

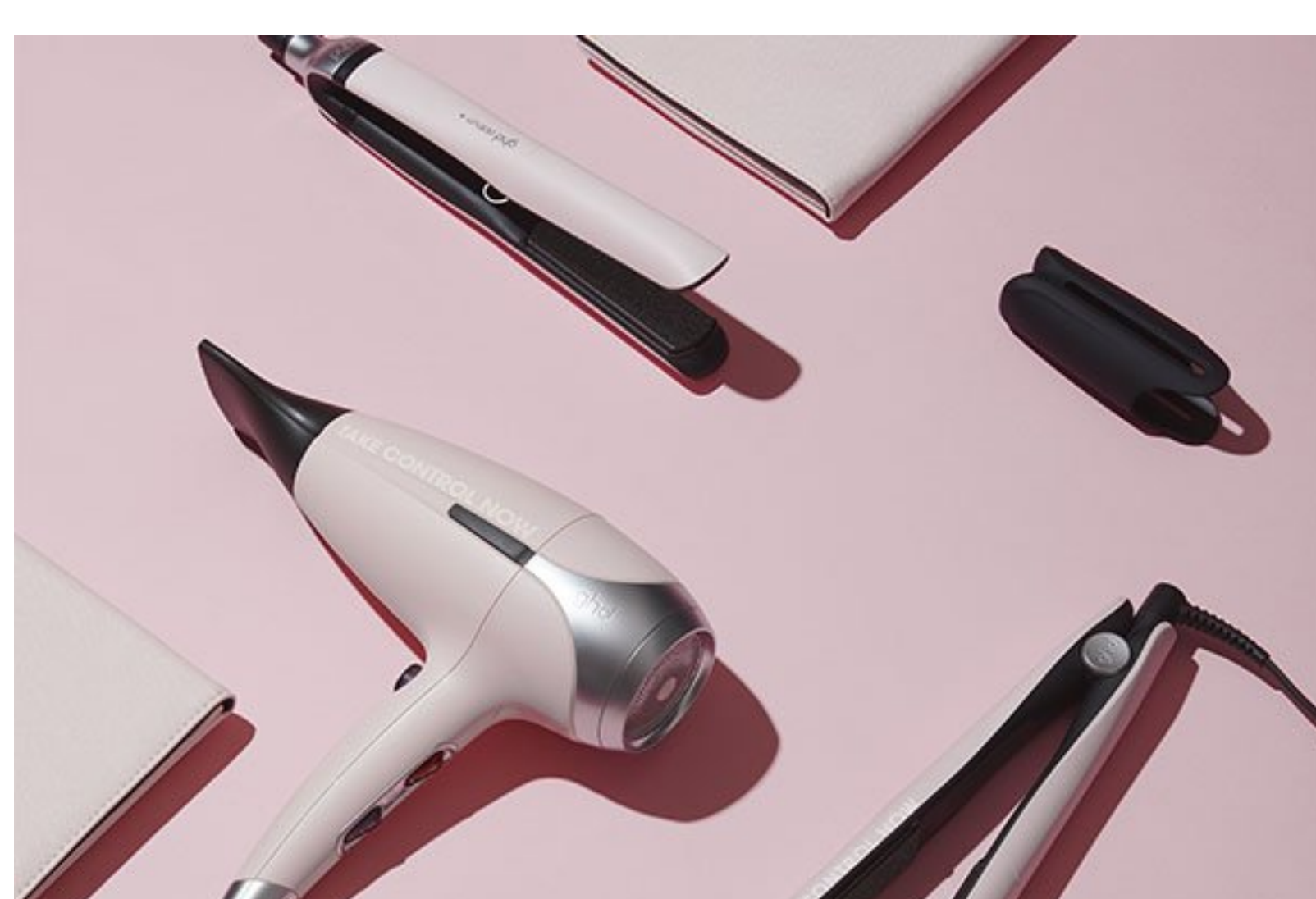
BEAUTY NEWS

THE GHD TOOLS THAT CARE FOR YOUR HAIR *AND* HEALTH

HUMEARA MOHAMED
Junior Copywriter / a year ago

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Pretty, pink and all for a good cause, what's not to love about the new (ghd) Pink Collection? Boasting a triptych of (hair care) heroes to boost your self care rituals, ghd have partnered with 11 inspiring "muses" who have battled breast cancer, to bring you an empowering set of tools that remind you to check your breasts as much as you style your hair. The pioneering range – which donates to breast cancer charities for each product sold – follows ghd's annual Pink Campaign, which has raised millions for breast cancer charities globally. In an effort to continue supporting and empowering women around the world, ghd have created three hair-savvy tools that you'll want to use each day, reminding you to check your breasts at the same time, too. With 83% of women using a hair-taming tool each month, but with one in three women forgetting to check their breasts regularly, the (ghd) Pink Collection encourages you to take control now, wrapped in an Insta-worthy powder pink exterior to boot.



PRETTY IN PINK

Limited edition and *hot* in more ways than one, the (Gold Styler Pink Collection) is a sleek, rounded straightener that straightens, waves and curls with ease. Made to be the busy woman's go-to styler, hair is left looking smoother and healthier after use – with shine to rival that fresh-from-the-salon feeling. For silkier hair from root to tip, dual-zone technology maintains an optimum temperature of 185 degrees across the snag-free, contoured styling plates, giving a hairdresser-hailed finish without diminishing hair health – any warmer would damage hair, and any cooler would result in a compromised finish. With two heat sensors that monitor heat distribution and a small 25-second warm-up time, your mane is managed quickly and easily, in the *pink* of an eye.

PINK AND PLATINUM

For effortless, frizz-free hair with unbeatable shine, the (Platinum+ Styler Pink Collection) is your new best friend. Coming with a matchy-matchy blossom-pink heat-resistant bag, a heat-resistant protective plate guard and universal voltage, you can straighten and smooth your hair wherever you go. Boasting ghd's most advanced, predictive technology yet, the Platinum+ Styler Pink Collection anticipates the needs of your hair for a personalised experience and flawless finish. Infinity sensors across each precision-milled floating plate monitor heat 250 times per second, to guarantee an even stroke of 185-degree heat at any given moment. Responding to your styling speed and hair thickness, you can expect consistent, polished results every time – no matter what your hair type. Cue bouncy curls, beachy waves and poker-straight tresses that'll turn heads.



POWER, BUT MAKE IT PASTEL

A powder-pink blow dryer with power, the (Helios Professional Hair Dryer Pink Collection) is a sleek addition to your hair care kit. Developed by pioneering physicists, engineers and styling professionals, get a professional blow dry with ease – sans the actual professional! Limited edition and dusted with soft silver accents, this gorgeous game-changer gives greater levels of control for stunning shine, frizz-free. Thanks to the exceptional Aeroprecis™ technology, air is channelled at 120mkph in a focused airflow, through a cleverly contoured nozzle for precise and dramatically faster results – perfect for busy, rushed mornings. A dryer that works around your needs, you can adjust the temperature to your liking, using the nifty 'cool shot' to set styles. Lightweight, ergonomically designed, and with an advanced acoustic system, you can dry your hair without any achy arms or ears.

SHOP GHD >>



GHD GOLD® STYLER PINK COLLECTION

£149.00 Buy Now



GHD PLATINUM+ STYLER PINK COLLECTION

£189.00 Buy Now



GHD HELIOS HAIR DRYER PINK COLLECTION

£159.00 Buy Now



HUMEARA MOHAMED
Junior Copywriter

Humeera 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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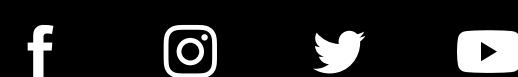
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