



Mousse is a surefire way to add fullness and body.

THE BIG IDEA

Mousse is making a comeback. We've rounded up 15 that provide an extra dose of voluptuous volume your clients will love.

Big hair skyrocketed in the 1980s and a new product, mousse, was behind the surge. The foamy formula brought already teased tresses to new heights and helped define heavy-metal hair. Charles Booth first introduced mousse, a polymer-based style enhancer, to America early in the decade, and today it's making a comeback. Natalie Yin, director of marketing for Matrix, noticed an increase in mousse sales between 2005 and 2006. "There's a trend toward glamour nowadays and people want that voluminous look," says Yin. Mousse, paired with other styling aids like gels and hairsprays, is the perfect product for adding that bountiful body. According to David Cannell, senior vice president of research and development and director of hair laboratories for L'Oréal USA, mousse has undergone improvements since L'Oréal started the craze in the early '80s, when it introduced the first major styling product meant to give hair body and hold it in place. Newer versions no longer weigh hair down or leave behind that crusty, crunchy feeling, and now stylists can select from a variety of choices, including root lifters, body builders and humidity defyers, to design any creative hairdo. Here are 15 mousses to add a boost to your collection. —SAMANTHA BEERMAN >



Good, Clean Fun
Barex Gloss Mousse creates hairdos in a cinch with its root-lifting, body-building properties that elevate roots, create body and amp up shine without stickiness or stiffness.
loffbeauty.com

Two in One
Curlisto Bio-Gel Mousse provides the control of a gel in a conditioning and styling mousse formula that seals ends for the flexibility to blow-dry, air-wave, scrunch or finger-dry hair.
curlisto.com

Heat-Activated
 Using an exclusive Oat Protein Complex to weightlessly thicken hair, **Joico** Body Luxe Design Foam works with thermal tools to create volume, texture and touchable softness.
joico.com

Natural Beauty
 Ideal for blow-drying, **Kenra** medium-hold Volume Mousse creates soft, natural styles while lightly conditioning the hair and controlling frizz and flyaways at the same time.
kenra.com