

# ON-THE-GO HAIR REJUVENATION

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Bond Smoother No 6 by Olaplex



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Typically, hair nourishment is a time-consuming process, whether that be applying a mask or going for an in-salon treatment. With consumers looking to minimise the time spent on their tresses, on-the-go replenishments are emerging that can be applied directly to dry hair.

Personal Touch introduced its Extreme Filler, which comes in a compact spray format and has been developed to add brightness, hydration and fullness to all types of hair. Containing seaweed and collagen, the product helps rebuild and strengthen damaged hair. Meanwhile, the sustainable beauty brand **Davines** took this idea of leave-in nourishment one step further by creating an invisible hair mask that can be applied on-the-go.

**Olaplex**'s new No 6 Bond Smoother is a concentrated conditioning crème that works not only to moisturise damaged hair, but also to strengthen it against further breakage. Applied to dry or damp hair, the leave-in treatment differs from the brand's No 3 Hair Protector by also doubling as a styling product. Meanwhile, salon-only brand **Medavita** has devised a portfolio of take-home styling products, from sprays to serums, that also treat hair. The range uses a combination of vegetable oils to enrich hair with essential fatty acids and vitamins, preventing dehydration and restoring softness and suppleness.