



*Bubble shampoo,
a pill to banish
grey hairs and
straighteners that
condition. It's time
for hi-tech hair...*

PHOTOGRAPHS JON GORRIGAN
WORDS ALICE MANNING
STYLING LIZ HAMBLETON

T E C H

H E A D

IMAGINE SWALLOWING A PILL and your grey hairs just disappear. This is just one of many new tech-based products set to change our hair woes this year. According to research, the value of the UK women's haircare market will reach a whopping £1.54 billion this year and £1.7 billion in three years' time. Our love for luxurious locks is causing the industry's influencers to invest substantially in new and improved technologies. So whether you're seeking at-home solutions or in-salon services, we've searched the globe, from New Mexico to Japan and even space (yes, a former NASA scientist has turned his hand to beauty) to bring you the very best...



❖ TRY BUBBLE TECHNOLOGY

Famous for being at the forefront of beauty innovation worldwide, we predict Japan's next star export will be bubble technology shampoos (Aero for your hair, anyone?). Designed to work on both the scalp and hair shaft, carbonic acid teams up with water to produce millions of bubbles that boost circulation, slough away dead skin and maintain hair's optimal pH to create great conditions for growth. While they're not yet available in the UK, we've got word that they'll be hitting our shores any minute now. In the meantime, visit thisisbeautymart.com and cultbeauty.com for the best Japanese beauty edits in Blighty.

❖ SKINCARE FOR HAIR

Brits spend millions waging war on fine lines and wrinkles, but not everyone knows that hair ages, too. Italian brand No Inhibition is taking matters into its own hands with an Age Renew range that harnesses anti-ageing ingredient hyaluronic acid to lift and restore strands to their former glory. Try the DD Cream, £11.99 (1) which leaves split ends super-soft and shiny. Ten years in the making, US brand StriVectin is also launching a line containing its iconic NIA-114™ technology to rejuvenate the scalp and revitalise hair for more youthful locks. The Ultimate Restore Collection, from £23 (3), leaves almost child-like strands. Keep your eyes peeled, too, for Living Proof's brilliant new Timeless skincare-inspired haircare range, from £22, launching 1 May.



PSST!

Cosmetics giant L'Oréal is currently working on the production of a pill that might be able to banish grey hairs forever. Its arrival was initially scheduled for 2015, but with no news yet we're hoping the day is imminent...



Additional photos: Marco Vittur. Hair: Adam Reed for L'Oréal Professionnel. Make-up: Mel Arter at CLM Hair and Make-up. Nails: Jessica Hoffman at Caren. Model: Candace at Next Models. Ego Professional: egoprofessional.com. Josh Wood: markspencer.com. Kérastase: kerastase.co.uk. Living Proof: uk.spacek.com. No Inhibition: 01392 965 177. StriVectin: boots.com. Theradome: theradomeforhairloss.co.uk. TRESemmé: boots.com



❖ UP(GRADE) YOUR TOOLS

Whether you consider your straighteners a saviour or necessary evil, you'll love international colourist Josh Wood's new Colourloc Treatment Iron, £120, which allows you to care for your colour while you style. Simply insert a vitamin-filled capsule into the chamber and a nourishing and protecting steam will be delivered via ceramic plates. If heat damage is a worry, try Ego Professional's Ego Therapy cold conditioning iron, £109 (4). Stone cold, it uses infrared light and magnetic ultrasounds pulsating at 36,000 times a second to miniaturise the molecular structure of pre-applied hair treatment products so they can penetrate deeper into the hair shaft. In this way, the production of essential amino acids and proteins, which form hair's building blocks, is boosted.

❖ PERSONALISE YOUR PRODUCTS

Burberry's Christopher Bailey put personalisation on the map for spring '16 with his monogrammed rucksacks, so why not make your haircare bespoke too? With no two hair strands the same, System Professional (2) is unveiling personalisation for your hair with its Energycode Mapping, from £21.25. Using an in-salon hand-held microscope (you can also complete your diagnosis at systemprofessional.com), they are able to identify each individual's unique hair energy profile and prescribe a tailor-made regime of products to meet your hair's requirements. There are a truly staggering 174,000,000 possible care combinations. Sisters Poppy and Chloe Delevingne are fans and brand ambassadors. Need we say more?

❖ YOUR FUTURE COLOUR

Forget foils, we could soon be colouring our hair with the sweep of a flat iron, thanks to engineers at the University of New Mexico and Los Alamos National Laboratories. Using 'ion beam' technologies and an iron device, they have found a means to etch patterns on to the hair so light is refracted differently, thereby altering its colour. With each pair worth (erm) thousands, we're hoping it won't be long before they hit the high street at a more affordable price. In New York, meanwhile, Redken colourist Chiala Marvici is wowing her Manhattan clientele by painting dyes on to plexiglass and hand-pressing the colour on to the hair for an awe-inspiring multi-tonal finish. Fingers crossed she'll soon share her secrets.



❖ HEARD OF NASA HAIR ACCESSORIES?

With hair loss affecting 8 million of us, former NASA engineer Dr Tamim Hamid believes he has the answer. He's the inventor of Theradome™ LH80 Pro, £649, an FDA-cleared helmet (imagine the kind you'd wear for cycling, with a futuristic Stormtrooper feel) that uses 80 high-efficiency low-heat lasers to deliver light to the scalp to boost hair growth. Worn for 20-minute sessions twice-weekly, the voice-activated cap stimulates the base of the hair follicle to promote growth. They even come in a choice of pink or blue for 'his and hers' headgear. Chic!



❖ JOIN THE VOLUME REVOLUTION

No smirking, but 2015 was all about the 'no poo': where shampoo was skipped in favour of conditioner for healthier, shinier hair. TRESemmé evidently paid attention: its Beauty-FULL Volume Collection range, from £4.99 (6), reverses the traditional 'wash and go' routine with a pre-wash conditioner containing fibre actives that stay on the hair to create mega body and bounce. Another pre-wash superstar is L'Oréal Paris Elvive Clay Masque, £5.99 (5), which achieves brilliant volume and balancing results for women with oily, flat roots. Kérastase's mini at-home volume vials of their brand new Densifique Cure Treatment, £99.90 for 30 (7), are also highly recommended. Formulated with B vitamins, glycans and polymers, they generate denser, thicker, swishier hair. ■