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‘DO A “WET SET” – WEARING YOUR HAIR DAMP OVERNIGHT AND PRESSING IT ON THE PILLOW CREATES GORGEOUSLY TEXTURED, NATURAL LOCKS. THEN, SHAVE TIME OFF YOUR MORNING ROUTINE BY ONLY BLOW-DRYING THE HAIRLINE AND TOP SECTION USING A ROUND BRUSH TO SMOOTH AND BLEND ANY FLYAWAYS INTO THE REST OF THE HAIR.’

Guido, Redken global creative director



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‘For the most even distribution of serum, apply a tiny amount to the back of your hand, then take a paddle brush and pass the bristles through the serum before brushing it into the hair.’ We love Charles Worthington Smooth & Control Finishing Serum, £6.99, Boots.com.

Ken O’Rourke, Charles Worthington brand ambassador



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‘Use straightening irons, not curling tongs, to create waves that don’t look too perfect or “done”. Known as the ‘flave’ – flat wave – run the straightener down the length of your hair in forward and backward motions, creating slight bends down the mid-lengths.’

Luke Hersheson, creative director of Hersheson salons ►