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By AMBER KATZ / April 7, 2014

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There's something so Robert Frost "The Road Not Taken" about discovering a cool, obscure line with a beguiling backstory to boot. In the paraphrased parlance of famous philosopher Ne-Yo, these brands, they've got their own thing; that's why we love them. Here are 13 of the best budding beauty brands you haven't heard of — yet.

10. Tela Organics

We're fans of getting the most bang for our color buck. To that end, natural brand Tela Beauty Organics has created [Color Lock Anti-Color Fade Serum](#) (\$36), which minimizes damage during color processing by sealing in color while protecting the hair and scalp. It's added to the color mixture in-salon, but the same blend of sunflower seed extract, canola seed oil and coconut protein can be used at home to maintain results in between color visits. After shampooing and conditioning, remove excess water, apply Color Lock from roots to ends. Leave it on for one to two minutes, then rinse and style as usual.