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HAIR REBORN

HUNDREDS OF PRODUCTS CLAIM TO HOLD THE KEY TO PERFECT HAIR, THE LATEST, BIOLUSTRE, IS RECOMMENDED BY TOP STYLISTS AND BEAUTY MAGAZINES AROUND THE WORLD. WITH TESTIMONY LIKE THIS **GOOD LIVING** DITCHED ITS OLD CONDITIONER TO SEE EXACTLY HOW GREAT OUR FOLLICLES COULD BE



If I keep on with my present hair regime, chances are I'll be bald by the time I hit 30. Straightening and smoothing, curling and crimping, my hair is scorched into submission on a daily basis. Along with the heat of Dubai it adds up to worrying times for my mane. Thankfully, help may be just around the corner.

What is it?

Biolustre is a conditioning treatment for damaged hair, focusing on locks that have been bleached, dyed or straightened one too many times, claiming to be the world's only hair repairing treatment that actually works. Possibly revolutionary and only available in select stores and salons, it's been proven to make hair up to 200 per cent stronger. With bravado such as this it was imperative that we enlisted the help of a Good Living guinea pig – purely in the interests of science you understand. With my hair care routine at the back of my mind, I stepped forward, gave my name and prepared to put it to the test at the Gold Salon, Dubai.

The treatment

The magic begins with two thorough shampoos. The hair is then blow-dried without any other products or tools other than a brush and hairdryer, the old school method. The blow-drying prepares the hair and opens the follicles, ready for the repairing solution to absorb. A whole bottle of repair treatment is used to cover every single part of the hair, including deep into the scalp. It's not the most pleasant smelling but I'm assured it will be worth it. The Salon provide a choice of DVD's to watch during the treatment, which is a much welcomed idea when you're sat in the

same chair for 60 minutes. Once the whole of my head was saturated in the treatment it started to harden, something that understandably came as quite a shock.

Biolustre reacts to heat, so after being under a dryer for around 30 minutes, it was completely compact, as though it could snap at the merest hint of a touch. My stylist ensured me that this is not the case. At this point the only thing to do is refrain from touching or brushing which, when you're glued to Norbit on DVD, is no significant problem. It's a curious experience, your hair rigid like cardboard and stuck fast to your head but it's certainly not an uncomfortable one. The next step is to rinse it all out, which at times was actually a little painful, almost akin to washing chewing gum from your hair. But after a few gentle washes with a shampoo and sealant conditioner, as well as a blow-dry and style to finish. I was ready to see the results for myself.

The verdict

Immediately I noticed how soft and bouncy my hair was. Whilst it felt thicker too, the health of my hair was noticeable and indeed something I hadn't seen for quite some time. My hair had been de-virginised! Biolustre is a like an apology to your hair, a big fat sorry for the years of torture at the hands of straighteners, sun and serums. With a sensible policy to hair care afterwards there's no reason why you can't keep it in its original condition, whether that, or indeed the prospect of frazzled hair is enough to keep you away from the tongs however, is another matter entirely.

Prices at the Gold Salon start from Dhs 550. For more information call: +971 50 818 9808 or email: biolustreme@yahoo.com. □