

# *The Product That Started It All: Haircare Edition*

If you're a haircare lover like us, you probably have a bathroom shelf overflowing with shampoos, conditioners, **hairsprays**, dry shampoos, **masks**, and travel-friendly tubes to ensure every day is a good hair day. Yet when it comes to which of those items you actually purchase again and again, we bet that list narrows to just a few. Favorite brands have loyal followings for a reason, and that has something to do with unique, inimitable formulas. Ahead, learn how these eight bestselling, strand-smoothing, style-enhancing products made their mark on the beauty industry and ultimately put their brands on the map.

## **BRIO GEO DON'T DESPAIR, REPAIR! DEEP CONDITIONING MASK**



Long before multi-masking, there was **Briogeo Don't Despair, Repair! Deep Conditioning Mask** (\$36). "Many of us put our hair through the ringer on a daily basis — from heat tools, excessive sun exposure, towel drying, or color processing — and the vast majority of us can benefit from a product that helps to visibly repair damage and create the foundation for healthy hair over time, and that's why Don't Despair, Repair! was created in 2013," says Nancy Twine, founder & CEO of Briogeo. Up next for the brand? A vegan format of the same product so you can feel good about what you're putting in your body and on your hair.