

Winners The Hot 100

HIGH STREET HEROES

BEST SHAMPOO AND CONDITIONER FOR DAILY USE

Dr Organic Aloe Vera Shampoo and Conditioner

BEST SHAMPOO AND CONDITIONER FOR DRY HAIR

Shewolf Inca Oil Hydrating Shampoo and Conditioner

BEST SHAMPOO AND CONDITIONER FOR SCALP CARE

ByErim Luxury Shampoo and Conditioner

BEST SHAMPOO AND CONDITIONER FOR VOLUMISING

TAOH Volume Shampoo and Volume Conditioner

BEST SHAMPOO AND CONDITIONER FOR CURLS

Trepadora Goji Berry Mint Reviving Hair Rinse and Coconut Almond Detangling Conditioner

BEST SHAMPOO AND CONDITIONER FOR COLOUR CARE

Dr Organic Guava Shampoo and Conditioner

BEST SHAMPOO AND CONDITIONER FOR BLONDES

Creightons Sunshine Blonde Moisturising Shampoo and Conditioner

BEST SHAMPOO AND CONDITIONER FOR HAIR LOSS

Urban Retreat Capill-Hair Isoflavone Shampoo and Conditioning Treatment

BEST SMOOTHING/STRAIGHTENING SHAMPOO AND CONDITIONER

72 Intense Moisture Shampoo and Hydrating Conditioner

BEST CRUELTY FREE/VEGAN SHAMPOO AND CONDITIONER

Umberto Giannini Hair Repair Protein Shampoo and Conditioner

BEST PURPLE SHAMPOO

Creightons Sunshine Blonde Purple No Yellow Shampoo

BEST CLARIFYING SHAMPOO

OGX Clarify & Shine + Apple Cider Vinegar Shampoo

BEST LEAVE-IN CONDITIONER

It's A 10 Miracle Leave-In Product

BEST INTENSIVE REPAIRING TREATMENT

Uberliss Bond Sustainer

BEST HAIR OIL

Paul Mitchell Tea Tree Hemp Replenishing Hair and Body Oil

BEST HAIRCARE INNOVATION

Roots Professional Blast Scalp and Hair Prep

BEST DRY SHAMPOO

Phil Smith Be Gorgeous Big It Up! Volume Boosting Dry Shampoo

BEST DEFINING STYLER

Phil Smith Be Gorgeous Magic Potion Multi-Styling Wonder Cream

BEST VOLUMISING PRODUCT

Phil Smith BE GORGEOUS Big It Up! Volume Boosting Spray

BEST STYLING PRODUCT FOR CURLS

Only Curls Hydrating Curl Cream

BEST SMOOTHING/STRAIGHTENING PRODUCT

Urban Retreat Capill-Hair Mane Tame

BEST HEAT PROTECTION PRODUCT

ghd Bodyguard Heat Protect Spray

BEST SERUM

Sway Hair Oil

BEST SHINE SPRAY

Beauty Works Dream Shine

BEST EUROPEAN HUMAN HAIR EXTENSIONS

Sway Seamless Flat Weft

Winners The Hot 100

BEST HUMAN INSTANT HAIR EXTENSIONS

Great Lengths Tapes

BEST SYNTHETIC INSTANT EXTENSIONS

Lullabellz Super Thick 22" 5 Piece Natural Wavy Clip In Hair Extensions

BEST HAIR PIECE

Remi Cachet Human Hair Ponytail

BEST HAIR DRYER

Cloud Nine The Airshot Pro

BEST STRAIGHTENER

ghd Platinum +

BEST HOT BRUSH

ghd Glide

BEST CURLING WAND

Hot Tools Black Gold Curl Bar

BEST CORDLESS HAIR TOOL

ghd Unplugged

BEST HAIR TOOL INNOVATION

L'Oréal Professional SteamPod 4

BEST ROOT TOUCH PRODUCT

Phil Smith Be Gorgeous Root Touch Up Root Concealer Spray

BEST HAIR SUPPLEMENT

Tricoextra

BEST HAIR LOSS SUPPLEMENT

Viviscal Maximum Strength Hair Growth Supplement for Women

BEST DETANGLING BRUSH

Manta Original

BEST ROUND BRUSH

Kent Brushes AirHedz 35mm Ceramic Round Brush

BEST PADDLE BRUSH

Rock & Ruddle Black Stardust Super Size Luxury Hair Brush

BEST COMB

Kent Brushes Handmade Detangling Comb A21T

BEST HAIR PUTTY

Mitch Mattered Strong Hold Styling Clay

BEST AFRO SHAMPOO AND CONDITIONER

Wakati Sulfate-Free Shampoo and Wakati Water-Activated Advanced Conditioner

BEST AFRO NATURAL HAIR RANGE

Wakati

GO PRO

BEST SHAMPOO & CONDITIONER FOR DAILY USE

Alfaparf Milano Professional Semi Di Lino Diamond Illuminating Low Shampoo and Conditioner

BEST SHAMPOO & CONDITIONER FOR DRY HAIR

Osmo Wonder 10 Shampoo and Conditioner

BEST SHAMPOO & CONDITIONER FOR SCALP CARE

Schwarzkopf Professional Scalp Clinix Soothing Shampoo and Treatment

BEST SHAMPOO & CONDITIONER FOR VOLUMISING

Samuel Chapman Volume Shampoo and Conditioner

BEST SHAMPOO & CONDITIONER FOR CURLS

Matrix Total Results A Curl Can Dream Shampoo And Conditioner

BEST SHAMPOO & CONDITIONER FOR COLOUR CARE

Joico K-Pak Color Therapy Shampoo and Conditioner

BEST SHAMPOO & CONDITIONER FOR BLONDES

Indola Blonde Expert Insta Strong Shampoo and Insta Strong Treatment

Winners The Hot 100

BEST SMOOTHING/ STRAIGHTENING SHAMPOO & CONDITIONER

L'anza Healing Smooth Glossifying Shampoo and Conditioner

BEST CRUELTY-FREE/VEGAN SHAMPOO & CONDITIONER

Authentic Beauty Concept Bare Cleanser

BEST PURPLE SHAMPOO

Insight Blonde Cold Reflections Brightening Shampoo

BEST CLARIFYING SHAMPOO

Osmo Scalp Therapy Detoxify Shampoo

BEST LEAVE IN CONDITIONER

Osmo Wonder 10 Leave-In Treatment

BEST INTENSIVE REPAIRING TREATMENT

Living Proof Triple Bond Complex

BEST HAIR OIL

L'Oréal Metal Detox Oil

BEST HAIRCARE INNOVATION

Alterna Renewing Scalp Care Scrub To Foam

BEST DRY SHAMPOO

Living Proof Advanced Clean Dry Shampoo

BEST DEFINING STYLER

O+M W-Spray Dry Wax Spray

BEST TEXTURISING PRODUCT

Living Proof Dry Volume and Texture Spray

BEST VOLUMISING PRODUCT

EveryGreen BotoDeep Filler

BEST STYLING PRODUCT FOR CURLS

L'anza Healing Curls Curl Whirl Defining Cream

BEST SMOOTHING / STRAIGHTENING PRODUCT

O+M Project Sukuroi Gold Smoothing Balm

BEST HEAT PROTECTION PRODUCT

Sway Heat Protection Spray

BEST SERUM

Alfaparf Milano Professional Semi Di Lino Sublime Cristalli Liquid

BEST SHINE SPRAY

L'anza Keratin Healing Oil Lustrous Shine Spray

BEST FIRM HOLD HAIRSPRAY

Schwarzkopf Professional Session Label The Strong Firm Hold Hairspray

BEST FLEXIBLE HOLD HAIRSPRAY

Revlon Professional Stylemasters Glamourama Natural Hold Shine Spray

BEST PERMANENT HAIR COLOUR

Insight Incolor Hydra-Color Cream

BEST SEMI-PERMANENT COLOUR

L'anza Liquids Demi Gloss

BEST CRUELTY-FREE/VEGAN HAIR COLOUR

Schwarzkopf Professional True Beautiful Honest Permanent Color Creme

BEST MEN'S SHAMPOO & CONDITIONER

STMNT All-In-One Cleanser

BEST MEN'S HAIR WAX

STMNT Wax Powder

BEST MEN'S HAIR GEL

Fudge Professional Hair Gum

BEST MEN'S HAIR PUTTY

American Crew Fiber

BEST AFRO SHAMPOO & CONDITIONER

Insight Elasti-Curl Pure Mild Shampoo and Elasti-Curl Detangling Mask

BEST AFRO NATURAL HAIR RANGE

Insight Elasti-Curl

BEST AFRO HAIR OIL

Insight Elasti-Curl Bouncy Curls Hair Oil

BEST AFRO HAIR MASK

Insight Elasti-Curl Textured Curly Hair Detangling Mask