

**Developlus**  
Revive Detoxifying  
Clarifier



## CLEANSE & CLARIFY

Repeated use of hot tools and heavy, silicone-laden products can cause tresses to appear lackluster and lifeless. Replacing your hair-care regimen with the Developlus Anti-Aging Hair Treatment System (\$19.99) can help restore smooth, luminous locks in two weeks, no matter your hair type. Start with the clarifying shampoo: "It's crucial for removing product buildup that makes hair look dull and weighs it down," says Helen Crutchfield-Christoni, vice president of marketing for Developlus.

### EXPERT TIP

Prepare your hair for flawless color: Using the clarifying shampoo prior to coloring will ensure that dye is deposited evenly. The vitamin-rich conditioner helps hair maintain softness and pliability after chemical processing. And the shine-enhancing serum keeps strands looking vibrant between salon visits.



Article from Harper's BAZAAR

### Charting: Silky Tresses

# HEALTHY SHINY HAIR

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Masque

## REHYDRATE & REPAIR

After shampooing, apply the restoring conditioner generously from roots to tips. Leave it on for at least three minutes or, "for a more intense, mask-like treatment, a full 20 minutes under a shower cap," recommends Crutchfield-Christoni. The conditioner, formulated with moisturizing oils and vitamins B3 and E, strengthens hair.



**Developlus**  
Re-Activate  
Rejuvenating Elixir

## SMOOTH STRANDS

Seal in the benefits of the conditioner and prep for styling by distributing one or two drops of the nourishing serum throughout damp hair. Wheat proteins lock in moisture while potent antioxidants like vitamin C "act like a force field, creating a barrier against heat damage and pollution," explains Crutchfield-Christoni.