

# The New York Times

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## Fashion & Style



From top left: David Karp for The New York Times, Ivo Berg/Getty Images, Mike Mergen for The New York Times; Main image, Getty Images

HAIR scent may be the new fragrance frontier. In recent months, several new products with exotic fragrances are challenging popular hair-care scents like coconut, citrus and rosemary.

Catwalk Your Highness Elevating Shampoo and Nourishing Conditioner by TIGI (\$19.95) features top notes of litchi and quince, with hints of white chocolate and orris root, while the new Philosophy Field of Flowers shampoo is scented with bergamot and blue hyacinth (\$16).

And then there is the elusive refreshing hair fragrance. Clean by Fusion Brands (\$39), a spray, claims to evoke a “fresh out of the shower” scent — an alternative to the youth-oriented, sweet-smelling Hair Shots (\$11), a series of heat-activated fragrances in scents like cupcake and cotton candy. (Two less sugary scents, Asian green and bamboo, will be introduced next month). There are “hair perfumes” like Narciso Rodriguez’s Hair Mist (honey flower, solar musk, and vetiver, \$33), which is part of his For Her perfume line, and Aquolina Pink Sugar Hair Perfume (Sicilian orange, licorice and raspberry, \$15).

But Yves Durif, who owns the Yves Durif Salon, which opened last fall in The Carlyle, has doubts about hair products that rely too much on scent. He said that his customers tend to prefer milder-smelling products. And, he said, any “nice perfume,” which can be sprayed into the hair, should not have to compete with hair products.

“You can make perfume for each individual, but hair products need to please everyone,” he said. “They can’t be individualized.”