

Lavish some extra attention on your locks for big-day beautiful hair



In the lead-up to your wedding you'll hear and read lots of advice about embracing a new skincare regime, but chances are, your haircare routine will remain unchanged. We treat our skin to serums, toners and moisturisers, and that's before we get onto masks and cleansers. But for lots of us, our hair is lucky if it gets a quick spritz with a heat protection spray before we blast it with our aeons-old hairdryer.

With a wedding on the horizon, it's time to up your haircare game – read on for expert tips on how to supercharge your hair regime, turning your locks from lacklustre to lust-worthy in time for w-day.

Use a serum

“Serums nourish dry strands, tame frizz, provide heat protection and add shine,” says Rose Ovenshehi, founder of haircare brand Flora & Curl. “Massage the scalp daily using a few drops of serum, which is said to promote hair growth. Our African Citrus Bloom Superfruit Hair Oil, £25, is made with a blend of botanically rich oils that

add shine and radiance to hair, while creating a non-greasy, protective layer.”

Over the past few years, serums have become more powerful and popular, packed with ingredients designed to fight frizz. We're big fans of Pureology's Shine Bright Taming Serum, £23.50 – it seals cuticles, which increases shine without weighing down the hair.



Rusk Styling Collection Thermal Serum, £6.99

Pureology Shine Bright Taming Serum, £23.50

Get to the root

Healthy hair begins at your scalp, so using products that are designed for this area is a great way to tend to your tresses.

“A healthy scalp is essential for healthy hair and healthier hair growth,” confirms Kate Protopapas, founder of Isla Apothecary.

“The scalp is the bedrock for the hair follicle, and if it's not in good condition the chances of you experiencing problems with hair growth and health increase significantly,” adds Anabel

Kingsley, trichologist at Philip Kingsley.

Keep your scalp in top condition with the Philip Kingsley Scalp Toner, £19.50. It stimulates the blood supply to encourage a healthy scalp and growth. The mildly astringent formula absorbs excess oil and protects against bacterial overgrowth, too.



Philip Kingsley Scalp Toner, £21



Kérastase Resistance range, from £19.50

Upgrade your products

Just over 32% of brides upgrade their skincare regime in the run-up to their wedding, according to our 21st Century Bride survey, and we recommend you do the same for your haircare.

High-street brands of shampoos and conditioners have served us well up to now, but with your wedding around the corner, it may well be time to call in the big guns, and arm yourself with the products promising restorative properties, and designed to get your hair into the best shape of its life.

Invest in Kérastase's Resistance range, from £19.50. With a hair mask, serum, shampoo and conditioner in the range, it has been especially formulated to reinforce the structure and surface of the hair fibre, to help keep elasticity and strength – imperative if you want your hair to grow long and strong.

Try multi-masking

This is a trick we're borrowing from the skincare world. An upgrade on the classic weekly hair mask, multi-masking is an absolute game changer. The process involves using different products to cater to the needs of different sections of your hair. A rich, nourishing mask applied to your roots can leave hair weighed down and greasy, but will work wonders on the ends of your hair. Instead, apply a clarifying mask to the top of your hair, and soothe your split ends in a heavier, luxe mask.



IGG Prenup Instant Spray Hair Mask, £27

Maria Nila Head & Hair Heal Masque, £26.99



Aveda Sun Care Protective Hair Veil, £22.50

Use protection

UV rays wreak havoc on your hair as much as your skin. Pick a product that acts as an armour to protect your tresses. We're fans of Aveda's Sun Care Protective Hair Veil, £22.50, and Windle & Moodie's Invisible Day & Night Cream, £22. Be sure to add extra product to the ends of your hair,



Windle & Moodie Invisible Day & Night Cream, £22

Gorgeous locks

Time-saving treats

If adding in these extra haircare steps seems impossible when you have a wedmin to-do list as long as your arm, hair treats that shorten your routine and save time will be very welcome.

Tweak'd Cleansing Hair Treatment, £15, available from qvcuk.com, acts as a five-in-one product: shampoo, conditioner, detangler, shine enhancer and intensive hair treatment. It cleanses away product build-up, meaning you'll be left with healthier, softer and shiny hair.

Redken's All Soft Mega Sheet Hair Mask, £10, is another treat for time-poor brides-to-be. It's designed to soften the hair, lock in moisture and leave hair more manageable. Simply apply after your shampoo, leave in for 10 minutes while you get on with wedmin, and wash out for luxuriously conditioned locks.



Redken All Soft Mega Sheet Hair Mask, £10

Invest in new styling tools

We know planning a wedding can be expensive, so splashing out on a new hairdryer is likely the last thing on your mind, but the way you dry your hair can really alter how it grows.

The T3 Cura dryer, from £155, has a built-in ion generator that emits negative ions, helping to smooth the hair cuticle for soft, frizz-free results. The tool ensures healthier heat styling for your hair, reducing breakage and improving the appearance of your locks – plus it looks beautiful on your dressing table.



T3 Cura dryer, from £155

especially if it is below shoulder length. Your ends are more prone to damage because they've been weathered by previous summers.

It's worth protecting your hair before swimming or gyming, too. We recommend IGG's water resistant hair shield, Blocked, £25. With a blend of water-resistant natural waxes, it seals the cuticle, protects hair from wind, water, sweat and UV, and prevents fading.

After sun exposure, use Redken's Colour Extend Sun After-Sun Shampoo, £13.25, and Mask, £21.25 for further protection.