



A Touch Of France

Zaibatsu Hair Art owner and award-winning Dunedin hairdresser, Jaimee Smith, shares her love for the Angel En Provence range of haircare and styling products

@PHBNZ



When did you discover Angel En Provence Haircare and what made you decide you wanted the range in your salon?

We took on the range a number of years ago now. At the time, we were just looking for a beautiful, natural range, so we trialled it and absolutely loved it. The price point was affordable and to be honest, I've never known a range that clients have just raved about and continued using it for years.

What do you and your clients love most about the product offering?

Most definitely the fact that it is free from so many nasty chemicals and



clients are always shocked at the price point. The expectation I think is that if it's organic, it's expensive.

What is your favourite Angel En Provence product and why?

The new Iris range is beautiful; they have nailed it as far as getting a product that is great for compromised hair without the heaviness and protein overload. My absolute favourite though is the Rose Shampoo and Rose Cream. The moisture delivery is incredible; it's amazing for curly hair and controlling frizz.

How does the range differ from other brands you've used?

The amount of volume we sell is a true testament to the product. We have also introduced clients to other brands for a change, but once an Angel user, always an Angel user!

How does the range fit with your salon ethos?

Our salon is a beautiful space with complete natural light and plant walls, so the Angel range is like part of our furniture!

Which Angel En Provence product do you think every hairdresser should try?

Hands down the Lavender Violet toning range, which is incredible for blondes. It has actually cut down time on toning our blondes, as we really get results. How toned you want the hair depends on how long you leave it on, and the Lavender Violet Tone Correcting Shampoo feels so nice. I've found a lot of toning shampoos are extremely drying on the hair. ■

1 Lavender Violet Overtone Mask. 2 Rose Nourishing Treatment Cream. 3 Lavender Violet Tone Correcting Shampoo.