

InStyle Hair

SPECIAL ISSUE!



TEMPORARY TAMERS

Scared to commit to 30 days? These options give good gleam – but wash out quickly

PRAVANA KeraGLAZE

Claim: The Strength and Shine sprays protect hair from heat-styling damage and impart glossiness for up to six shampoos.

Expert Opinion: “This has hydrolyzed keratin, a protein, to bolster hair, as well as silicone polymers to lock the keratin onto strands for several days” says Hammer.

Our Verdict: The blowout looked salon-quality, but the kinks came back after just one shampoo. Pravana KeraGLAZE Strength and Shine, \$30 Pravana.com for stores.



Ojon Super Sleek

Claim: Loosens and straightens locks like a “liquid flatiron,” even when they’re exposed to high humidity. It’s available in two formulas to ensure you get the right amount of power.

Expert Opinion: “This has a variety of plant oils and butters to deep-condition hair—as well as azurite, a mineral that helps transfer heat more efficiently from blow-dryer and flatiron—so the treatment doesn’t take as long,” says Hammer.

Our Verdict: We loved that we could wash our hair within 24 hours, since many treatments require that the keratin stays on for 48. Afterward, our hair wasn’t stick-straight, but it did feel sleeker; it even relaxed those tricky wavy strands around the hair line.

BEST FOR CURLS

Ojon Super Sleek Hair Straightening treatment kit (for loose to wavy or medium-to-tight). \$36.ulta.com

Organix Ever Straight Brazilian Keratin Therapy

Claim: Reduces up to 95 percent of frizz and curl for 30 days.

Nourishing natural oils like avocado and coconut are kind to colored hair.

Expert Opinion: “This works much like salon straightening treatments,” Hammer says, “except the formaldehyde has been replaced with a kinder chemical that gives you basically the same results but is a lot safer to use.”

Our Verdict: During the 90-minute application and drying process, our eyes got a little red and our bathroom reeked of chemicals. The good news: Afterward, those once-kinky strands felt considerably smoother.

Organix Ever Straight Brazilian Keratin Therapy 30-Day Smoothing Treatment. \$92.4.drugstore.com

BEST FOR COLOR-TREATED HAIR



Saave Professionals Keratin Infusion 30-Day Smoothing Kit. \$79.amazon.com

BEST FOR VIRGIN HAIR

Saave Keratin Infusion

Claim: It works as well as professional keratin treatments and lasts up to 30 days. A caveat: It’s designed for “specific hair types only” (i.e., healthy, unprocessed hair).

Expert Opinion: “Though it has keratin, along with conditioners, it also uses potent chemicals like ammonia, peroxide, and thioglycolate,” Hammer warns. “That means it’s not safe to use on hair that’s been colored, straightened, or subjected to excessive heat styling.”

Our Verdict: Our virgin locks were left unscathed. It didn’t make hair flat—just smoother and less frizzy.



Temporary Tamers

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Expert Opinion: “This has hydrolyzed keratin, a protein, to bolster hair, as well as silicone polymers to lock the keratin onto strands for several days,” says Hammer.

Our Verdict: The blowout looked salon-quality, but the kinks came back after just one shampoo. Pravana Kera Glaze Strength and Shine. \$30.pravana.com for stores.

JOHN FRIEDA FRIZZ-EASE 3-DAY STRAIGHT

Claim: Ideal for wavy hair with coarse, curly hair, it straightens, blocks frizz, and keeps strands glossy for three days or until your next shampoo.

Expert Opinion: “Heat-activated polymers coat each strand for shine,” says Wilson.

Our Verdict: It kept hair straighter and smoother than just flat-ironing alone. Bonus: No cream or stretch! John Frieda Frizz-Ease 3-Day Straight. \$30.4.drugstore.com

KERAPURE 3-DAY BLOWOUT EXTENDER

Claim: Eliminates frizz (even in high humidity) and cuts down on blow-drying time. With continued use, it also reduces cuticle damage.

Expert Opinion: “The amino acids penetrate the hair to straighten curls,” says Wilson.

Our Verdict: Our bathroom smelled like a chemistry experiment, but once hair dried, it didn’t have any odor and stayed soft, shiny, and full of volume for the entire three days. (The gripe: It didn’t reduce blow-drying time by much.) Kerapure Keratin Blowout Extender. \$40.kerapure.com

