

# PureBeauty

Making you the beauty expert

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April 2012

CATWALK TO COUNTER

**A/W12 TRENDS  
UNCOVERED**

**PLUS:**

- TEEN BEAUTYTIPS
- A FRESH LOOK AT DEODORANTS
- HAIR REMOVAL HEROES

**REVEALED!**

**The cutest collections  
for the sunny seasons**

**All  
the latest  
launches  
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*This month's new products...*



## ONE TO WATCH



OGARIO London Restore and Shine Hair Masque helps to leave hair soft, shiny and manageable, with sage to soften hair and lavender for healing. The masque also contains avocado oil, loaded with natural fats to nourish the hair and scalp, and vitamins A, D and E to help protect and strengthen hair. Like all products in the OGARIO London range, the Masque features the brand's exclusive Protein Protect formula; a nourishing blend of pro-vitamin B5 and super-strengthening proteins. OGARIO London products are packed with plant extracts and essential oils and are based on the philosophy that to achieve shiny, healthy hair you have to provide it with the right nutrients. Developed by boutique London hair salon OGARIO, the range is currently available from the salon and [www.ogariolondon.com](http://www.ogariolondon.com), and will be available soon from select retailers. Rsp £26.50, OGARIO London, 0844 556 4393.



### 3. Dove Hair Leave-In Conditioning and Care Sprays

feature dual action formulas that offer deep conditioning while addressing three consumer hair needs. Dove Intensive Repair Leave-In Conditioning & Care Spray contains patented Micro Moisture Serum to smooth and seal cuticles and help prevent breakage and split ends. Nourishing Oil Care Leave-In Conditioning & Care Spray includes weightless argan, almond and coconut nut oils to restore moisture and nourish, resulting in smooth, frizz-free hair. Finally, Colour Radiance Leave-In Conditioning & Care Spray contains UV Filters to prevent colour fade while maintaining a glossy shine all day. Each spray contains patented Fibre Actives technology, to penetrate into each hair fibre, and can be used on wet or dry hair, after or in-between washes. Rsp £3.99 each, Unilever UK, [www.dove.co.uk](http://www.dove.co.uk).

### 4. Wash and Go

has been transformed with a total

brand refresh, formula upgrade and new 200ml solo shampoos. The portfolio now includes solo shampoos in Light & Clean and Menthol Fresh variants, as well as new 2 in 1 Shampoo and Conditioner in Anti dandruff and Gentle versions. Each collection features more effective formulas that provide better conditioning to suit the needs of all hair types. Rsp £1, P&G, [www.pg.com/en\\_UK](http://www.pg.com/en_UK).

### 5. Yogi

has launched its first 'wet product' range designed to protect hair, eliminate frizz, lock in moisture and create silky shine. By working closely with chemists, Yogi has developed two keratin-enriched styling products to help improve the overall condition of the hair: Frizz Eliminator Serum to eliminate frizz and produce a high gloss, smooth and shiny finish; and Heat Defense Spray, designed to protect hair against the drying effects of hair dryers and heated styling tools, eliminates frizz and creates a shiny, long-lasting finish. Rsp £18.95 each, Mirage Direct, [www.yogihair.com](http://www.yogihair.com).

### Top five new hair care products in the press February 2012

- Bumble & Bumble Concen-Straight Smoothing Treatment
- Great Lengths Daily Moisture Shampoo
- Aveda Color Conserve Daily Color Protect
- Redken Chromatics
- Wella Shockwaves Natural Definition Styling Gel

[mymarketmonitor.com](http://mymarketmonitor.com)

## Customer Q&A

Pure Beauty PRO



**Lorraine Rose,**  
*creative and technical director, D&L Hair*

**Q** My hair is dry and frizzy, but it also gets greasy quickly. How can I get it looking sleek and healthy without exacerbating the greasiness?

**A** When hair which is normally greasy becomes dry and frizzy, it is usually from over-processing and the use of straightening irons or curling tongs. Firstly, I suggest the use of a good shampoo, conditioner and a once a week intense hair conditioning mask. Our IDEN - Bee Propolis range is a natural hair and scalp therapy range rich in goodness from honey bees, which is naturally rich in anti-oxidant and antiseptic properties. Bee Propolis has an abundance of vitamins, amino acids and minerals that will nourish the hair and scalp. To combat the dryness of the hair while tackling greasiness I would recommend using Bee Balance Shampoo and Conditioner on a regular basis, and once a week use the intensive mask treatment. Before blow drying, use the Silkshine serum on the middle to ends of hair for high shine with a non-greasy, non-frizzy finish. Or try our Agadir Argan Oil range, which includes an Argan Oil spray - if you spray on before blow-drying or when ironing or tonging it will protect hair while adding shine, without making it greasy. Whatever you choose, try and remember to re-nourish your hair shaft and put the goodness back in. Opt for non-greasy products and do not apply to roots.