

GOLD DUST

DAVID MALLETT

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"Your Ultimate Hair Accessory."

DAVID MALLETT





55 €

45 £

75 \$ US

99 \$ AUS

7,5 g

0,26 oz

DAVID MALLET – GOLD DUST

To celebrate the opening of his new salon located within the iconic Hotel Ritz Paris, David Mallett created **GOLD DUST**, a special-edition scintillating hair powder. Designed initially to express our excitement about the collaboration with the most luxurious hotel on Earth, this exclusive product is now available globally.

Following the international success of David Mallett's innovative VOLUME POWDER, the luxurious GOLD DUST powder is all about root lift, volume and reducing flatness in hair - with a slight gold opalescence.

Inspired by bubbles in champagne, GOLD DUST creates tousled, gorgeous hair that brings volume and bounce with sparkle and shimmer, and captures light like the scintillating wing of a butterfly. "A good chance it will become your ultimate hair accessory," says Mallett.

The formula of GOLD DUST is kept extremely light, with the aim of not weighing the hair down but rather making it volumised, dishevelled and supple for subsequent styling. The active agent that provides long-lasting volume and natural bounce is **tropical bamboo** and the powder even contains a small amount of **real gold!** This product comes with a delicate **green tea scent**, and it is entirely free of allergens.

The application of GOLD DUST is also revolutionary: the non-aerosol dispenser gives a right dosage of loose, airy powder. The state-of-the-art pump spray makes it easy to apply the powder to your hair just like a liquid product, while you control the result by commanding the hair roots with your fingertips.

The pocket-sized container itself is inspired by small carry-on perfume flacons and lipsticks. Slip this purse-sized product to your handbag and keep it with you at all times to react to any hair situation around the clock.

"Our GOLD DUST is such an exciting product and a must-have in every woman's handbag," Mallett said. "During an evening out, just pop into the bathroom and voilà – out you come scintillating!"

"Gold Hair, Don't Care!" *VOGUE*

"Simply irresistible for all shades of hair." *VANITY FAIR*

"L'accessoire ultime de votre coiffure!" *COLETTE PARIS*

"Luxuriantly appropriate for couture." *NEW YORK TIMES*

"Édition limitée or de la cultissime Poudre Volumisante." *ELLE*

