

## BEAUTY



WHEN THE PANDEMIC HIT, sales in almost every beauty category immediately declined—except hair care. It proves one thing is certain: People care deeply about their hair, whether they're going out or staying in. But priorities have shifted. "Pre-Covid, I think we were harder on our hair than ever," says Los Angeles stylist and colorist Riawna Capri. "Whether it was keratin, which is new to this last decade, extreme bleach and toning trends, or everyday use of hot tools, there was so much damage happening regularly."

Now many have refocused on resetting these previous habits and getting stronger, healthier, and, ultimately, lower-maintenance hair. Unfortunately, another problem has surfaced. Many more people are noticing hair loss for the first time. "It's the number one issue I'm seeing now," says Doris Day, M.D., a New York dermatologist. Stressful life events—like a pandemic—can cause hair to transition from the growing to the resting phase, resulting in hair loss three to four months later, notes Day. The loss can be ongoing and persist long after the initial stressor. But worry no more (at least about hair care). Let us take the hassle and guesswork out of your daily routine by explaining what really works to achieve your best hair yet.

## CONDITION AND CARE

*The first steps of your routine are the foundation for every good hair day*

**BEST FOR REPAIRING**

Dove Hair Therapy Breakage Remedy Strengthening Shampoo and Conditioner (\$6.99 each) work together to gently purify (without color-zapping sulfates) and prevent breakage with a nutrient-lock serum.

**BEST FOR COLOR-TREATED HAIR**

L.A. colorist Tracey Cunningham relies on Redken Color Extend Magnetics Shampoo and Conditioner (\$20.50 each) to grip color and minimize fading. "It makes color treatments last longer and adds vibrancy to the hair," she says.

**BEST FOR CURLS**

Sufficient hydration is critical for curly hair, says L.A. hairstylist Irinel de León. She loves Ouidad Advanced Climate Control Defrizzing Shampoo (\$22) and Conditioner (\$24). Both contain silk proteins for frizz-free yet defined curls and coils.

**BEST HAIR OIL**

Jojoba, argan, and rosemary oils combine in Nuele Hair Serum (\$24) to nourish strands, prevent split ends, and tame frizz without weighing down hair or leaving a greasy residue. A few drops will get the job done—and the bottle will last and last.

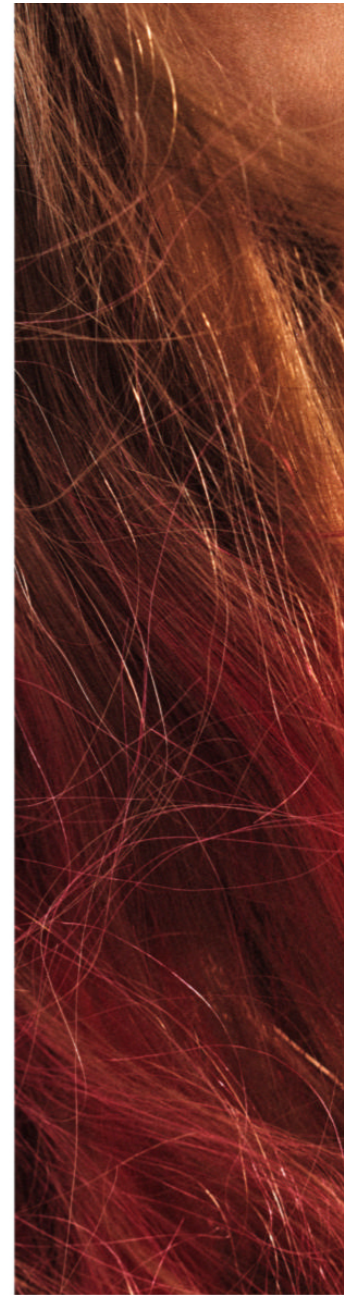
**BEST SCALP SERUM**

Don't overlook scalp care: GrandeHair Enhancing Serum (\$125) promotes strong follicles with peptides and amino acids.

**BEST BOND BUILDER**

Universally beloved by stylists, Olaplex No. 3 Hair Perfector (\$28) repairs disulfide bonds in as little as one use.

THERE IS A LIMIT to what any styling product, salon treatment, or color process can do if your hair isn't in the best condition it can be. The most important steps begin in the shower, says L.A. colorist Johnny Ramirez. "Shampoo and conditioner are the biggest investment you can make to protect your hair and your color," he says. "Start by making sure you're using a shampoo and conditioner that are meant for your specific hair texture and type," adds de León. The key is finding the right combination of products that will gently remove impurities from the scalp and hair (without overstripping natural oils), then replenishing moisture with a deeply hydrating conditioner. To get the greatest benefit, quickly towel-dry hair in between rinsing shampoo and using conditioner. Less-diluted conditioner means your hair gets to soak in more nutrients from the formula. The more gentle you are with your hair every day, the less concerned you'll be when you pick up a blow-dryer.



JASON HETHERINGTON/TRUNK ARCHIVE. STILL LIFE. COURTESY

## — HEALTHY COLOR —

*Maintaining a glossy, gorgeous hue outside of the salon is simpler than you think*

WE'D NEVER TELL YOU to give up hair color in the name of hair health, but if you do want to dye your hair, there are ways to do so more gently. "The best hair color is about striking a balance between what you want and what you naturally have," says L.A.-based colorist George Papanikolas. Pushing your natural hue too far beyond its limit can cause hair to look dry and become brittle, he says. In lieu of coloring your hair too often (Papanikolas recommends about every six weeks for roots), opt for temporary root touch-ups or tints that can prolong the time between salon visits. Note: Frequent, dramatic color changes make hair more vulnerable, says Cunningham. If you want strong, silky hair, "changing your color shouldn't be like changing your shoes."



### BEST ROOT-COVERING PEN

For concealing small pesky grays, dpHUE Root Touch Up Stick pens (\$28) are the best. At one end is a creamy, long-wearing crayon, while the other reveals a brush for expert blending. The ease and precision of application can't be beat.



### BEST ROOT-COVERING SPRAY

Rita Hazan Root Concealer Touch-Up Spray (\$25) comes in five shades, perfect for pinch-hitting between appointments. "Spray it on your hairline and part for full coverage without any bleeding," says Papanikolas.



### BEST TINTING MASK

Dullness is no match for Christophe Robin Shade Variation masks (\$53).

Available in five toning shades, they offer a foolproof way to subtly neutralize unwanted undertones.



### BEST AT-HOME COLOR KIT

Take a short quiz to get a custom kit from Color&Co Personalized Haircolor by L'Oréal (\$27.90). "It covers roots so well and still leaves hair soft and shiny," says New York stylist Danielle Priano.

## — G R O W T H —

*While there's no way to get fuller hair overnight, this is the best duo for getting back on track*



### BEST SUPPLEMENT

Nutrafol Women (\$88 for a one-month supply) blends well-sourced ashwagandha, curcumin, and vitamin D to support optimal hair growth. Day says she

recommends it because the brand conducts independent clinical trials led by trusted dermatologists.



### BEST TOPICAL TREATMENT

"Minoxidil is the only topical ingredient that is FDA-approved for hair loss," says Day. It's believed that minoxidil (available as Women's Rogaine, \$27.49)

pushes hair into the growing phase and holds it there longer before the shedding phase.

FIRST THINGS FIRST: Not all hair loss is indicative of a long-term problem. "It's normal for your hair to change over time," explains Day. "You have the most hair you'll ever have in your late teens and early 20s." People also undergo some natural shedding in the spring and fall. However, due to the stress of these times, more people are experiencing telogen effluvium (the medical term for stress shedding) than before. But that doesn't mean that the shed is forever. Three to six months of a daily regimen of Nutrafol and Rogaine can have a positive impact on hair loss. If the issue persists, consult your dermatologist to rule out any underlying conditions and seek alternative treatments. ➤