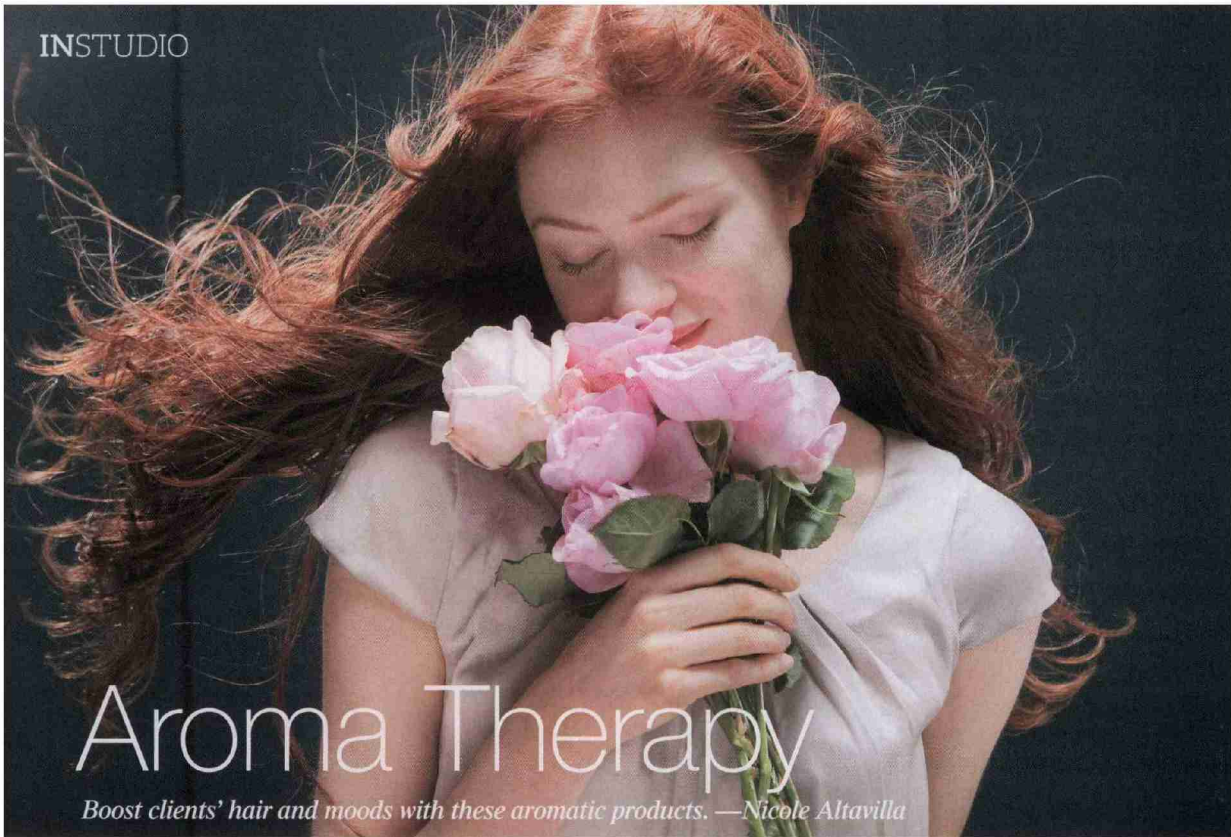


INSTUDIO



## Aroma Therapy

Boost clients' hair and moods with these aromatic products. —Nicole Altavilla



**CITRUS** "Hair holds fragrance even better than skin, so by scenting the hair, the aroma from the products has the potential to be smelled all day long," says Geraldine Howard, co-founder and president of the hair, body and skincare line Aromatherapy Associates. "Citrus scents have fantastically uplifting properties and can really help awaken a weary mind and body."

LEFT TO RIGHT: Aloxixi ColourCare Hydrating Conditioner, [aloxixi.com](http://aloxixi.com); Oribe Masque for Beautiful Color, [oribe.com](http://oribe.com); Aveda Be Curly Style-Prep, [aveda.com](http://aveda.com); Ouidad Water Works Clarifying Shampoo, [ouidad.com](http://ouidad.com); Redken Blonde Glam Shampoo, [redken.com](http://redken.com); Scruples White Tea Magical Serum, [scrupleshaircare.com](http://scrupleshaircare.com)

**MINT** "When used in the correct format and quantities, fragrances can really help boost self-esteem, increase feelings of happiness and calm the mind," Howard says. "By using fragranced products in the hair, you carry those benefits with you throughout the day. Peppermint, for example, helps to sharpen the mind, aiding concentration and focus."

LEFT TO RIGHT: American Crew Citrus Mint Cooling Conditioner, [americancrew.com](http://americancrew.com); Paul Mitchell Lavender Mint Moisturizing Shampoo, [paulmitchell.com](http://paulmitchell.com); KMS California Curl Up Curling Balm, [kmscalifornia.com](http://kmscalifornia.com); L'Oréal Professionnel Homme Energic Ice Mint + Ginseng High Foam Energising Shampoo, [lorealprofessionnel-us.com](http://lorealprofessionnel-us.com); Matrix Biolage ScalpThérapie Cooling Mint Shampoo, [matrix.com](http://matrix.com); Pureology Hydrate Condition, [pureology.com](http://pureology.com)



**FLORAL** "A fragrance has to be created with the appropriate quantities of pure essential oils to have real benefits on our state of mind," Howard says. "Floral scents can help aid relaxation and calmness, be very euphoric and bring feelings of joy and energy. They can also be quite nostalgic."

LEFT TO RIGHT: Number 4 High Performance Hair Care Fleurs de Temps Volumizing Condition, [number4hair.com](http://number4hair.com); Organic Color Systems Naturilite Hair Lightening Powder, [organiccolorsystems.com](http://organiccolorsystems.com); Leonor Grey! Softening Mask for Frizzy Hair, [leonorgrey!-usa.com](http://leonorgrey!-usa.com); Wella Professionals Brilliance Mask, [wellausa.com](http://wellausa.com); TIGI Catwalk Curlesque Defining Shampoo, [tighaircare.com](http://tighaircare.com); Bain de Terre All About Curis Camellina Defining Cream, [zotos.com](http://zotos.com)



PHOTOGRAPHY: BETSIE VAN DER MEER/GETTY IMAGES (BEAUTY)

