

TRIED AND TESTED

THE LATEST AND GREATEST HAIR CARE ARRIVALS

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Junior Copywriter / a month ago

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From (Philip Kingsley's) bond-building treatment and Briogeo's savvy hydrating set to (Living Proof's) root-refreshing dry shampoo, these (hair care) arrivals will repair, care and add flair from root through to tip (not excluding the all-important scalp...). And if you're still using your first pair of trusty straighteners from back in the (ahem, ancient) day, we're delighted to introduce you to (Amika), our latest obsession for all things (tools) and styling. So, whether you're type 1A or 4C (or somewhere in-between!), scour these finds to refresh and reconnect with your long-neglected hair care arsenal.



THE NAME'S BOND...

...(Bond Builder Restructuring Treatment). Don't let chemical styling, colour treating or heat tools get the better of your hair — defy damage with Philip Kingsley's industry-shaking, pre-shampoo treatment which reinforces existing bonds and repairs broken ones as it strengthens and protects strands against damage and breakage. We like to think of it as a rewind button for past hair decisions...

HIT REFRESH

Designed to rival your go-to rinse-out shampoo, (Living Proof's) Perfect Hair Day (PHD) Advanced Clean Dry Shampoo not only keeps hair clean between washes but even cares for it too. Crafted with oil-absorbing powders, the innovative formula also offers pollution protection, increases manageability and softness and promotes an enviable shine, all without visible or textured residue — so you can enjoy that fresh-out-of-the-shower feel whenever you want!



LIKE ROYALTY

When two industry giants come together, you can guarantee the result will be nothing short of magical. Case in point: the (OUAI x BYREDO Leave In Conditioner). With BYREDO's prowess in perfumery, alongside OUAI Haircare's unmatched ability to deliver the ultimate 'French girl' tousled texture, this formula is the stuff that literal dreams are made of. Spritz through hair to hydrate, condition, detangle and protect against heat, all while shrouding yourself in (BYREDO's Mojave Ghost) scent — peppered with addictive notes of ambrette, magnolia, and sandalwood.

THE APPLE OF OUR EYE

If your hair is utterly, completely and totally frazzled (*looks at ends guiltily*), never fret — simply reach for Briogeo's (Vegan Apple Honey Hydration Don't Despair, Repair! Hair Repair Kit); boasting a saving of 20%, this exclusive set stars a full-sized bottle of the bear-y hydrating mask that's proven to decrease the chance of hair breakage and boost hair moisture by up to 88% after just two uses, plus sized-to-try bottles of their bestselling shampoo and conditioner. Truly a dream come true for dry hair.



GRANDMOTHER KNOWS BEST

Created by Nikita and Akash Mehta — siblings with a mission to introduce Indian divine to Western hair care rituals — (Fable & Mane) melds the alchemy of Indian plants with wisdom scents devised by a world-worshipped French perfumer. The (Pre-Wash Strengthening Treatment Hair Oil) is an ode to their grandmother's tradition of therapeutic hair oiling, and should be added to strands before you wash your hair. Treat it like a (mask) or (treatment), leaving it on for as long as possible for maximum benefits. Slather all over your scalp as well as lengths to stimulate scalp circulation, nurture your roots and reawaken sleepy hair follicles for strong and healthy hair — no matter your hair type. As type four hair is thirsty, oils like this will really help it to flourish — just remember to use more product if your hair is extra coily!



FULL OF SECRETS

Channel your inner Gretchen Wieners and boost your hair with frank body's volumising (Dry — Clean Volume Powder). A dry shampoo-cum-'oomph'-booster, the powdered formula swiftly slurps up excess oils and lifts roots without using any harsh or irritating ingredients, which is ideal for those with sensitive scalps. Featuring vitamin E-rich rice bran to soothe angry scalps while absorbing the oils, it also uses hydrolysed keratin to smooth strands and reduce breakage. Plus, it adds a slight 'grittiness' to hair for added texture, bounce and ease when styling — all while extending time between washes! Coming in a dinky handheld bottle, you can throw it in your bag for the on-the-go touch-ups too. Flat, limp hair? We don't know her.

TOOLS OF THE TRADE

One only needs peek at amika's (MIGHTY MINI dryer) to instantly fall in love. Its fun, maximalist exterior is the thing of 70s-inspired dreams, and its next-gen heat technology emits far-infrared heat to instantly penetrate the cortex of each hair cuticle, heating from the inside out. Small enough to pop in your hand luggage, it's our fail-safe secret to quick, frizz-free drying, wherever you are. Or, if you're after perfectly waved beachy tresses (or doll-like curls), try the brand's hard-working range of heat-powered brushes and wavers.

SHOP HAIR



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Humeara is a Junior Copywriter at Cult Beauty. A self-professed 'beauty obsessive' (no, really, you should see her excessive selection of serums), she can usually be found somewhere rattling on about sunscreens or showering in green eyeshadows. Her other hobbies include knitting, sleeping and walking her saluki through Hampstead Heath.

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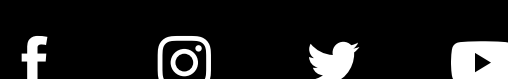
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