

DE NOVO

THIS MONTH'S SMARTEST HAIR ESSENTIALS

Matrix OPTI.SMOOTH provides the in-salon Pro-Keratin Smoothing service, giving a perfect frizz-free smoothness with 25 per cent more conditioning, as it infuses extra nutrients and oligominerals to the hair. These proteins help prevent hair breakage and reinforce the hair fiber. **MRP: On request**

L'Oréal Professionnel WILD STYLERS BY Techni.ART is a range of four styling products that makes hair look wild and grungy without giving them a rough feel. The usage makes hair appear matte and texturised but retains a soft feel. The range features Crepage De Chignon, a mineral powder fixing spray for wild effect; Next Day Hair, a micro-propelled texturising powder for a tousled-disheveled effect; Scruff Me, a disheveling gelée and Depolish, a destructuring paste for creating a rough effect on the hair. **MRP: On request**

Paul Mitchell SUPER SKINNY RELAXING BALM is a shine enhancing hair serum that provides a superior slip, wet combing and prevents cuticles from mechanical damage caused due to heat styling. The exclusive super skinny complex displaces water and speeds up the drying time. The presence of wheat proteins, with conditioning ingredients, moisturise hair by protecting the locks. **MRP: ₹1,809**

Kaminomto ACCELERATOR II UPGRADE is a lotion, which claims to rejuvenate chemically treated hair. Formulated with Kamigen E+K, it aids the supply of nutrition to hair roots by stimulating blood circulation; the CS-Base activates cell function of the roots. The product is also enriched with isopropylmethylphenol that accelerates hair growth, repairs and prevents dry itchy scalp, giving the hair a healthy and shiny look. Rich in multivitamins, it protects hair from dryness, frizz and split ends, while leaving them healthy. **MRP: On request**

Ayorma INTENSE REPAIR SHAMPOO controls hair fall, rejuvenates scalp and repairs the damage by infusing natural Ayurvedic ingredients to hydrate and strengthen, while the SPA oils nourish and protect hair from environmental stresses. Lavender and Wheat protein strengthens hair follicles, Rosemary oil increases blood circulation, Lemongrass oil adds volume and bounce while Aloe vera provides intense moisture-lock. **MRP: ₹449 for 200ml**

Avon FRIZZ CONTROL helps control the frizz, flyaways and untamed hair and claims to contain a breakthrough lotus-inspired technology that defies up to 97 per cent humidity, keeping hair smooth for upto three days. **MRP: ₹599**

