



WE BELIEVE IN BEAUTY YOUR WAY

We take an innovative approach to hair care to create products that save time, save energy, and, perhaps most importantly, save your hair.



HERO HAIR TOWEL

- decrease dry time by 50%
- snug strap keeps towel in place
- less damage on hair



THE SPA HEADBAND

- gentle on the roots, locks, and styles
- holds hair away
- decreases dry time



THE SCRUNCHIE

- absorbs water while holding hair
- gentle as can be
- decreases dry time

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I have short curly hair. I didn't expect to see a difference using this towel. It actually helps my hair dry less frizzy and my curls look beautiful.

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This towel is HEAVEN! It's so absorbent, plush & perfect. It's lightweight and I hardly notice it's there. The frizz has nearly stopped & I couldn't be happier. For once I feel there's hope. I LOVE this towel!!

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