

BEAUTY **LAUNCHPAD**

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COLLECTIONS

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Nature Boy

Womenswear models aren't the only ones celebrating individual hair types and textures. At the Todd Snyder Fall/Winter 2016 presentation, each man's mop was taken into consideration when creating a custom full-bodied style.



GET THE LOOK:

- 1 Start with a fresh canvas. Try **Eufora Hero for Men Complete Shampoo**, with coenzyme Q10 and aloe vera for strand and scalp health. Or boost bulk with a volumizing cleanser, such as **American Crew Hair Recovery + Thickening Shampoo**.
- 2 Work in a styling cream, such as humidity-busting **Neuma neuStyling Smoothing Crème** or tress-plumping **GO247 Styling Cream**, to minimize frizz and add a bit of body.
- 3 Blow-dry, overdirecting to add lift. Set volume with a blast of cool air at the roots, like the cold temp button on the super quiet, high performance **Valera Swiss Silent Jet 8600**. For fuzz-prone fellas, tourmaline-infused **Amika The Accomplice Dryer** delivers negative ions and far-infrared heat for smooth results in a compact appliance.
- 4 Finish off with a little detailing. **Style Sexy Hair Not So Hard Up Gel** lends a perfect balance of hold and flexibility with a healthy dose of luster. Curly dudes might opt for a coil-centric polishing product to ensure necessary moisture. One fave? New cocoa butter- and babassu oil-enriched **Surface Curls Serum**.

americancrew.com, eufora.net, go247men.com, loveamika.com, neumabeauty.com, sexyhair.com, surfacehair.com, valera.com