

AFM Beauty Review: HerCut Long Layers Catalyst

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Women spend so much time looking at hair products for their hair type and texture- why not formulate products for the actual cut on our heads? That's the thought behind HerCut, a revolutionary new product line designed to make the most of your haircut.

The styling product "maximizes the many facets of long, layered haircuts". This heat-activated formula is the prescription for volume and body! It fits the technical requirements of long layers- it's "macromolecular complex creates interactions between the hair fibers via a system of charges that impel the cut to behave brilliantly." Scientific mumbo-jumbo, you think? Not so! We gave the Long Layer Catalyst a go, and trust us- it is no gimmick!

To use the catalyst creme, just pump some gel and creme out of the dual-chamber container, blend, and apply from roots to tips. When I used the Long Layers Catalyst, I noticed a crazy amount of volume, but awesome separation on the tips of my layers. The magic ingredients actually helped keep them from sticking together, so my hair looked swingy and freshly-cut, weeks after my Vidal Sassoon appointment. I know that "oh my GOD I need my hair cut" feeling, when your hair just feels so lifeless, and this completely mitigates that- stretching your cut for weeks longer. It ROCKS.

You don't have to only have long hair for HerCut- they also offer The Pixie Catalyst, The Bob Catalyst and The Shag Catalyst options, along with shampoos and conditioners that treat your hair type, so you aren't abandoning your dry (or oily) tresses.

One more cool option they're offering these days are HerCut Ponytail styling cremes- they smooth your hair and style your pony in a way that keeps your pony looking more fashion week than LA Fitness. They offer straight and curly variations.

HerCut products are available at Sephora, and range from \$22-28.