



THE BEAUTY EXPERT

allure

the culture
of hair

starring
LUPITA NYONG'O

Clockwise from top: Ouai Anti-Frizz Sheets, The One by Frédéric Fekkai One to Go Individual Dose Crème, IGK Swipe Up Charcoal Dry Shampoo Hair Blotting Tissues, and L'Oréal Paris EverPure Deep Moisture Hair Sheet Mask.

SINGLE FILE

Frequent fliers and commitment-phobes (but maybe not sustainability activists): Listen up. We're here to introduce you to the phenomenon of the one-dose hair product. L'Oréal Paris EverPure Hair Sheet Masks are single-use bonnets that come pre-smeared with a deep-conditioning treatment for smoother hair in the shower, while The One by Frédéric Fekkai One to Go Individual Dose Crème and Ouai's coconut-oil-coated Anti-Frizz Sheets can sleekify (that's a word, right?) dry hair absolutely anywhere. And if rich oils are the last thing your hair needs, IGK's Swipe Up Charcoal Dry Shampoo Hair Blotting Tissues will mop up style-deflating grease come late afternoon. —JESSICA CHIA

{ BEAUTY REPORTER }

MINI ESSAY

SHAMPOO FOR THE 0.1%

"It's a great entry-level price point," a brand representative tells me, brandishing a tube of Sisley's new \$75 shampoo. Full disclosure, reader: \$75 for shampoo is more like the penthouse with my budget. But then, I think nothing of my \$85 facial oil. So it is, perhaps, not a leap for fancy skin-care brands like Sisley and Royal Fern to price their recently debuted hair-care products on par with their serums and moisturizers. (Royal Fern's Phytoactive Anti-Aging Cream is \$280; its Hair Growth Supplement Capsules are \$230.) They're not the first spendy bottles to hit the shelf—Oribi's best-selling Gold Lust Repair & Restore Shampoo is \$154 a liter. Maybe \$75 for 200 milliliters isn't so outrageous. But as someone who grew up using 99-cent Alberto VO5 shampoo and conditioner, I need to know: Would an extremely expensive hair-care regimen make my hair look...extremely expensive? I stock my bathroom with Sisley's shampoo, conditioner, mask, and leave-in hair oil. Total cost: \$345. That's \$343 more than my parents would deem necessary, especially given that it's a traditional shampoo with traditional shampoo ingredients (and a few fancy ones, but chemists will tell you most cool-sounding extras aren't game changers in a wash-out formula). Still, the regimen makes my hair feel swingy-soft and smell faintly like Bulgari perfume—and therein lies the real value. It's such a pleasure to use that I've been persuaded to, at least for the past few weeks, coddle my hair as I would my face. Worth it? I'm not sure. But I will say this: My hair would smell right at home in that penthouse. —J.C.