

THE GOOD HAIR GUIDE

*From time-saving services and handy tools to the latest trends and innovations that are wearable and – gasp! – useful, consider this your practical hair update, says **Laura Kennedy***



THE NEW CUT

According to the data site Statista, the average time between haircuts for women in the UK is getting longer — so it seems we are cutting our hair less regularly.

LENGTH IS BACK

Luke Hersheson, creative director of Hershesons salons, says having more hair is starting to feel fashionable again. “There has been a mania for haircuts over the past few years, but we seem to be coming out of the other end now,” he says. “The midi cut is returning. It’s the optimum length for versatility, as it allows for a wider range of looks.” Adding a grown-out fringe can also transform a longer style, he says, making it seem less princess and more laid-back.

THE INSPIRATION

Kim Kardashian, Jennifer Lopez and Bella Hadid have all been wearing the new longer lengths.

TRY THESE TAILORED TRIMS

Growing hair or maintaining length is frustrating when you lose three inches of crispy, frayed ends every time you go to the salon, so try these mini-trim services:

Healthy Hair Micro Trim at Headmasters, from £49; headmasters.com.

Invisible Trim at George Northwood, from £75; georgenorthwood.com.



THE BUZZWORD LOW-SULPHATE

You’ve heard of sulphates, the cleansing ingredients that cause shampoo to foam. There is a good chance you’ve heard people say you shouldn’t use them, but experts suggest that low levels of sulphates are actually a good thing. Why? Sulphates are effective cleaning agents, ridding the scalp of sweat and product build-up.

TWO LOW-SULPHATE SHAMPOOS TO TRY

TreSemmé Botanique Nourish & Replenish Shampoo, £5
With lower levels of sulphates than the rest of the TreSemmé range, this cleanses hair without stripping it.



Nexxus Frizz Defy Shampoo, £14

Cleans efficiently, but leaves hair smooth and easier to detangle, even when wet. Elastin protein and argan oil coat the hair shafts to give humidity and frizz resistance for all textures.

THE WARM FILTER

You know that Instagram filter that makes dull photos look like golden-hour moments? This is that, but for hair. The trichologist and hairstylist Guy Parsons says that the way to modernise a style

for the coming season is to warm it up with “rich enhancing tones, such as chocolates, caramels, smooth velvety browns and bronzed golds. Paint on and layer different strands or larger sections of hair to give warmth to paler autumn-winter skin tones.”

IF YOU’RE NOT READY TO COMMIT

Moroccanoil Color Depositing Masks, from £7, from October

Who it’s for Anyone who wants to play with warm tones without going the whole hog.

How it works It moisturises, conditions, and smooths the hair cuticle, leaving temporary colour on lightened areas.

What it does Gives a wash of colour to pre-lightened areas, in both practical shades such as champagne



and cocoa, and more fun ones such as rose gold or aquamarine.

Josh Wood Colour Shade Shot Gloss, £15

Who it’s for Anyone whose colour looks dull and needs a boost between salon visits.

How it works Apply it like a mask after shampoo, and rinse out after 20 minutes.

What it does Corrects colour undertones if colour has become dull and flat.

THE NEW TOOLS

The days of tolerating heavy, cumbersome hot tools are long gone, as hair-styling devices are becoming increasingly more sophisticated. Here are two standout launches to make your life easier.

Babyliss 9000 Cordless Straightener, £250; babyliss.co.uk

This portable straightener answers the prayers of anyone who has ever despaired at the sight of their suddenly frizzed-up hair in the nightclub loos. Thanks to a rechargeable



battery, the ceramic plates quickly heat to a maximum setting of 200C. (Good news, as cordless straighteners have traditionally been tepid and slow.) They also come with a handy carry case.

Ghd Helios Hairdryer, £159, from January; ghdhair.com

Early next year, Ghd, the brand that sells five styling tools a minute worldwide, is launching a new hairdryer. Usually, dryers are light or powerful, but rarely both. This design is lighter than its predecessor, so it doesn’t cause arm-ache. The best feature? It’s quieter than ever.



THE SCALP CARE UPDATE

We are finally starting to appreciate that a healthy scalp leads to healthy hair. Scalp-related searches on the online store Cult Beauty have risen by 150% since last year, while it saw a 250% lift in sales in the hair and scalp category.

The skin is constantly shedding cells, which, when combined with normal perspiration and oil production on the scalp, means the area is prone to “bacterial infection, dandruff, irritation, psoriasis and worse”, says Guy Parsons.



FOR A BALANCED SCALP Mother Dirt Shampoo, from £16

This probiotic brand focuses on restoring and preserving the natural microbiome on your skin and scalp. The shampoo thoroughly cleanses your hair and head, but isn’t at all harsh or drying. Pair it with the brand’s live probiotic mist.

My Hair Doctor Scalp Health Range, £64

The shampoo, conditioner, scalp exfoliant and soothing spray contain anti-inflammatory thyme oil, camomile and comfrey to boost microcirculation and remove compacted build-up from the scalp.

THE NEW SERVICE Kérastase K Water in-salon treatment, from £10

Who it’s for Anyone who wants an instant treatment to make hair soft and fluid — it’s especially good for fine hair, as it doesn’t weigh it down.

How it works It is applied instead of conditioner at the backwash and gives hair a silky texture. It only targets damaged areas along the strand, including split ends.

What it does Increases shine, while softening and smoothing hair. ■