



HoliRoots Hair Oil, £32 **Fable & Mane** (cultbeauty.co.uk)

Champi Hair Oil, £29 **Inde Wild** (uk.indewild.com)



Grow Strong Hair Oil, £34 **Mauli** (mauli.rituals.com)



Hair oiling

The hair-oiling scene in Netflix's *Bridgerton* brought this centuries-old Indian ritual to a new audience, revealing it to be an act of familial bonding as well as a hair strengthener. "The head is home to our nervous system," says Akash Mehta, co-founder of Indian beauty line Fable & Mane. "Scalp massage, using oils that contain adaptogens, is part of a daily ritual to calm and balance energy." The brand's HoliRoots oil can be used at home or its pop-up head-massage bar in Selfridges, London (until August). Also good are Inde Wild's Champi Hair Oil, formulated with founder Diipa Büller-Khosla's mother, an Ayurvedic doctor and dermatologist; and British-Indian line Mauli's cult Grow Strong Hair Oil.



TREND: HAIR CARE

Ancient rituals ARE MAKING A COMEBACK



Restorative Hair Mask, £34 **Act+Acre** (cultbeauty.co.uk)

Nutritive Lotion Thermique Sublimatrice, £33.50 **Kérastase** (kerastase.co.uk)



Hair steaming

Like a facial for your locks, hair steaming has long been practised in India and Africa. It involves coating strands in nourishing treatments, then applying moist heat via a steaming hood to open up the hair follicles, allowing the ingredients to penetrate deeper. "Healthy hair strands are grown from a healthy scalp, and hair steaming removes dirt or excess oil," says Judy Koloko, founder of The Steam Bar. To create an at-home steam with Act+Acre's Conditioning Hair Mask, top with Kitsch's Eco-Friendly Deep-Conditioning Flaxseed Heat Cap. Lava Cap sells shower caps pre-loaded with nourishing, conditioning treatments. Finish with a leave-in product such as Kérastase Nutritive Lotion Thermique Sublimatrice.

Rice water rinsing

Ladies of the Japanese court are said to have rinsed their suberakashi (floor-length hair) with rice water, and the practice is still popular in China's Guangxi province, where women have the longest hair in the world. Videos of people soaking rice for three days before straining and slathering the cloudy liquid over their hair have amassed about 800 million views on TikTok. "Rice water has a high protein content," says trichologist Anabel Kingsley. Studies also show that inositol, a vitamin-like substance in the grain, helps restore and strengthen damaged hair, as well as absorb oil. Rice-water vitamins appear in a growing number of products, such as Philip Kingsley's One More Day dry shampoo, the rice water protein treatment from Briogeo's Don't Despair, Repair! range and Pattern's Beauty Treatment Mask. **FIONA EMBLETON**

Treatment Mask, £25 **Pattern** (boots.com)



Don't Despair, Repair! Rice Water Protein and Moisture Strengthening Treatment, £38 **Briogeo** (spacenk.com)

One More Day Refreshing Dry Shampoo, £23 **Philip Kingsley** (philipkingsley.co.uk)

