

Take A Whiff of This!

What's the first thing that your client does when shopping for a new shampoo? She takes a whiff, of course! *Pourquoi?* According to Alan Hirsch, M.D., founder and director of neurology at the Smell & Taste Treatment and Research Foundation in Chicago, "If a product smells good, people perceive it to be good. Smell affects our emotions faster than any other sensory modality." The beauty industry more than "nose" about this scentsory pro, and have infused shampoo and conditioner duos with everything from fresh mint to floral fragrances. You may not be able to smell the twosomes on the following pages, but trust us—they smell divine!

Launchpad serves up a sampling of the best-smelling shampoo and conditioner duos.
by Alyson Osterman

Your overworked client deserves some special R&R—thank goodness for **KMS Colorvitality Shampoo and Conditioner**. Formulated with sweet-smelling lilac and ginger, the duo also contains IOPS technology and UV filters to help retain color.



FLORAL FANFARE

A standard flower bouquet? So passé! Instead, suggest that she indulge in these botanical fragrances.

Tell her to unwind with the camelia-inspired **Alterna HEMP Organics Straight Shampoo and Conditioner**. Bonus! Proprietary Enzymetherapy Complex and certified organic botanicals work to calm her strands and defend against heat-styling damage.



Yin and yang: **Paul Mitchell Lavender Mint Moisturizing Shampoo and Conditioner** contain both balancing lavender and stimulating mint fragrances. Bonus! They're also infused with tea tree oil that awakens her senses as it calms her irritated scalp.



Insist that she take time to relax with the timeless balancing lavender aroma of **JKS Pure & Sensitive Shampoo and Conditioner**. Extra! This duo's pumped with nourishing açai berry.

She'll breathe easy once she tries **Privé Reparatif Shampoo and Conditioner** that bloom with a garland of orchid extracts that deliver intense moisture, softness and shine.



Studies show that the smell of lavender triggers alpha waves in the posterior part of the brain associated with a relaxed state. *(Source: Hirsch)*

Sweet-scented **Goldwell Colorglow^{IQ} Highlights Shampoo for Warm Blondes and Conditioner for Warm Blondes** nurture and protect highlighted hair thanks to Patented ScanGlossSystem and Color Protect Complex.



She'll take a time out while inhaling the light floral fragrance (sprinkled with a hint of coconut) of **ThermaFuse Moisture Sulfate-Free Shampoo and Condition**, which nourish hair via hydrolyzed wheat protein.



Searching for the key to tranquility? The relaxing floral scent of **Farouk's Biosilk Silk Therapy Shampoo and Conditioner** calms her senses as silk proteins help to condition and increase hair's shine.



Advise she try energy-boosting **Eufora Urgent Repair Shampoo and Replenishing Treatment**, which promise to arouse her senses while strengthening her strands with soy and wheat proteins.



MINTY CLEAN

Way healthier than a Mojito, these menthol-scented duos assure a scent-sational shower experience.



It's a man thing. **American Crew Balancing Shampoo and Calming Conditioner** impart a strong scent of mint, while echinacea works to nourish and strengthen his mop.

Aveda Rosemary Mint Shampoo and Conditioner duo doubles her pleasure with conditioning peppermint and rosemary leaf extracts, which fortify tired tresses.



Fresh-smelling **Matrix Biolage ScalpThérapie Cooling Mint Shampoo and Conditioner** awakens her senses, and contains cleansing Kola Nut and Mint Complex to boot!

Menthol produces a stimulating effect, and also tends to increase empathy.

(Source: Hirsch)

TUTTI FRUTTI

These fruity duos make for the perfect pick-me-up!



One rinse with the uplifting citrus-scented **Aquage Silkening Shampoo** and **Conditioner** will have her hooked! Plus, patented Thermal-V complex seals in color and helps prevent thermal styling damage.

The cheer-inducing scent of **Enjoy Sulfate-Free Luxury Shampoo** and **Conditioner** smells super-sweet, as the duo works to regenerate hair via keratin amino acids.



Joico re:nu Age Defy Softness and Manageability Shampoo and **Conditioner** scintillate the psyche with the scent of açai berry and orchid, while exclusive Age Defy Complex renews hair's youthful texture.



Energizing **TIGI Health Factor Sulfate-Free Daily Dose Shampoo** and **Conditioner** boast a delicious satsuma and pineapple fragrance to stimulate the senses as a blend of nettle, yucca and white ginger extracts work to nourish damaged tresses.



A citrus scent produces alertness, making it a quick fix for fatigue.

(Source: Hirsch)



Add some zest to her cleansing routine with the apple-based scent of **Jingles Color Therapie Shampoo** and **Conditioner**. The duo also retains color as it hydrates thirsty tresses via a bevy of herbal extracts and organic moisturizers.

This duo's ready for its debut: **Sebastian Drench Moisturizing-Shampoo** and **Conditioner** burst with a mix of pomegranate, bergamot and cassis, plus cationic polymers to deliver moisture.



Pravana's Sulfate-Free Hydrating Shampoo and **Conditioner** up the zing factor while patented Naturceutical Complex moisturizes and strengthens strands.

A blend of lively scents—including peppermint and orange—in **DevaCare's Low-Poo** and **One Condition** oughta perk her up in a jiff. Extra! This nourishing duo contains a smart blend of botanically derived antioxidants and vitamin C to revitalize lifeless strands.



Sexy Hair's Healthy Sexy Hair Pumpkin Shampoo and **Conditioner** smell like pumpkin pie. Bonus! Jojoba and avocado oils (and, of course, pumpkin extracts) work to improve hair's health.



Uplifting citrus-based **Scruples Restorative Shampoo** and **Soothing Daily Conditioner** help to restore hair's texture thanks to white tea leaf and orange flower extracts.

