

March  
2024

# FASHION

## BILLY PORTER

"WHO AM I  
HURTING BY  
EXPRESSING  
MYSELF IN THIS  
FABULOUS WAY?  
**NOBODY.**"



THE  
**BRANDS**  
*that* DID  
**BODY**  
**DIVERSITY**  
**RIGHT**  
*for* SPRING  
AT-HOME HAIR  
*and* BODY CARE



**BEST PRESS-**  
ON NAILS



# Head SPACE

Recent industry innovations let you address hair-care concerns from the comfort of your own home.

By **SOUZAN MICHAEL GALWAY**

**D**id you know that you can give your hair a major glow-up without ever leaving your house? Thanks to recent launches in the hair-care space—from science-backed thickening treatments to products that promise repair from the inside out to upgrades in at-home colouring systems—your best hair days ever may require no more than a mere trip to your bathroom.



Feben Spring 2024



Anakiki Spring 2024



**Noughty Get Set, Grow Conditioner**, \$14



**Xyon Nourish Hair Oil**, \$79



**Vegamour Gro Revitalizing Shampoo**, \$65

**THICK AND FAST** “Patients come to me with hair-loss concerns every single day—literally,” says Dr. Neera Nathan, a Boston-based dermatologist. “For years, I’d offer the same two or three treatments in my clinic—minoxidil, platelet-rich plasma and sometimes spironolactone. I’d never heard of plant-based ingredients that could actually help.” In 2020, Nathan was introduced to hair-care brand Vegamour, which just launched at Sephora Canada this January. “I was pleasantly surprised to learn that there is data showing that topical ingredients like caffeine, turmeric and red clover can stimulate hair growth.” In addition, Vegamour’s Gro Revitalizing Shampoo and Conditioner are formulated with Karmatin, a vegan alternative to keratin. “It coats the hair, making it instantly look thicker, and stays on for three or four washes,” she says. Vancouver-based hair-care brand Xyon also offers products to “stimulate hair growth and reduce shedding, using natural DHT-blocking ingredients like saw palmetto,” says Dr. Simon Pimstone, clinician and founder of the brand. “DHT is a form of testosterone that can contribute to female pattern hair loss, and our Nourish Hair Oil is designed to reduce inflammation and lower levels of DHT in the scalp.”

PHOTOGRAPHY: BACKSTAGE BEAUTY VIA LAUNCHMETRICS.COM/SPOTLIGHT; SWATCHES VIA ADOBE STOCK.

**Function of Beauty Pro Bonding Leave-In Treatment**, \$38



**THE NAME’S BOND** “Bonds are important for moisture, elasticity and shine,” says Peter Schuetz, measurement science leader at Unilever. There are three types of bonds in our hair—ionic, covalent and hydrogen—and they act as a bridge between proteins that make up the hair fibre, so having a strong, healthy bridge is crucial for hair to look its best. While hydrogen bonds are the most abundant, they are also the weakest and easily broken or damaged by external factors such as heat. “The new Nexxus Amino Bond line has been designed to repair hydrogen bonds, thanks to the formula’s inclusion of amino acids that are small enough to penetrate deep into the hair cortex,” says Schuetz. Whether it’s in the form of shampoos, conditioners or masks, bond-repair technology will be taking over the hair-care aisle because these products not only rebuild broken bonds but can also prevent further internal damage.



Givenchy Spring 2024



**Dove Bond Strength and Peptide Complex Shampoo**, \$8



**Joico KBond20 Defy Damage Power Masque**, \$44



**Nexxus Amino Bond Shampoo**, \$16



Aligner Spring 2024



**L'Oréal Professionnel Metal Detox Shampoo**, \$40

## TRUE COLOURS

You might think that having metal deposits in your hair is associated with hair dye, but, actually, “we all have metals like copper and iron on our strands, even those of us who have never dyed our hair,” says Carin Freidag, senior manager of global retail hair education at Clairol. “These metals are deposited by water when we wash our hair.” Then, if you do go on to colour your strands, those metals affect your results. The key to getting them off? Chelating agents. Clairol’s new Nice’n Easy Pure Brunettes collection features the brand’s Detox+Pure Tone system, which starts with a pre-colour cleanser. Essentially acting as a “deep clean,” the cleanser contains chelating agents that react with the metal ions present in hair and remove minerals and other impurities, clarifying hair before dye is applied. “This will give you a better, more even colour application because the dye will be able to penetrate deeper into the cortex of the hair,” says Freidag. “You’ll really be able to see the difference in how the dye is absorbed.” And, of course, achieving the shade you’re after is only half the battle. Using shampoos and styling products that are formulated with anti-fade technology is sure to extend the lifespan of your new dye job. ■



**Clairol Nice'n Easy Pure Brunettes**, \$18



**Garnier Fructis Hair Filler + Ceramide Color Repair Serum**, \$10



**L'Oréal Paris EverPure Sulfate-Free Clarify Shampoo for Hard Water Exposure**, \$15