

STYLING

25 INSIDER HAIR TIPS EVERY WOMAN NEEDS

After grilling the world's biggest industry experts, we present you with the ultimate hacks to raise your mane game

Compiled by Fiona Embleton

1 'TO GET YOUR STYLING PRODUCT RATIOS RIGHT, TIE YOUR HAIR IN A PONYTAIL. THE CIRCUMFERENCE OF THE BASE IS HOW MUCH PRODUCT YOU SHOULD USE.'

**Michael Lendon, Aveda
advanced creative director**

'The biggest mistake people make when styling a sleek ponytail is immediately brushing the hair after straightening it. Leave strands to cool first, then secure it with an elastic and apply Wella Professionals EIMI Perfect Me [£10.20, Wella salons nationwide] to your palms. Starting at the roots, pull down on the hair, adding more tension the further down the hair shaft you go.'

**Eugene Souleiman, Wella Professionals
global creative director**



2 'Whether temperatures rise or drop, you need just the right amount of moisture in your hair to prevent it puffing up or becoming static. Coconut oil and shea butter stick to your hair's weakest spots, but they hydrate even better and are less messy to apply if they're on something that can just be swept down strands. That's why I created Ouai Anti-Frizz Sheets [£20, Fabled.com].'

Jen Atkin, stylist to the Kardashians and founder of Ouai haircare

3 'To counteract oil build-up while you sleep, spray dry shampoo on to roots before bed to give the powder enough time to wrap around strands and absorb sweat. The next morning, brush thoroughly and blast with the cool setting on your hairdryer to bring strands back to life.' (We love Hair By Sam McKnight Lazy Girl Dry Shampoo, £19, Libertylondon.com)

**Sam McKnight, hairstylist
for fashion houses such as
Chanel and Roland Mouret**



4 'The return of the 90s supermodel has brought with it a revival of the big blow-dry and extreme side-parting. Mist damp hair with volumising spray, add mousse and blow-dry using a round brush. Set in oversized rollers, then flip hair over to one side in a voluminous quiff and spritz with a texture spray, like Redken's Wind Blown Dry Finishing Spray [£15.50].'

Larry King, Redken UK style ambassador

6 'WHEN BLOW-DRYING, MAKE SURE YOUR HAIR IS 90 PER CENT DRY BEFORE STYLING IT AND NEVER PUT THE NOZZLE OF THE HAIRDRYER DIRECTLY ON TO YOUR BRUSH - THIS CAUSES A BLOCKAGE, SO HEAT WILL COME OUT OF THE DRYER TWICE AS HOT.' WE RATE THE BABYLISS 3Q DRYER, £120, BOOTS.COM.

Syd Hayes, Babyliss UK ambassador ▶

