



WAVE LENGTH

Like Jan Brady and the third tenor, wavy hair is often overshadowed by its better-known counterparts—in this case, straight and curly. New products aim to fill the void by recognizing wavy hair's special needs. The Sunsilk Waves of Envy, Sally Hershberger Supreme Head Wavy, and Charles Worthington Big Waves collections include shampoo, conditioner, and styling spray that aim to give the right balance of softness and hold. "Wavy hair tends to be a bit coarser than curly hair, so it needs more conditioning," explains New York City hairstylist Ouidad. "However, too much moisture will make the waves drop." To keep them from falling flat, these formulas combine silicone and lightweight botanical oils with flexible polymers that, according to cosmetic chemist Jim Hammer, give strands "touchable hold without the crunchy feel." The result: waves worthy of all the attention.

Bottom Line: The coconut-smelling Sunsilk products made our normally frizzy waves defined and polished. —COURTNEY DUNLOP