

Color Her Healthy

An emerging category of color strengthening products is on the horizon, and it's a game changer.

—ALYSON OSTERMAN-KERR



A new niche of haircare has officially thrown its hat into the beauty ring: color fortifiers. These healthy hair systems—designed to administer added strength and sheen to maintain hair's integrity during a chemical process—are the next step in ensuring manes remain healthy despite the stressors that color and straightening may bring. "In the beauty business, there's a constant desire to do better than what's been done before, and our industry has science on its side," says Kevin Wachs, CEO of ColorpHlex. "All coloring is damaging at some level, seen or unseen. What's revolutionary about this new reparative category is that color strengtheners actually mend all that damage while the coloring is taking place, as well as work to help prevent any further damage during the process. That's exciting on many levels, and hairdressers are embracing it with open arms." Though there are relatively few on the market today, we predict these in-color treatments are the first in a burgeoning trend. Take a peek at these industry trailblazers, and keep your eyes peeled for others to come.

b3 Brazilian Bond Builder

The brains behind Brazilian Blowout introduce their answer to reparative care in the form of b3 Brazilian Bond Builder, a one-step process utilizing a specially engineered copolymer that combines with a targeted delivery system. Bonds are reinforced, thus strengthening strands and prolonging color retention as well as vibrancy between appointments. brazilianbondbuilder.com

ColorpHlex

A two-step additive, ColorpHlex improves the strength and quality of locks through a vegetable protein molecule that penetrates the hair, reinforcing bonds during the color and bleach process, filling pores and protecting shades. Bonus! Comes with take-home aftercare products. colorphlex.com

Eslabondexx

When used in tandem with chemical treatments, Eslabondexx staves off damage as it bestows elasticity, strength and suppleness. A wealth of nurturing ingredients, among them soybean isoflavones, N-acetyl-L-cysteine, phytoceramide and an amino acid blend, are carried via a niosome delivery system to allow deep product penetration into hair's cortex. beautifulhaircolor.net

Check out an exclusive ColorpHlex test run at beautylaunchpad.com/colorphlex.