

MASKS MODEL SHOOT GUIDE

LAUNCH 01.20

TALENT

*our models are full of life,
they are our Living proof.*

- inclusive: cast a wide variety of ages, ethnicities, body types and hair types



zazoe

—— *Perfect hair Day mask*



veronica

—— *no frizz mask*



gabi

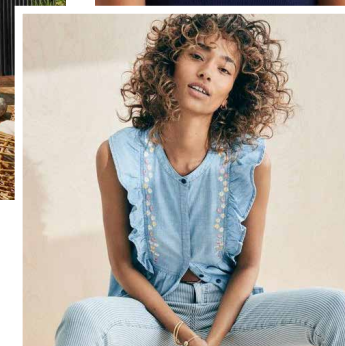
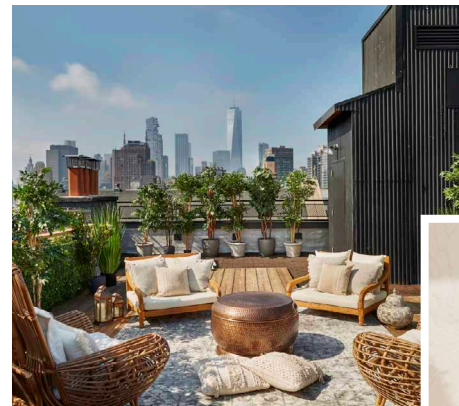
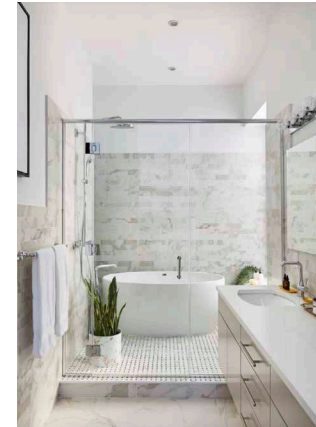
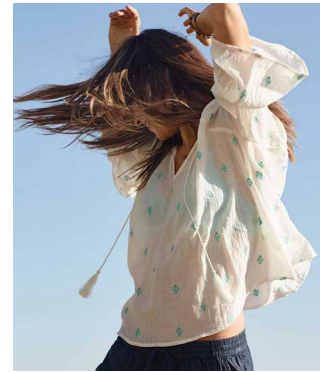
—— *restore mask*

ENVIRONMENT

we are bringing to life the idea of “real people, real stories.”

our models will be shot in lifestyle environments and embody our message of vitality and emphasize the “living” in the living proof.

- create environments that are both aspirational and relatable



MAKEUP

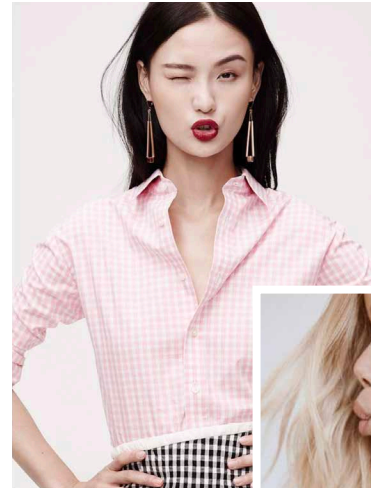
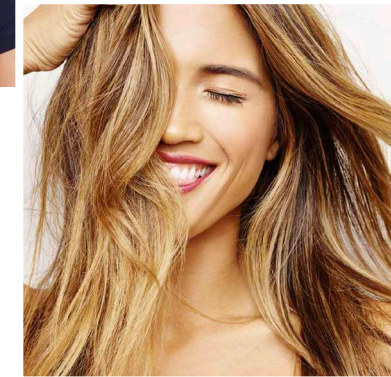
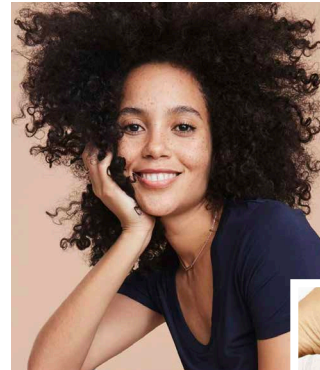
*natural, dewy, fresh
no-makeup look*



EXPRESSIONS

capture a variety of expressions to show the model is multi-dimensional, real and relatable.

- full of vitality, life, energy, passion, spirit, playful, liberated, comfortable, relaxed, letting you in on a secret
- women who appreciate fitness, free time, balance



WHAT IS LP HAIR?

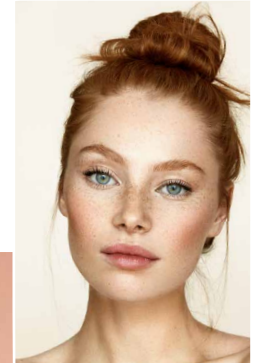
*our style is always evolving
(like the people we serve).*

But our founding purpose is paramount when it comes to our products: we create healthier hair.

Each new launch solves an age-old hair concern, while serving up fresh inspiration for our stylists, salons, and Living Proof enthusiasts.

We take classic looks and rework them into effortless everyday styles—made possible by hair that's healthy right to the root.

Now, that's our kind of laid-back luxury.



LIVING PROOF HAIR IS...

HEALTHY



EFFORTLESS



FULL OF LIFE



ASPIRATIONAL



ATTAINABLE

LIVING PROOF HAIR IS NOT...

TREND-DRIVEN



TOO PERFECT



OVERLY COMPLICATED



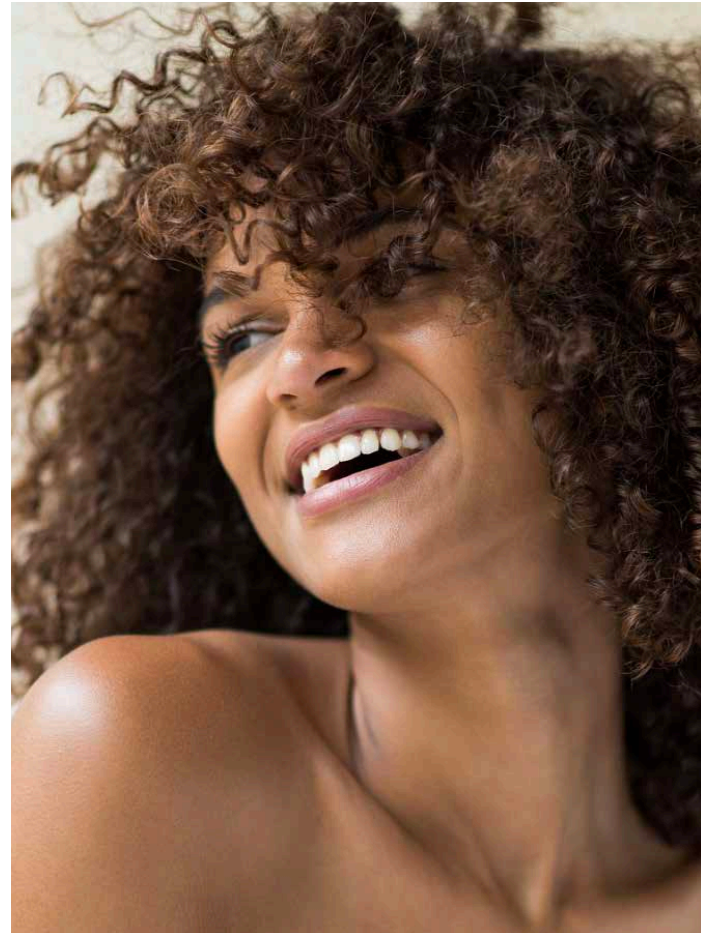
HIGH MAINTENANCE



STERILE

HAIR CHECKLIST

- Hair must look healthy, shiny, smooth and conditioned
- Hair must maintain movement, airiness
- Hair must look full (ex. no gaps between neck + hair, ear + hair)
- Hair must appear brushable, touchable and soft
- Hair should not look weighed down or heavy
- Hair should not have frizz, fly-aways, static or split ends

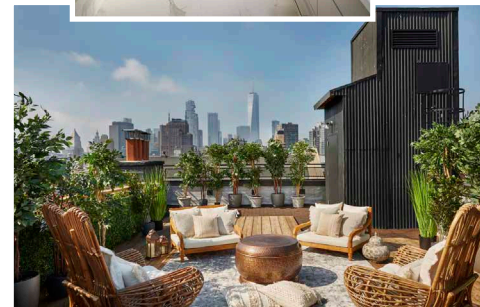
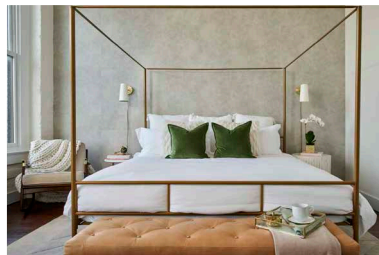
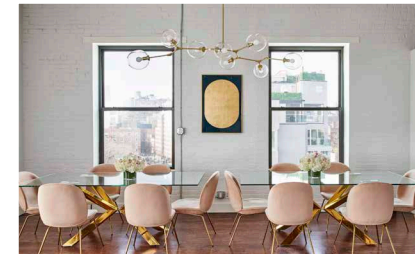
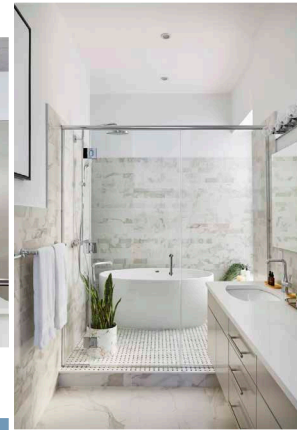
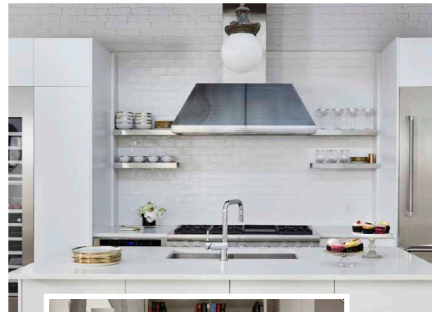
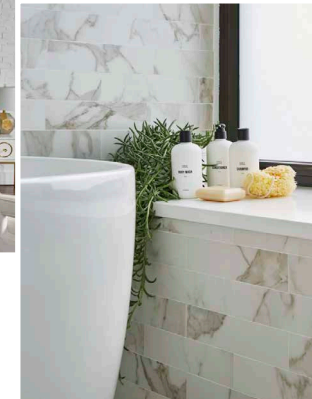


MASKS

Model_Photoshoot Guide

PLATES

Shoot a variety of different interior + exterior plates
(make spaces look "lived-in")



MASKS

Model_Photoshoot Guide

M_PhD_Hero

- Shoot in environment, inside or out.
- Show the dimensionality, shine and health of the hair.

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

ZAZOE _____



HAIR DIRECTION _____



Products to use: PhD Shampoo, PhD Weightless Mask, PhD 5-in-1 Styling Treatment

Style: Round Brush Blowout

- Should look bouncy + healthy
- Can change part from “after” hair
- Hair looks healthy, shiny, smooth and conditioned – should not have a lot of split ends or fly aways, shouldn’t look weighed down or heavy.

VISUAL DIRECTION _____



Model Hero: In-environment

MASKS

Model_Photoshoot Guide

M_PhD_Hero_Holding Product

- Shoot in shower.

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

ZAZOE _____



HAIR DIRECTION _____



Wet hair, no style.

VISUAL DIRECTION _____



Model Hero: Holding Product
• Shoot with wet hair, in the shower



MASKS

Model_Photoshoot Guide

M_Restore_Hero

- Shoot in environment, inside or out.
- Show the dimensionality, shine and health of the hair.

GABI _____



HAIR DIRECTION _____

Products to use: Restore Shampoo, Restore Repair Mask, Restore Perfecting Spray, Restore Repair Leave-In

Style: Work with her natural curl pattern. If required, polish sections that need it with a tiny iron, working with the natural curl pattern.

- After needs to have the same style as the before
- Can change part from “after” hair
- Hair looks healthy, shiny, smooth and conditioned – should not have a lot of split ends or fly aways, shouldn’t look weighed down or heavy.

VISUAL DIRECTION _____



Model Hero: In-environment

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

MASKS

Model_Photoshoot Guide

M_Restore_Hero_Holding Product

- Shoot in environment, inside or out.
- Show the dimensionality, shine and health of the hair.

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

GABI _____



HAIR DIRECTION _____

Products to use: Restore Shampoo, Restore Repair Mask, Restore Perfecting Spray, Restore Repair Leave-In

Style: Work with her natural curl pattern. If required, polish sections that need it with a tiny iron, working with the natural curl pattern.

- After needs to have the same style as the before
- Can change part from “after” hair
- Hair looks healthy, shiny, smooth and conditioned – should not have a lot of split ends or fly aways, shouldn’t look weighed down or heavy.

VISUAL DIRECTION _____



Model Hero: Holding Product



MASKS

Model_Photoshoot Guide

M_No Frizz_Hero

- Shoot in environment, inside or out.
- Show the dimensionality, shine and health of the hair.

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

VERONICA _____



HAIR DIRECTION _____



VISUAL DIRECTION _____



Model Hero: In-environment

Products to use: No Frizz Shampoo, No Frizz Intense Moisture Mask, No Frizz Nourishing Styling Cream.

For more conditioning: No Frizz Leave-in Conditioner, No Frizz Nourishing Oil (on dry hair)

- After needs to have the same style as the before
- Can change part from “after” hair
- Hair looks healthy, shiny, smooth and conditioned – should not have a lot of split ends or fly aways, shouldn’t look weighed down or heavy.

MASKS

Model_Photoshoot Guide

M_No Frizz_Hero_Holding Product

- Shoot in environment, inside or out.
- Show the dimensionality, shine and health of the hair.

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

VERONICA _____



HAIR DIRECTION _____



VISUAL DIRECTION _____



Model Hero: Holding Product



Products to use: No Frizz Shampoo, No Frizz Intense Moisture Mask, No Frizz Nourishing Styling Cream.

For more conditioning: No Frizz Leave-in Conditioner, No Frizz Nourishing Oil (on dry hair)

- After needs to have the same style as the before
- Can change part from “after” hair
- Hair looks healthy, shiny, smooth and conditioned – should not have a lot of split ends or fly aways, shouldn’t look weighed down or heavy.

MASKS

Model_Photoshoot Guide

SINGLE HEROES IN USE

- Shown in homepage banner layouts

Stronger, Healthier-Looking Hair in Just Five Minutes

Three silicone-free masks that revive, repair, and fight frizz—without the weight.


[SHOP MASK](#)

A promotional banner for the Living proof argon-repair mask. The layout features a white background on the left with text and a 'SHOP MASK' button. On the right, there are three images: a top-left image showing a dollop of white cream in a glass dish, a middle image of the argon-repair mask tube (a light beige tube) emerging from a splash of white liquid, and a portrait of a woman with long, dark, wavy hair.

Stronger, Healthier-Looking Hair in Just Five Minutes

Three silicone-free masks that revive, repair, and fight frizz—without the weight.


[SHOP MASK](#)

A promotional banner for the Living proof argon-repair mask. The layout features a white background on the left with text and a 'SHOP MASK' button. On the right, there are three images: a top-left image showing a dollop of white cream in a glass dish, a middle image of the argon-repair mask tube (a dark grey tube) emerging from a splash of white liquid, and a portrait of a woman with long, blonde, wavy hair.

Stronger, Healthier-Looking Hair in Just Five Minutes

Three silicone-free masks that revive, repair, and fight frizz—without the weight.

[SHOP MASK](#)

A promotional banner for the Living proof argon-repair mask. The layout features a white background on the left with text and a 'SHOP MASK' button. On the right, there are three images: a top-left image showing a dollop of white cream in a glass dish, a middle image of the argon-repair mask tube (a pink tube) emerging from a splash of white liquid, and a portrait of a woman with curly, dark hair.

MASKS

Model_Photoshoot Guide

M_PhD_Before_Front

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

ZAZOE _____



HAIR DIRECTION _____



Before: hair should read dull, lifeless, have some split ends

Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_PhD_Before_Back

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

ZAZOE _____



HAIR DIRECTION _____



Before: hair should read dull, lifeless, have some split ends

Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_PhD_After_Front

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

ZAZOE _____



HAIR DIRECTION _____



Products to use: PhD Shampoo, PhD Weightless Mask, PhD 5-in-1 Styling Treatment

After: hair should read soft, shiny, smooth and have body

Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_PhD_After_Back

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

ZAZOE _____



HAIR DIRECTION _____



Products to use: PhD Shampoo, PhD Weightless Mask, PhD 5-in-1 Styling Treatment

After: hair should read soft, shiny, smooth and have body

Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_Restore_Before_Front

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

GABI _____



HAIR DIRECTION _____



Before: hair should read very dry, lots of split ends, curls should look less defined and not shiny

- After needs to have the same style as the before
- Can use steamer to frizz “before”
- Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_Restore_Before_Back

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

GABI _____



HAIR DIRECTION _____



Before: hair should read very dry, lots of split ends, curls should look less defined and not shiny

- After needs to have the same style as the before
- Can use steamer to frizz “before”
- Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_Restore_After_Front

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

GABI _____



HAIR DIRECTION _____



Products to Use: Restore Shampoo, Restore Repair Mask, Restore Perfecting Spray, Restore Repair Leave-In

After: hair should read very conditioned, soft, shiny and smooth, curls should look defined

- After needs to have the same style as the before
- Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_Restore_After_Back

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

GABI _____



HAIR DIRECTION _____



Products to Use: Restore Shampoo, Restore Repair Mask, Restore Perfecting Spray, Restore Repair Leave-In

After: hair should read very conditioned, soft, shiny and smooth, curls should look defined

- After needs to have the same style as the before
- Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_No Frizz_Before_Front

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

VERONICA _____



HAIR DIRECTION _____



Before: hair should read very frizzy, dry, not shiny, curls shouldn't be defined and grouped

- After needs to have the same style as the before
- Can use steamer to frizz "before"
- Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_No Frizz_Before_Back

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

VERONICA _____



HAIR DIRECTION _____



Before: hair should read very frizzy, dry, not shiny, curls shouldn't be defined and grouped

- After needs to have the same style as the before
- Can use steamer to frizz "before"
- Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_No Frizz_After_Front

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

VERONICA _____



HAIR DIRECTION _____



Products to Use: No Frizz Shampoo, No Frizz Intense Moisture Mask, No Frizz Nourishing Styling Cream. **For more conditioning:** No Frizz Leave-in Conditioner, No Frizz Nourishing Oil (on dry hair)

After: hair should read conditioned, soft, shiny with no halo of frizz, curls should be defined and grouped

- After needs to have the same style as the before
- Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_No Frizz_After_Back

- Shoot in environment inside.
- Will be a B+A slider
- Each B+A should have it's own lifestyle background
- Shoot the Before in the same place as the After

VERONICA _____



HAIR DIRECTION _____



Products to Use: No Frizz Shampoo, No Frizz Intense Moisture Mask, No Frizz Nourishing Styling Cream. **For more conditioning:** No Frizz Leave-in Conditioner, No Frizz Nourishing Oil (on dry hair)

After: hair should read conditioned, soft, shiny with no halo of frizz, curls should be defined and grouped

- After needs to have the same style as the before
- Note for the half-head looks: hair must be parted in the middle to make the comparison even.

BUCKET 3

Proven Performance

Objective: show that our products will work on your hair

MASKS

Model_Photoshoot Guide

M_PhD_Hair_Rooftop

- Shoot in environment, outside.
- Show the dimensionality, shine and health of the hair.

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

ZAZOE _____



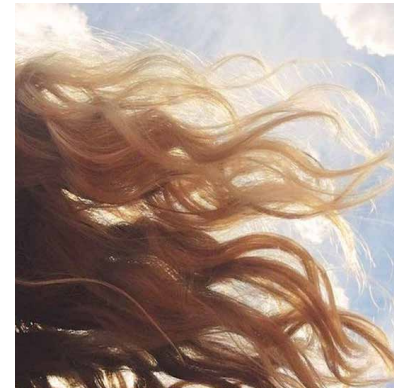
HAIR DIRECTION _____



Hero Hair: PhD

Hair should look healthy, smooth + conditioned

VISUAL DIRECTION _____



Hero Hair: In-Environment

MASKS

Model_Photoshoot Guide

M_No Frizz_Hair_Rooftop

- Shoot in environment, outside.
- Show the dimensionality, shine and health of the hair.

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

VERONICA _____



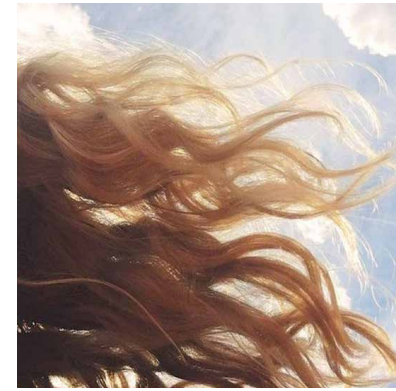
HAIR DIRECTION _____



Hero Hair: No Frizz

Hair should look healthy, smooth + conditioned

VISUAL DIRECTION _____



Hero Hair: In-Environment

MASKS

Model_Photoshoot Guide

HAIR/ENVIRONMENT HEROES IN USE

- Shown in merchandising focus unit layouts

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

stronger, healthier-looking
hair in just five minutes

three silicone-free masks that
revive, repair, and fight frizz
—without the weight.



MASKS

Model_Photoshoot Guide

M_No Frizz_Expressions_Outside

- Shoot in environment, outside.
- Show the dimensionality, shine and health of the hair.
- Focus on capturing genuine emotion/expressions

VERONICA



VISUAL DIRECTION



BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

MASKS

Model_Photoshoot Guide

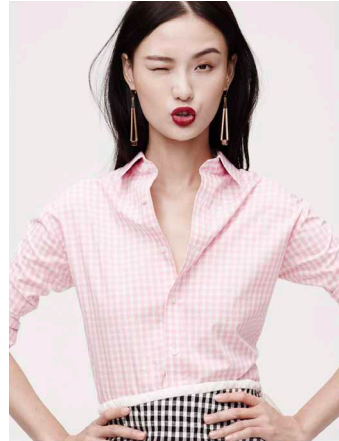
M_No Frizz_Expressions_Inside

- Shoot in environment, inside.
- Show the dimensionality, shine and health of the hair.
- Focus on capturing genuine emotion/expressions

VERONICA



VISUAL DIRECTION



BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

MASKS

Model_Photoshoot Guide

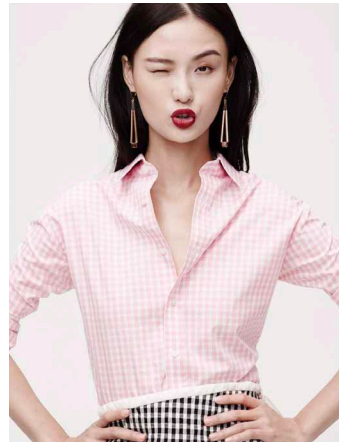
M_PhD_Expressions_Outside

- Shoot in environment, inside.
- Show the dimensionality, shine and health of the hair.
- Focus on capturing genuine emotion/expressions

ZAZOE



VISUAL DIRECTION



BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

MASKS

Model_Photoshoot Guide

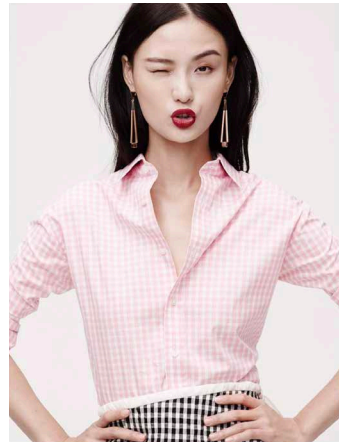
M_PhD_Expressions_Inside

- Shoot in environment, inside.
- Show the dimensionality, shine and health of the hair.
- Focus on capturing genuine emotion/expressions

ZAZOE



VISUAL DIRECTION



BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

MASKS

Model_Photoshoot Guide

M_Restore_Expressions_Outside

- Shoot in environment, inside.
- Show the dimensionality, shine and health of the hair.
- Focus on capturing genuine emotion/expressions

BUCKET 1

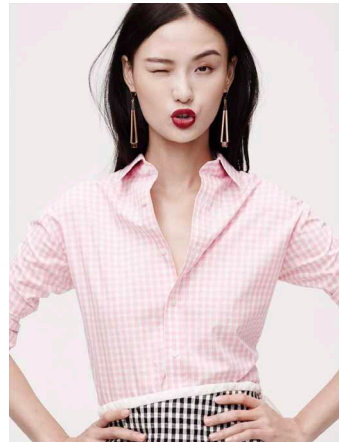
You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

GABI



VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_Restore_Expressions_Inside

- Shoot in environment, inside.
- Show the dimensionality, shine and health of the hair.
- Focus on capturing genuine emotion/expressions

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

GABI _____



VISUAL DIRECTION _____



MASKS

Model_Photoshoot Guide

M_PhD_Product in Hands

- Shoot in environment in kitchen or living room
- Show how the products fit into your lifestyle

BUCKET 1

You are the Living Proof.

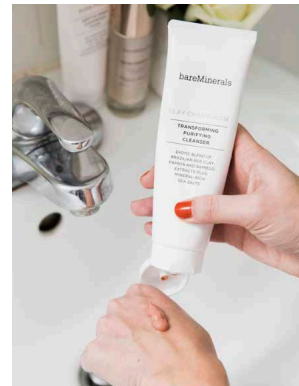
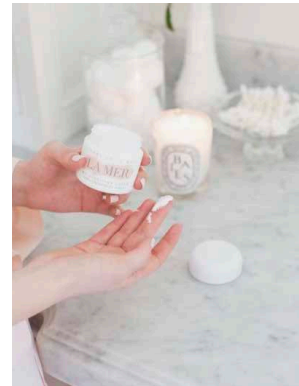
Objective: show how products work for "you"

PRODUCTS



- Holding PhD Mask
- HAND ONLY (No Hair)
- Use Kellie as hand model

VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_Restore_Product in Hands

- Shoot in environment in kitchen or living room
- Show how the products fit into your lifestyle

BUCKET 1

You are the Living Proof.

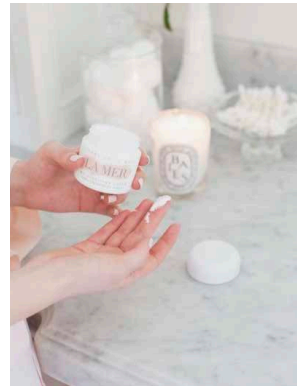
Objective: show how products work for "you"

PRODUCTS



- Holding Restore Mask
- HAND ONLY (No Hair)
- Use Kellie as hand model

VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_No Frizz_Product in Hands

- Shoot in environment in kitchen or living room
- Show how the products fit into your lifestyle

BUCKET 1

You are the Living Proof.

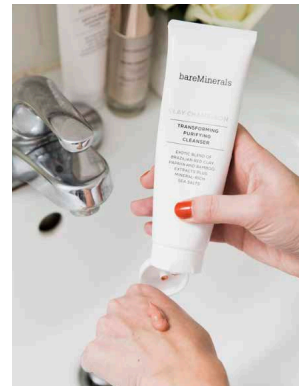
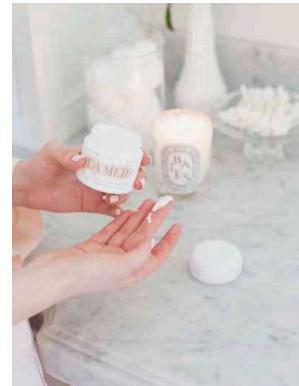
Objective: show how products work for "you"

PRODUCTS



- Holding No Frizz Mask
- HAND ONLY (No Hair)
- Use Kellie as hand model

VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_No Frizz_In-Shower

- Shoot in shower/bathroom.
- Show how the products fit into your lifestyle

BUCKET 1

You are the Living Proof.

Objective: show how products work for "you"

PRODUCTS



- No Frizz Mask

VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_No Frizz_SC_In-Shower

- Shoot in shower/bathroom.
- Show how the products fit into your lifestyle

BUCKET 1

You are the Living Proof.

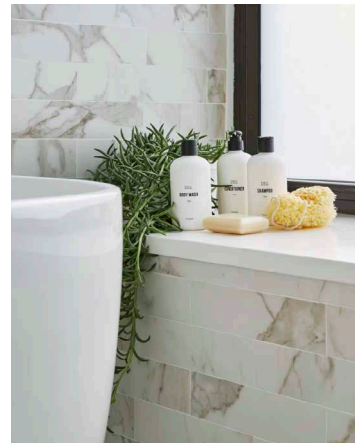
Objective: show how products work for "you"

PRODUCTS

VISUAL DIRECTION



- No Frizz Mask
- No Frizz Shampoo
- No Frizz Conditioner



MASKS

Model_Photoshoot Guide

M_PhD_In-Shower

- Shoot in shower/bathroom.
- Show how the products fit into your lifestyle

BUCKET 1

You are the Living Proof.

Objective: show how products work for "you"

PRODUCTS



- PhD Mask

VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_PhD_SC_In-Shower

- Shoot in shower/bathroom.
- Show how the products fit into your lifestyle

BUCKET 1

You are the Living Proof.

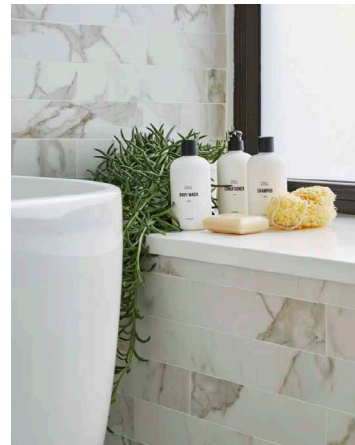
Objective: show how products work for "you"

PRODUCTS



- PhD Mask
- PhD Shampoo
- PhD Conditioner

VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_Restore_In-Shower

- Shoot in shower/bathroom.
- Show how the products fit into your lifestyle

BUCKET 1

You are the Living Proof.

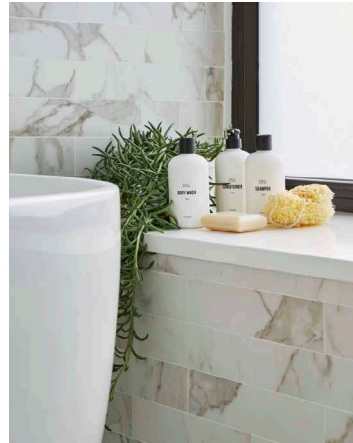
Objective: show how products work for "you"

PRODUCTS



- Restore Mask

VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_Restore_SC_In-Shower

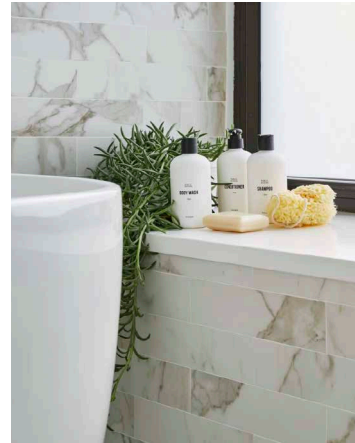
- Shoot in shower/bathroom.
- Show how the products fit into your lifestyle

PRODUCTS



- Restore Mask
- Restore Shampoo
- Restore Conditioner

VISUAL DIRECTION



BUCKET 1

You are the Living Proof.

Objective: show how products work for "you"

MASKS

Model_Photoshoot Guide

M_All Masks_Vanity

- Shoot in vanity setting.
- Show how the products fit into your lifestyle

BUCKET 1

You are the Living Proof.

Objective: show how products work for "you"

PRODUCTS

VISUAL DIRECTION



- Restore Mask
- PhD Mask
- No Frizz Mask



MASKS

Model_Photoshoot Guide

M_Restore_Product Rooftop

- Shoot in environment, on rooftop

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

PRODUCTS



- Restore Mask

VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_PhD_Product Rooftop

- Shoot in environment, on rooftop

PRODUCTS



- PhD Mask

VISUAL DIRECTION



BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

MASKS

Model_Photoshoot Guide

M_No Frizz_Product Rooftop

- Shoot in environment, on rooftop

BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

PRODUCTS



- No Frizz Mask

VISUAL DIRECTION



MASKS

Model_Photoshoot Guide

M_Hero_Group

- Shoot in environment inside and out.
- Show the dimensionality, shine and health of the hair.

****FIRST TO CUT BASED ON TIMING****

TALENT _____



VISUAL DIRECTION _____



BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

MASKS

Model_Photoshoot Guide

M_Hero_Group_2

- Shoot in environment inside and out.
- Show the dimensionality, shine and health of the hair.

****FIRST TO CUT BASED ON TIMING****

TALENT _____



VISUAL DIRECTION _____



BUCKET 1

You are the Living Proof.

Objective: build community around love of Living Proof, how our products work for people.

MASKS

Model_Photoshoot Guide


GROUP HEROES IN USE

- Shown in homepage banner layouts

Stronger, Healthier-Looking Hair in Just Five Minutes

Three silicone-free masks that revive, repair, and fight frizz—without the weight.

[SHOP MASK](#)

An advertisement for hair masks. On the left, two women with healthy-looking hair are smiling. On the right, three white jars of hair mask are displayed on a white surface with a blue background. A white ear-shaped applicator is shown in the foreground.

Stronger, Healthier-Looking Hair in Just Five Minutes

Three silicone-free masks that revive, repair, and fight frizz—without the weight.

[SHOP MASK](#)

An advertisement for hair masks. On the left, three women in denim jackets are smiling. On the right, two tubes of hair mask are displayed on a white surface with a blue background. A white ear-shaped applicator is shown in the foreground.