

LAUNCHPAD



VERSACE & PRADA: CATWALKINGGETTY IMAGES; FRAZER HARRISONGETTY IMAGES FOR MERCEDES-BENZ FASHION WEEK



ProRituals Smooth Straightening Balm
prorituals.com
*Silk amino acids, wheat amino acids and hydrolyzed keratin



Farouk BioSilk Silk Therapy Lite
farouk.com
*Hydrolyzed silk



Crack Leave-In Styling Treatment
prolocksusa.com
*Açaí extract and wheat protein



Malibu C Gelotion
malibuc.com
*Provitamin B5, vitamin E, organic aloe and amino acids



Hotheads Silky Smooth Deep Hydrating Masque
hotheadshairwear.com
*Mexican cocoa beans, avocado and agave nectar



Smooth Sexy Hair Smooth Extender
sexyhair.com
*Coconut oil



Redken Align 12
redken.com
*Dimethicone



Enjoy Straighten
enjoyhaircare.com
*Glycerin and dimethicone



Bain de Terre Smoothing Gel
baindeterre.com
*Argan and coconut oils



GKhair Fast Blow-Dry
gkhair.com
Patented Juvexin

AS SEEN ON...

Check out the fall runways where straight strands dominate.

