

HAIR SERUM
#DM027

DAVID MALLET
14 rue Notre Dame des Victoires
75002 Paris



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DAVID MALLETT - HAIR SERUM #DM027

When Paris hairdresser David Mallett launched his first product, the HAIR SERUM #DM027 he had the needs of his high-profile clientele in mind.

"My hair serum is a result of 3 years of development; we tested 27 different formulations. The inspiration for its development came from the work in my Paris salon. My clients tend to have very busy, demanding, sociable lives and they need their hair to look amazing every day and not just after they had visited the salon.

So the product had to offer more than typical serums which usually just smoothes the hair. I wanted this to be the first product to really enhance hair, and which makes maintenance and styling easier. What we have developed is a rare serum which is absorbed into the hair and protects it from within.

I'm thrilled - that after 27 different versions of the formula - we managed to create an exceptional product, a serum that my clients can trust to deliver amazing results." - David Mallett

THE SERUM

The key active ingredient in David Mallett Hair Serum is macadamia nut oil, which adds shine and health to the hair. Our formulation offers a high-quality natural alternative to mink oil that is traditionally used.

David Mallett Hair Serum is lightly perfumed with ylang ylang and sweet almond oil.

BENEFITS

- A unique, dual-action formula that both enhances and tames curls.
- Adds shine, softness, and moisture for easy maintenance.
- Smoothes messy hair, reduces tangles, and tames stray or unruly ends.
- Adds definition and texture to the style and cut.
- Helps to control hair during blow-drying for greater precision.
- Protects against damage caused by sun, wind, salt water and chlorine.
- Maintains and extends peroxide-based colour by protecting the hair structure.
- Reflects light to create intense shine; in sunlight, artificial light or under studio conditions.

The Hair Serum is available at David Mallett - Le Salon in Paris, selected stores and online around the world.



50 ml - 60 €

This product is
PURE

WITHOUT

allergens, animal derived
ingredients, formaldehyde,
mineral oils, MIT, parabens,
pesticides, phthalates, sulfates

CONTACT

LE SALON DAVID MALLETT

14 rue Notre Dame des Victoires
75002 Paris
Phone +33 1 40 20 00 23
info@david-mallett.com
www.david-mallett.com

PRESS AUSTRALIA ÉLYSÉE PUBLICITY

Alice Moore
2-12 Foveaux Street, Suite 2 . Level 3
Surry Hills NSW 2010, Australia
Phone +61 (2) 9280 3015
alice@elyseepublicity.com.au

PRESS FRANCE NICE WORK

Benjamin Muzergues
75, rue du Faubourg Saint Honoré
75001 Paris
Phone +33 1 58 18 33 33
benjamin@nicework.fr

PRESS GERMANY PRESSEBÜRO SANDRA OBERMAIER

Humboldtstr. 53-55 A
22083 Hamburg
Phone +49 40 180 55 345
pr@sandraobermaier.com

PRESS ITALY ECHO COMMUNICATION

Sara Caropreso
Via Puccini 107
41121 Modena
Phone +39 059-271247
caropreso@echocommunication.it

PRESS RUSSIA COSMOTHECA

Daria Zorina
4-th Syromyatnicheskiy Lane, 1/8 Bld 6
105120 Moscow
Phone +7 (495) 787 3701 ext 104
marketing@supercosmetics.ru

PRESS SPAIN UNIVERSO COMUNICACIÓN

Marisa Valcárcel
Julián Barrendero, 16 2ºB
28750 Madrid
Phone +34 666492089
marisa.valcarcel@universocomunicacion.com