

# INSIDER

## I tried Briogeo's cult-favorite hair mask, and it made my curls shinier and more defined from the very first use

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- Hair masks are a fantastic way to revive your style by adding extra moisture to your strands.
- I tried the cult-favorite **Briogeo Don't Despair, Repair! Deep Conditioning Mask**, designed to be used about once a week on all hair types, from straight to curly to coily.
- It hydrates and repairs damage from heat styling and over-processing using oils, B-vitamins, and other nutrients.
- At \$36 for an 8-ounce jar, it's pricey but a great value for how much product you get.



### Briogeo Don't Despair, Repair!™ Deep Conditioning Hair Mask

\$36.00 FROM SEPHORA

Figuring out how to style my curly hair has been a life-long challenge. I'm not big on "doing" my hair and fancy myself a wash-and-go type of person, but I need to use the right cleansing and styling products to keep my type 3A curls from getting frizzy or falling flat. I like experimenting with new curly-hair products and trying to find the one thing that will give me volume and definition without adding a whole bunch of time to my routine.

I just may have found it in the [Briogeo Don't Despair, Repair! Deep Conditioning Mask](#). Hair masks intimidated me for a long time because I never quite understood how they fit into my routine. Do you apply them before or after shampoo? Do they *always* replace a conditioner, or just sometimes? When I finally got around to trying some hair masks over the past few months I realized I was seriously missing out. They make a pretty dramatic difference — and Briogeo's deep conditioning formula is by far my favorite.



## What it is

[Don't Despair, Repair!](#) is a deep conditioning mask that's suitable for straight, curly, wavy, and tightly coiled hair types. It's meant to be applied approximately once a week or every other week, depending on how much moisture you need. I cleanse my hair, rinse, and then add the deep conditioner to wet hair, leaving it for about five minutes as I go through the rest of my shower routine. For deeper penetration into the hair follicle, you can wear a plastic shower cap over the mask for 20 minutes, using a dryer to apply heat. Very dry hair types might prefer this method, but I find the quicker version results in significantly softer, more defined curls.

## Ingredients

The formula gets its majorly hydrating and frizz-fighting properties from rosehip and almond oil. Algae extract protects strands from free radical damage, while B-vitamins add shine and help repair damage. It's sulfate- and paraben-free. While specifically geared toward damaged hair, it also helps to refine and control frizz.

## The results

I've been using this about once a week for several months, after cleansing with either [Briogeo Scalp Revival Charcoal + Coconut Oil Micro-Exfoliating Scalp Scrub Shampoo](#) or the [Kristen Ess Frizz Management Cleansing Co-Wash](#), depending on how oily or itchy my scalp feels that day. I apply evenly from roots to ends and leave in for five to 10 minutes while shaving, using body wash, etc. (I use the number of songs I listen to in the shower to give me a decent estimate). Then I rinse, using the formula to work out any knots (I don't use a comb or brush aside from my fingers).

After the shower, I style as usual by scrunching my curls with a microfiber towel, applying a texture and shine serum cocktail, clipping the roots, and allowing my hair to air dry.

I noticed a huge difference the very first time I used this deep conditioner. After drying my hair, I saw more definition, bounce, shine, and loads of texture. Despite the incredibly rich and moisturizing formula, it didn't weigh down my hair or feel heavy.

## Cons to consider

At \$36 for an 8-ounce jar, it's definitely on the pricier side but it's also a great value for how much product you get. You can certainly find hair masks for cheaper at the drugstore, but curly-haired folks especially may find this is worth the extra expense. The jar packaging is a bit clumsy in the shower — it takes some maneuvering to ensure you don't get water inside — but also makes it very easy to scrape up every last drop. Since the formula is so thick, it would probably be harder to squeeze from a tube.

If you're looking for something a bit more affordable, I suggest trying the [OGX Renewing Argan Oil of Morocco Intense Moisturizing Treatment](#) for \$9.25 or the [Aussie 3-Minute Miracle Moist Deep Conditioner](#) for \$5.79.

## The bottom line

This is a game-changing hair mask for me. I've tried and liked other formulas, but this one takes the cake for giving me the best, most dramatic results. I love that it's suitable for all hair types, sulfate-free, and hydrates without weighing strands down. And because of the creamy and spreadable formula, I don't find myself using a lot at once.

\$36.00 FROM SEPHORA

\$36.00 FROM DERMSTORE