



## The Latest Hair Bond Building Launches By Not Your Mother's, Pacifica Beauty, Ouidad and More

Ouidad Unbreakable Bonds Bond Building Shampoo and Conditioner

*\$26 each at [ouidad.com](http://ouidad.com), [ulta.com](http://ulta.com)*



Curly care pioneer Ouidad is taking on bond building.

The brand, which was established in 1984 with a salon catering specifically to curly hair, has developed a bond building complex targeting hydrogen and ionic bonds, fortified by a blend of ceramides, hyaluronic acid and vegan collagen.

“We felt there was a huge opportunity for us to do bond building the Ouidad way: designed for the curly consumer,” said Ashley Rectenwald, senior brand manager, noting the formula was developed specifically to avoid causing protein overload, which can cause damage to any hair type, but can be more prominent in curly hair due to its disruption of the curl pattern.

“We wanted to have a jumping-off point with the shampoo and conditioner as a format that is easy to understand and use for everyone,” said Rectenwald.

While Rectenwald did not comment on the brand’s sales, industry sources estimate the shampoo and conditioner, which will be available on the brand’s website and in select Ouidad salons, could do more than \$2 million in sales during their first year on the market.