

# What to Put in Your Hair When—and How

## STYLING PRODUCTS DECODED

Where once there was only Dippity-Do to keep a hairstyle in check, there are now drugstore shelves full of balm, clay, paste, wax, and gum. The options can be confusing. (Gum? In your hair? On purpose?) So we enlisted Erin Anderson, VO5 style consultant, to help clarify the field.

OUR HOLD RATING SYSTEM: FROM 1 HELMET (FEELS BARELY THERE) TO 10 (UNMOVABLE)

	<b>JOHN BARRETT BE HOLD STYLING BALM, \$20</b> How to use it: Start with a nickel-sized amount. Gently smooth through dry hair from roots to ends for a light hold that you can restyle.	 HOLD RATING: 2
	<b>KEUNE BLEND CLAY, \$20</b> How to use it: Take a tiny bit of clay, warm it between your fingers, and pull it through the ends of dry hair to get a chunky, piecey look.	 HOLD RATING: 3
	<b>ARTEC TEXTURELINE PLAYBALL DEVIATION PASTE, \$17</b> How to use it: Rub a pinch of paste between your hands, then finger into almost-dry or dry hair. Air-dry or use a blow-dryer for an extra-tousled style.	 HOLD RATING: 4
	<b>VO5 TEXTURIZING GUM, \$3.50</b> How to use it: Put gum on fingertips; twist, scrunch, and sculpt dry hair. For curls, use on wet hair and let air-dry.	 HOLD RATING: 5
	<b>FEKKAI COIFF PIECING &amp; FORMING WAX, \$23</b> How to use it: Rub fingers over wax, then apply on ends of hair to add dimension and give a flexible hold. Use on just-blow-dried, still-warm hair, which slightly heats wax to make application easier.	 HOLD RATING: 5
	<b>AVEDA BRILLIANT HUMECTANT POMADE, \$18</b> How to use it: Emulsify a pea-sized amount in palms; glide hands over dry hair to smooth and add shine to coarse hair.	
	<b>ARROJO STYLING CRÈME, \$14</b> How to use it: Apply evenly through damp hair to give body and a strong hold without crunchiness. Blow-dry or curl.	
	<b>SUAVE PROFESSIONALS EXTRA HOLD STYLING GEL, \$2.50</b> How to use it: Distribute evenly in wet or towel-dried hair, then blow-dry. Or curl, finger waves, or defined spikes, and let air-dry. Keeps hair set in place all day.	

