styling practices along with our busy stress-filled lifestyles end up affecting the overall quality and thickness of hair. Hence, the healthier we are and the better we treat our hair, the fuller and thicker our hair will grow. After



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examining the cross sectional areas of different types of hair, researchers have concluded that hair oiled with Parachute Advanced was thicker as compared to other hair types.

**Strength:** The international research also found that hair oiled with Parachute Advanced had statistically superior fibre properties as compared to other hair types. The porosity of hair was also much lower in hair nurtured with Parachute Advanced, indicating that it is stronger than other hair types.

**Softness:** Softness is another feature of great importance when it comes to hair. Again, hair oiled with Parachute Advanced Hair Oil scores high as it is found to have greater softness as compared to other hair

types. It is known that our combing, grooming and styling practices cause the hair cuticles to get flared, making the hair feel rough. Parachute Advanced Hair Oil helps align these hair cuticles so that the hair feels soft to touch and healthier to look at.

**Damage Resistance:** As Parachute Advanced Hair Oil penetrates deep into the hair shaft, it also helps in reducing the loss of valuable hair protein, thereby protecting hair and keeping it healthy. As a result, hair oiled with Parachute Advanced was found to be less damaged as compared to other hair types. This is extremely relevant for the urban women of today, as their hair goes through a lot of damage due to everyday pollution, heat and excessive styling.

**Length:** Along with a higher tensile strength and protection against damage, hair oiled with Parachute Advanced is also less prone to breakage. This allows it to grow much longer than other hair types, making it the pride and joy of women across India. While we all know that Indian women have been envied the world over for their luscious locks, now we also know the secret behind their long hair.

The research results come as great news for Parachute Advanced users as their hair has been found to be the World's Best Hair. These women are far ahead of the rest of the world when it comes to beautiful and healthy hair, with a little help from their best kept beauty secret - Parachute Advanced Hair Oil.

\*Based on Study conducted in April 2012. Compared to non-oiled hair. Results may vary from individual to individual depending on their health and food habits. Refers to Indian hair oiled with Parachute Advanced. <sup>1</sup>Refers to unoiled hair of other ethnicities. <sup>2</sup>Refers to Indian hair oiled with Parachute Advanced.