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THE BEAUTY FIX

How to create the perfect professional blow-dry in just ten minutes...

So, how are your blow-drying skills? Even if you consider yourself a bit of a blow-dry pro, let's be honest – your proficiency probably doesn't quite match that of a professional hairdresser, much less a specialist blow dry bar. From rather brilliant beauty bar brand blow LTD, #10MINUTEBLOW is a range of products that has been developed to enable you to create the perfect blow-dry from the comfort of your own home. No hairdressers or professional skills required, seriously. The styling range was created by boutique fragrance and product design company pebble&co, who worked closely with blow LTD's in-house styling team and creative director, Fiona McIntosh.



The aim of the range? "Using high-performance haircare technology we created a range of products that help deliver a smooth and bouncy blow dry at home – from rough or air-dried hair to finished style in just ten minutes," says pebble&co's founder Sarah McCubbin. The capsule collection of six #10MINUTEBLOW products includes styling essentials to suit all hair types and address all concerns – from volume spray and nourishing oil to dry shampoo and hairspray.



Not only are the 10MINUTEBLOW styling products all incredibly effective, they also smell delicious too – it's something you might overlook, but their scent actually makes drying your hair a hugely pleasurable experience. McCubbin says: "Fragrance is a big part of the range and what makes it different from many of the other styling and hair products available. The signature fragrance contains a bespoke botanic blend that brings much more of a spa feel to the range and provides the most wonderful fragrance experience when using the products." We couldn't agree more.

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So just how do the products help create a blow-dry in ten minutes? Smart, heat-activated ingredients work to protect your hair while speeding up drying time. And there's no need to worry about heat damaging your hair – the #10MINUTEBLOW products are made with Abyssinian and Argan Oils which nourish and hydrate hair while adding shine. Our favourite? It has to be the Party Proof Hairspray. Yes, there's that subtly sexy scent, but there's also real staying power for long-lasting hold, plus a hint of sophisticated shine and a flexible, natural feel.



We also love the fantastic Protect and Prime Styling Cream, which gives heat styling protection up to 250 degrees – and we're not the only ones. "I use it daily to refresh and smooth my style and always follow up with a little touch of the Soft & Silky Nourishing Oil (which is also amazing as an overnight treatment)," says McCubbin. Professional products for a perfect blow-dry in under ten minutes? We'll have some of that, please!

The #10MinuteBlow collection from blow LTD is available to buy online here. For more information on pebble&co, see their website.