

# HAIR HYPE

The products that are breaking the internet...

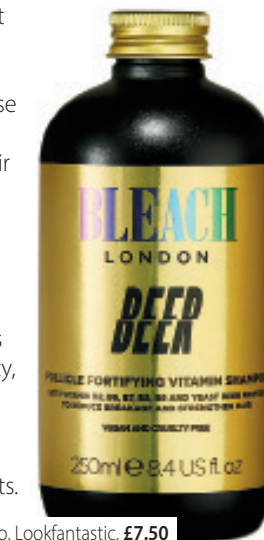
**D**o you ever click on Amazon's top-rated section, just to see which bizarre products the internet is currently obsessing over? Yes, us too. We're talking about the things you can't find in high street pharmacies, or the trends that have been catapulted to mainstream fame by influencers and vloggers.

Right now, the online beauty community is going crazy over these hair products for their transformational properties. From brush-on dye to a Korean hair mask, these are the weird and wonderful hair hypes you need to try now.

Scotland's **No.1** for Health & Beauty

## 1 THE BEER-INFUSED SHAMPOO

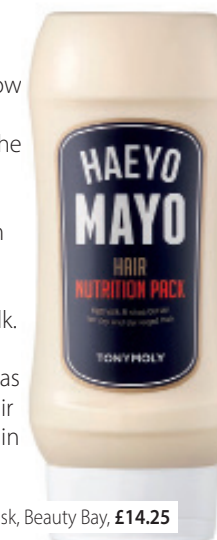
In Victorian times, circus performers who would hang from their long hair bathed their locks in beer to strengthen them. Even modern-day celebs have used drinking beer on their hair to protect it from breakage! Bleach London decided to capitalise on this weird craze by formulating their extremely popular Beer Shampoo, made up of yeast beer proteins and fortifying vitamins. The product claims to improve elasticity, strength and shine as the proteins penetrate the individual hair shafts.



Bleach London Shampoo, Lookfantastic, **£7.50**

## 2 THE WEIRDEST HAIR HYPE

Originating from Korea and finding itself incredibly popular amongst those who know about hair is this mask, which could be one of the weirdest products *No.1* has ever set eyes upon. Not only does it come in Heinz-esque packaging, its wonder ingredient is, you guessed it – egg yolk. Mayonnaise is actually Blake Lively's hair secret as it helps dry and frizzy hair to restore shine and retain moisture.



TonyMoly Hair Nutrition Mask, Beauty Bay, **£14.25**

## 3 THE REVOLUTIONARY VACUUM DRYER

Chances are, your favourite vlogger has reviewed this bizarre, vacuum-like contraption. People online are utterly mesmerised by this unusual hairdryer and straightener in one, which works by sucking your strands into the barrel rather than blowing out hot air. It promises to be faster, more energy efficient and healthier for your hair, and the YouTube beauty community is seriously impressed. Unfortunately, this hair hype comes with a hefty price tag.



Reverse Air Dryer, RevAir, **£359**

## 4 THE CULT HAIR WRAP

This 100% silk cap promises you'll be waving 'bye bye' to bed head hair in no time. Sleeping on silk is known universally to be beneficial for your hair, and customers who have tried and tested Silke London's hair wrap confirm they wake up to smooth and frizz-free locks. One reviewer has described it as "the best beauty product" they have ever bought, testifying that it has completely transformed their hair. It's so popular that it's often sold out on Cult Beauty.

Silke London Hair Wrap, Cult Beauty, £50

## 5 THE LIFE-LIKE CLIP INS

Reality shows like *Love Island* have elevated clip-in extensions to be seen as a daily hair essential, rather than a product reserved solely for the cast of *Geordie Shore*. However, we still marvel over how the right, good quality extensions can completely transform lacklustre locks. The internet is still obsessing over Easilocks, one of the original extensions brands that now partners with high-profile celebs like Jordyn Woods and Cheryl Cole.



HD Fibre Clip-in Extensions, Easilocks, £90

## 6 THE DIY BLOW DRY

A hair tool like this takes us way back to trawling the Argos catalogue in the 90s, but it's not to be sneered at. Revlon's heated round brush claims to create a salon-standard, smooth blowdry at home, without the clumsiness of using a round brush and a hairdryer at the same time. On Amazon, it has hundreds of five-star reviews, with one buyer calling it a "total game changer" and another saying they've "never received as many compliments". People have even been claiming it produces better results than the influencer favourite Dyson AirWrap, which retails at £360 more.



Revlon One Step Hair Dryer, Amazon, £39.98



Mane 'n Tail Shampoo and Conditioner, Amazon, £9.49 for both

## 7 THE HORSE HAIR PRODUCT

Not your conventional shampoo and conditioner, this duo was originally invented to groom horses' manes and tails. Equestrians then realised they were missing a trick, and the protein infused products became renowned for strengthening and softening hair like no other, without stripping natural oils. The formula also claims to help hair grow and become healthier over time. This is one of Amazon's top-rated hair products with 1,500 positive reviews.

## 8 THE MEN'S TWO-IN-ONE

The first rule of haircare is never, ever, trust a two-in-one shampoo and conditioner – we learned that the hard way after our school swimming lessons.

However, women have recently discovered men's best-kept hair secret in the form of Dove's Fresh & Clean fortifying two-in-one shampoo. There are a staggering 6,000 five-star reviews on Dove's website, a large portion of which are women who swear by the caffeine and menthol-infused product.



Dove Men 2-in-1 Shampoo, Amazon, £3.99



## 9 THE HOLY GRAIL TONER

All it takes is a search of YouTube to see how hyped up the Fanola No Yellow shampoo is. Cue hundreds of before and after videos of vloggers showing how the paint-like purple "miracle" product seemingly banished their blonde hair's brassy tones in one wash. The product itself claims to be "the most popular blonde toning shampoo on the market", and, true to its word, it has hundreds of glowing reviews on Amazon.

Fanola No Yellow Shampoo, Amazon, £15.31

*We love This*



Colour Wow Root Cover Up, Amazon, £28.50

## 10 THE INSTANT TRANSFORMATION

Looks like an eyebrow powder, but actually fills in grown-out roots, Colour Wow's root cover up palettes have enjoyed cult status amongst influencers for some time now. The brush looks like it would be ineffectual, yet it instantly camouflages regrowth between hair appointments, completely transforming the roots. Plus, it's water resistant.



## 12 THE KOREAN WONDER MASK

Korean beauty has infiltrated our make-up bags and skincare regimes, and now it's here to take over our hair routines. This bizarre-looking hair mask looks like a (cute) sheep's head, and is one of the most popular for deep conditioning in South Korea as it aims to open up hair strands and calms frizzy hair. All it takes is wrapping it round your head and waiting for 15 minutes. Amazon users and influencers alike are going crazy for it, calling the results "magic".



Mediheal Sheep Steam Pack, Amazon, £19.93 for five



Briogeo Superfood Smoothie Conditioner, Beauty Bay, £23.75

## 11 THE SUPERFOOD SMOOTHIES

Talk of 'superfoods' is everywhere, from your avocado toast and your pomegranate seed snacks to your leafy greens. So perhaps it's unsurprising that the food fad has made its way into our hair products, although the concept is pretty unusual. Despite seeming like another 'looks good enough to eat' marketing ploy, Briogeo Superfood Smoothie products have hundreds of five-star reviews on Sephora. Its ingredients include apples for shine, kale for strength and spinach for a healthy scalp.

*Thick Hair Saviour*



Wet Brush Detangler, Amazon, £12.01

## 13 THE WONDER DETANGLER

We at No.1 haven't stumbled across a brush with this much hype since the launch of the Tangle Teezer back in 2007. The Wet Brush comes in an array of neon colours and looks like a free toy from a children's magazine, yet has 500 five-star reviews on Amazon. It's apparently a saviour for long, thick hair prone to knots. People have even been using it to groom their pets!