

DAVID MALLETT

HAIRCARE • PARIS

PRESS RELEASE

DAVID MALLETT HAIRCARE No.1: L'HYDRATATION

The David Mallett L'HYDRATATION range was developed for a very specific purpose: to add moisture to the hair without adding weight.

"My clients were in search of definitive moisturizing products which would not make their hair look wet, greasy, or heavy but would give lift and lightness to their hair. Our solution was to start at the beginning and to develop products from scratch – using high-quality ingredients and care."

David Mallett

No.1: L'HYDRATATION

The range - called No.1: L'HYDRATATION – is a trio of hair products which consists of a professional quality shampoo, conditioner and hair mask. Each has been carefully developed to deliver maximum moisture to normal and dry hair.

The entire range of products uses high-quality active ingredients while reducing additional ingredients to a minimum. The range is also fragrance-free making it suitable for even the most sensitive skin.

The range was developed by David in conjunction with a state-of-the-art laboratory to create something that would be appropriate for his demanding and exceptional salon clientele.

SHAMPOO No.1: L'HYDRATATION

A luxury shampoo developed for all hair types - particularly hair which is dry or tired from being overworked, treated, or frequently blow-dried.

The formula contains pure and low-foam cleansing ingredients, not aggressive alternatives which can irritate sensitive skin.

250 ml / 8.45 fl oz Bottle 35 €

CONDITIONER No.1: L'HYDRATATION

A high-performance conditioner which penetrates the hair deeply to lock in moisture, ensuring that hair remains strong and hydrated, even under the most difficult environmental conditions.

Its active ingredient is a powerful hair-strengthening vegetable protein which dramatically moisturizes the hair without weighing it down or making it heavy.

250 ml / 8.45 fl oz Bottle 38 €

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MASK No.1: L'HYDRATATION

Our strongest solution for hair that needs a maximum blast of moisture.

The mask contains our powerful hair-strengthening vegetable protein also used in David Mallett Conditioner No.1 but in a more intense formula which gives deeper penetration and more repair. The result is hair which is much less likely to be damaged or broken by styling - or by environmental conditions.

180 ml / 6.09 fl oz Jar 55 €

These products can be used in conjunction with the David Mallett Hair Serum (HAIR SERUM #DM027) to ensure a perfect finish.

DAVID MALLETT – THE SALON

At the age of 4, in suburban Australia, David Mallett had already decided to become a hairstylist. He has, in his own words, always been „quietly obsessed with hair“.

When he arrived in Paris at the age of 27, he had 11 years of experience, and a determination to succeed. Within a short time, his talent was being championed by Jean-Baptiste Mondino and Emmanuelle Alt, fashion editor of French Vogue. Since then David has worked with the world's most famous fashion magazines (such as Harper's Bazaar, Vogue, Nylon, Purple, Vanity Fair...). He opened his apartment-salon in 2004, with his master colorist Giorgio as his only co-worker. To this day, the salon has tripled its surface and employs 17 staff members, while it has succeeded in preserving the intimacy and refinement which made its reputation.

Now, David's work, and that of his team, is in demand for the public and private lives of some of the world's most famous people; with clients who include Kate Winslet, Natalie Portman, Charlotte Gainsbourg, Charlotte Rampling, Diane Kruger, Julianne Moore and Robin Wright. And the men also remain faithful to his salon on 14, rue Notre Dame des Victoires. It is not unusual to meet such celebrities as Giambattista Valli, Jean-Charles de Castelbajac or Haider Ackermann here.

“I believe that hair should look good long after the client has left the salon. My philosophy is about being practical, about showing clients how to have beautiful hair even when I won't be there with them,” says David.

The David Mallett salon is an extension of his personal philosophy – a place which is both ultra-luxurious and incredibly relaxed and where it's more about being private than about being exclusive.

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AVAILABLE AT

All products are available in exclusive perfumeries and online:

shop.david-mallett.com

CONTACT

To find out more about David Mallett Haircare products, please contact us.

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