hair AWARDS 2027

THE HOT LIST

HAIR CARE

1 Best Shampoo and Conditioner for Daily Use
2 Best Shampoo and Conditioner for Dry Hair
3 Best Shampoo and Conditioner for Scalp Care
4 Best Shampoo and Conditioner for Volumising
5 Best Shampoo and Conditioner for Curls
6 Best Shampoo and Conditioner for Colour Care
7 Best Shampoo and Conditioner for Hair Loss
8 Best Cruelty Free / Vegan Shampoo and Conditioner
9 Best Purple Shampoo
10 Best Clarifying Shampoo
11 Best Leave-In Conditioner
12 Best Intensive Repairing Treatment
13 Best Hair Oil
14 Best Zero Plastic Shampoo and Conditioner
15 Best Hydrating Hair Mask
16 Best Hair Care Innovation

STYLING

17 Best Dry Shampoo
18 Best Texturising Product
19 Best Volumising Product
20 Best Styling Product for Curls
21 Best Smoothing / Straightening Product
22 Best Heat Protection Product
23 Best Shine Spray
24 Best Hairspray

EXTENSIONS

25 Best Professional Hair Extensions
26 Best Human Instant Hair Extensions
27 Best Synthetic Instant Hair Extensions
28 Best Hair Piece

HOT TOOLS

29 Best Hairdryer
30 Best Straightener
31 Best Hot Brush
32 Best Curling Wand
33 Best Heatless Hair Styler
34 Best Hair Tool Innovation

SUPPLEMENTS

35 Best Hair Supplement
36 Best Hair Loss Supplement

BRUSH & COMB

37 Best Detangling Brush
38 Best Round Brush
39 Best Paddle Brush
40 Best Comb

MEN'S HAIRCARE

41 Best Men's Shampoo And Conditioner
42 Best Holding Product
43 Best Texturising Product
44 Best Volumising Product

TEXTURED HAIRCARE

45 Best Textured Shampoo and Conditioner
46 Best Textured Hair Oil
47 Best Textured Hair Mask

HAIR COLOUR

48 Best Permanent Colour
49 Best Semi-Permanent Colour
50 Best Cruelty Free / Vegan Hair Colour