

# VOLUME POWDER

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*"Using our VOLUME POWDER is like dusting your hair with 1960's volume!"*

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## DAVID MALLETT - VOLUME POWDER

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In **VOLUME POWDER**, David Mallett has developed a product that gives his clients an easy tool to create dishevelled and gorgeous hair that has both volume and bounce – this year's must-have, Mallett says.

Following a year-long development and testing phase in his eponymous salon, David Mallett is now launching his latest **VOLUME POWDER**. This new, innovative product is all about root lift, volume and reducing flatness in hair. *"Using our Volume Powder is like dusting your hair with 1960's volume"*, says Mallett, who is the creative mind behind this.

The formula of the **VOLUME POWDER** is kept extremely light, with the aim of not weighing the hair down but rather making it volumised, strong and supple for subsequent styling. **VOLUME POWDER** has a subtle green-tea fragrance and the product is entirely free of allergens.

The active agent that provides long-lasting volume and natural bounce in **VOLUME POWDER** is **tropical bamboo**. The special characteristics of bamboo fibres are strength and lightness – the main reasons why bamboo is often used in architecture as a high-performance material, for example.

In our formula, bamboo serves to reinforce the hair's structure. When applied to the roots, bamboo provides incredible reinforcement and structure, driving off extra humidity in the hair and allowing it to have bounce, freshness and volume.

The application of our **VOLUME POWDER** is also revolutionary: you can now apply a loose and airy powder just like a liquid product. With a pocket-sized container, you can work the style and volume of your hair by simply dusting the powder directly onto dry hair using the pump dispenser.

The container itself is inspired by small carry-on perfume flacons and lipsticks: the elegant black dispenser makes it easy to apply the powder to your hair, while you control the result by controlling the roots with your fingertips. The dispenser gives a right dosage to increase root volume and provides hair with the sought-after 1960s-style lift – for that magic touch à la Brigitte Bardot.



30 €	25 £
40 \$ US	50 \$ AUS

*"During an evening, you can just pop into the bathroom, and if your hair has gone flat, spray our **VOLUME POWDER** onto the roots and you're done. It is very easy to use, with no dusty mess. Our **VOLUME POWDER** is such an exciting product and a must-have in every woman's handbag"*, Mallett said.

*"Our new **VOLUME POWDER** is a purse-sized product to slip in next to your carry-on perfume flacon and lipstick, so you can keep it with you at all times to react to any hair situation at any moment – a flat-hair emergency, for instance"*, Mallett added.

**Keywords:** (flat) hair emergencies; fingertip-controlled result; perfect dosage; allergen-free; non-conflicting fragrance; not sticky; on-call product.



## CONTACT

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