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BEAUTY
CHOICE
AWARDS

THE BEST EASY-TO-USE HAIR COLOR

L'Oréal Paris Mousse Absolue,
\$15, lorealparisusa.com

What it is: Most at-home hair color comes with enough product for one use and requires mixing, which can be messy. This automatically dispensed one houses premixed color, which you can save and use again.

How to use it: If the thought of mixing color with developer is not your idea of fail-proof at-home color, then you'll thank L'Oréal for simplifying the daunting task of DIY hair color. After you've selected your shade, shake the bottle, hold it vertically and push down on the dual chamber's release button to dispense the dripless mousse. Then, apply the color to hair as if you were applying shampoo, massaging it throughout and concentrating on the roots.

Why it's a breakthrough: The innovative design, which was 10 years in the making, allows you to store leftover color without it oxidizing or spoiling. "Japanese expertise allowed for the creation of a sophisticated technology and vibrant, luminous color due to the unique canister. Sealed capsules preserve the dyes and are released at the very last moment, so the color is fresh and powerful when it's applied to the hair," says L'Oréal Paris color designer Christophe Robin. Shorter hair can get about two full uses out of one bottle, medium hair, one full use—or, use it for three rounds of touch-ups.

"Color assurance like this has never existed before Olaplex."



THE BEST HAIR PROTECTOR

Olaplex, olaplex.com

What it is: Professional-grade color can sometimes result in damage and breakage. The only way to deposit color and lighten hair is by breaking the bonds that hold in your natural color. The lighter you go, the more destructive the color may become. This bond multiplier preserves the integrity of the delicate bonds of hair, and rebuilds them, no matter how light you go or how often you color. The scientist-developed treatment literally goes into hair and links back together broken bonds, in turn making hair stronger and healthier.

How to use it: Available only through colorists at salons, Olaplex can be mixed into color or used as a stand-alone treatment (but it's not to be confused with a conditioning or protein treatment—it doesn't coat hair like conditioners do). First, the bond multiplier goes into the color or lightener, allowing it to make the lightener work harder for better, uncompromised results and stronger, shinier, healthier hair. Next, the Bond Perfector is applied to assist in the linking of broken bonds and continue the reparative process. Lastly, is the Hair Perfector, a take-home product that's combined with any shampoo and conditioner, to keep hair healthy out of the salon.

Why it's a breakthrough: Color assurance like this never existed before. "Olaplex is a breakthrough in the color department because this is the first time we have even been able to repair the bonds within the hair and actually restore it while also coloring and lightening the hair so that it can be pushed farther than ever before. It's not a band-aid treatment at all—it permanently restores hair," says Riawna Capri, co-owner of Nine Zero One salon in West Hollywood, CA.

BEAUTY GAME CHANGERS

CONTINUED...

THE BEST BODY-CONTOURING TREATMENT

Ultrashape

What it is: Diet, exercise and liposuction are all proven ways to get rid of unwanted fat. Now, the newest way to do it without surgery or hours spent in the gym is with Ultrashape, a noninvasive ultrasound-based treatment that targets fat in the abdominal area to get rid of it forever.

How to use it: Done at your doctor's office, UltraShape employs the fat-fighting power of ultrasound energy to break up fat. During each 45-minute treatment session (on average, three are needed), a handpiece is placed on the body, which is said to feel like the vibration of a cell phone.

Why it's a breakthrough: Totally customizable, UltraShape has made its mark as a body-contouring innovation for the mere fact that it works and doesn't cause any damage to the surrounding tissue or nerves. What sets it apart from other noninvasive fat fighters is that, "Instead of freezing the fat, it truly sculpts the fat, making for a more customized treatment. It's the closest thing to getting liposuction results that's been developed so far," says New Orleans dermatologist William P. Coleman, MD.