PRODUCT. HAIR. DEMONSTRATION

PRODUCT SELECTOR

STYLERS

GHD CHRONOS MAX™ >



GHD CHRONOS™ >



GHD PLATINUM+™ >



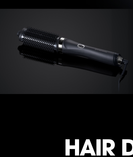
GHD UNPLUGGED® >



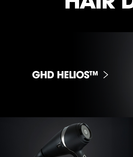
GHD MAX >



GHD GOLD® >



GHD MINI >



GHD ORIGINAL >



WET-TO-DRY

GHD DUET STYLE >



GHD DUET BLOWDRY >



HAIR DRYERS

GHD HELIOS™ >



GHD AIR® >



GHD FLIGHT+ >



CURLERS

GHD CHRONOS CURVE >



GHD CURVE® >



GHD THIN WAND >

GHD WAVE >

HOT BRUSHES

GHD GLIDE® >

GHD RISE™ >

STYLING

GHD HEAT PROTECTION STYLING >

GHD BRUSH & COMB COLLECTION >

ghd phd

PRODUCT. HAIR. DEMONSTRATION

GHD CHRONOS MAX



85% LARGER PLATES FOR 3X FASTER ONE-STROKE STYLING & HD RESULTS THAT LAST 24HRS, IDEAL FOR LONG, THICK & CURLY HAIR



Cutting-edge HD motion-responsive™ technology is now available in close to edge wide plate to transform long, thick and curly hair 3X faster[1] and in one stroke for high-definition results that last 24hrs[2] with no extreme heat damage[5] High definition styling just got maximised!

UP TO 90% MORE SHINE[3]

2.5X LESS FRIZZ IN ONE STROKE[4]

NO EXTREME HEAT DAMAGE[5]

1) Vs ghd Max. Technical test in lab show ghd Chronos max is 3X faster to achieve same high level of frizz reduction on frizzy tresses 2) Consumer testing, Nov'23, 82% of 112 consumers agreed ghd chronos max gave 24-hour lasting style 3) Technical test in a lab on brunette hair, measured vs. naturally dried hair 4) Technical test in a lab on frizzy hair, vs naturally dried hair 5) Extreme heat is any heat treatment causing fractional wet tensile strength reduction per cycle greater than 0.001, measured over at least 100 cycles on brown Caucasian hair (a "Strength Reduction"). Extreme heat damage is a Strength Reduction of more than 0.005

PRODUCT KNOWLEDGE



HD MOTION RESPONSIVE TECHNOLOGY

ghd's new HD motion responsive technology adjusts the power to guarantee unparalleled heat monitoring accuracy identifying the way you style along with your styling movements, maintaining the **optimum temperature** of 185°C for one stroke HD results.

HD MOTION RESPONSIVE TECHNOLOGY

85% LARGE PLATES

ghd chronos max has our largest plate size ever in a styler, with 85% larger[7] close to edge plates, you are able to take larger sections with speed, getting closer to the roots for perfect root to tip results on long, thick and curly hair.

HIGH-DEFINITION RESULTS

3X FASTER STYLING

ghd's cutting edge HD motion-responsive technology paired with our largest plates yet allow fast one stroke styling on the thickest, longest and curliest hair types. Technical lab tests show ghd chronos max is 3X Faster[1] at achieving a an ultimate result than our previous ghd max styler making it the best fort thick, long and curly hair types.

3X FASTER STYLING

1) Vs ghd Max. Technical test in lab show ghd Chronos max is 3X faster to achieve same high level of frizz reduction on frizzy tresses
7) Vs ghd gold

HAIR RECOMMENDATION





WATCH THE VIDEO HERE >

90% MORE SHINE

With 85% larger plates[2] we are able to press and polish the hair like never before, sealing the cuticle and aligning the hair for an ultimate gloss finish allowing you to transform any hair type to a glass like finish with 90% more shine[3].



2.5X LESS FRIZZ

Our new re-engineered wish bone hinge allows for perfect plate alignment and tension for styling hair with a natural movement making ghd chronos max the best styler for smoothing hair with 2.5X less frizz[4] and 3x straighter hair in one stroke[5].

NO EXTREME HEAT DAMAGE

With ghd's new motion responsive technology the optimum temperature of 185°C is maintained perfectly from root to tip balancing between damage reduction and best styling results resulting in no extreme heat damage[6].



3) Technical test in a lab on brunette hair, measured vs. naturally dried hair 4) Technical test in a lab on frizzy hair, vs naturally dried hair 5) Extreme heat is any heat treatment causing fractional wet tensile strength reduction per cycle greater than 0.001, measured over at least 100 cycles on brown Caucasian hair (a "Strength Reduction"). Extreme heat damage is a Strength Reduction of more than 0.005 7) Vs ghd gold 9) Technical test in a lab on wavy hair, vs naturally dried hair

WHO TO RECOMMEND GHD CHRONOS MAX TO?





"Chronos max is a game changer for curly hair. Being able to take large sections and smooth or shape the hair in one pass has a big impact on styling time. The shine left in the hair is unmatched and the technology allows for longevity in any style that is created."

RHEANNA WOOD
ghd pro team and salon owner



"ghd chronos max brings the best parts of ghd in to one tool I'm totally obsessed with the shine it creates even on thick long hair it gives me the best results while looking after the hairs health it's perfect for all hair types and amazing on extensions too. It's the one tool I can't go to work without!"

CHRIS SOUTHERN
ghd pro team and session stylist

85% LARGER PLATES FOR 3X FASTER ONE-STROKE STYLING & HD RESULTS THAT LAST 24HRS

LONG, THICK AND CURLY HAIR

ghd chronos max is the ultimate styler for creating HD results on long, thick and curly hair types with the help from the HD Motion-Responsive technology. Perfect for anyone wanting to get the same superior results while pushing sections sizes and transforming their style.

SPEED STYLER

With the largest plate size in any ghd styler ever and our fastest tech, you are able to push sections sizes to the max allowing you to style more hair at once while still getting one stroke HD results, perfect for quick stylers or those who want to shave time from their styling routine!

HIGH DEFINITION HAIR

With the combination or our largest plates and HD motion-responsive technology there is no compromise on results, perfect for shine seekers, smooth lovers and damage conscious stylers. Your hair but now in HD!



POWER COUPLE

ghd bodyguard now expertly formatted for:

ALL HAIR TYPES

CHRONOS MAX + BODYGUARD HEAT PROTECT SPRAY

DEMONSTRATION

GLASS STRAIGHT





STEP 1

Place ghd chronos max parallel to the section

STEP 2

Glide on base at 0° until reaching the ends





STEP 3

Dress using ghd oval dressing brush to smooth & polish

WATCH THE VIDEO HERE >

MENU >

GHD CHRONOS



ULTRA-FAST, ONE STROKE STYLING AND 24-HOUR SUPERIOR* RESULTS WITH HD MOTION-RESPONSIVE™ TECHNOLOGY.



Transformation in one stroke - HD motion-responsive technology: continuously adapts to your styling movements, adjusting the power for unparalleled heat monitoring accuracy at the optimum styling temperature of 185°C. For instant and superior styles that last for 24 hours,* with more no extreme heat damage.†

UP TO 85% MORE SHINE***

2X LESS FRIZZ**

NO EXTREME HEAT DAMAGE†

*Consumer testing, Jan'22. 86% of 142 consumers agreed their hair lasted 24 hours after styling and 73% agreed ghd chronos created superior looks vs. their current straightener. **Vs. competitor styler working at 235°C. ***Technical test in a lab on brunette hair, measured vs. naturally dried hair. †Vs. competitor styler working at 235°C.

PRODUCT KNOWLEDGE



MOTION-RESPONSIVE

ghd's new motion responsive technology adjusts the power to guarantee unparalleled heat accuracy* to identify how you use the product. This continuously adapts to your styling movements to guarantee unparalleled heat monitoring accuracy at the optimum temperature of 185°C for one stroke HD results.

HD MOTION -RESPONSIVE TECHNOLOGY

HIGH-DEFINITION RESULTS

ghd chronos offers high-definition results to both professionals and consumers, meaning that in one stroke your hair is transformed with 85% more shine**, 2x less frizz*** and no extreme heat damage.†

HIGH-DEFINITION RESULTS

3X FASTER STYLING

ghd chronos has HD motion-responsive technology which continuously adapts to your styling movements meaning you can transform your hair in one stroke for ultra fast personalisedstyling. From an in-lab technical test it is proven that ghd chronos is 3x faster* whilst still delivering professional styling results no matter your hair type.

3X FASTER STYLING

*Vs ghd's other stylers.**Technical test in a lab on brunette hair, measured vs. naturally dried hair.***Technical test in a lab on frizzy hair, vs. naturally dried hair.

HAIR RECOMMENDATION





WATCH THE VIDEO HERE >

UP TO 85% MORE SHINE*

ghd chronos delivers game changing shine and is proven to give 85% more shine* thanks to the ultra-gloss coated plates combined with the high-definition responsive technology. With more shine, curls and waves will appear more defined, with crests of hair being highlighted by the shine. Even on smooth sleek hair, shine reflects off the hair giving both brightness and depth to the hair.

UP TO **85% MORE SHINE**

2X LESS FRIZZ**

With the re-engineered wishbone hinge it allows easy-glide styling and true professional creativity for 2x less frizz in one stroke** and high-definition curls and waves. Paired with precision management of the optimum styling temperature of 185°C, hair has 2x Less frizz meaning curls and waves are more defined and smooth sleek hair with 24 hour lasting style.***

2X LESS FRIZZ

NO EXTREME HEAT DAMAGE†

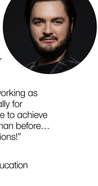
With ghd's new motion responsive technology, which adjusts the power to guarantee unparalleled heat accuracy**** the optimum temperature of 185°C is maintained like never before, the perfect balance between damage reduction and best styling results. Guaranteeing you always get the perfect styling temperature giving you the ability to transform the hair in one stroke whilst, no matter the hair type or styling motion resulting in no extreme heat damage.†

NO EXTREME HEAT DAMAGE

*Technicol test in a lab on brunette hair, measured vs. naturally dried hair. **Technicol test in a lab on frizzy hair, vs. naturally dried hair. ***Consumer testing, Jon'22, 86% of 142 consumers agreed their hair looked 24 hours after styling with ghd chronos. ****Vs. ghd's other stylers. †Vs. competitor styler working at 230°C.

WHO TO RECOMMEND GHD CHRONOS TO?





"I always thought it was not possible to improve on perfection, but then I tried ghd chronos. Having the ability to create such beautiful definition on curls, waves and sleeker styles with the added benefit of speed is game-changing when working as a professional. Additionally for consumers, you'll be able to achieve more shape and shine than before… faster or with larger sections!"

DAFYDD THOMAS
ghd Global Director of Education



"I'm absolutely obsessed with GHD's groundbreaking innovation, Chronos! I'm currently on a hair health journey, The revolutionary technology is committed to maintaining the optimum styling temperature of 185°C at all times, and I'm left with the reassuring knowledge that my hair is in the best possible hands. What I adore most about Chronos is its effortless glide through my locks, effortlessly creating all the diverse styles I love, allowing me to transform my look with ease and grace whilst maintaining the integrity of my hair."

SARAH DIXON
ghd Key Account Educator

HD MOTION-RESPONSIVE STYLER

FASTEST RESULTS

ghd chronos is perfect for ultra-fast styling, allowing you to achieve ultimate ghd results 3x faster. This makes ghd chronos the go-to styler to recommend to your consumers looking to speed up their styling routine all while giving you 85% more shine.

CREATIVITY DEFINED

With new HD motion-responsive technology ghd chronos is the go-to styler for any consumer looking for defined waves and curls with 2x less frizz, right from the root! Allowing you to achieve the deepest crested curls to the glossiest textured waves all down to our 2x more responsive algorithm. Achieve your full creativity!



HD GHD STYLING

Perfect for consumers who want their hair to always turn heads, ghd chronos provides High-Definition results increasing shine by 85% and with no extreme heat damage those baselines are going to be stronger than ever!

POWER COUPLE

ghd bodyguard now expertly formatted for:

- **ALL HAIR TYPES**
- **COLOURED HAIR**
- **FINE & THIN HAIR**



CHRONOS + BODYGUARD HEAT PROTECT SPRAY

DEMONSTRATION

RIBBON CURL





STEP 1

Place ghd chronos horizontally at the root.

STEP 2

Rotate the styler 360° away from the head.





STEP 3

Travel directly out from the head at 90°.

WATCH THE VIDEO HERE >

MENU >

GHD PLATINUM+



PROFESSIONAL STYLER THAT PREDICTS YOUR HAIR'S NEEDS



Introducing ghd platinum+, ghd's professional styler that predicts your hair's needs, ensuring you get flawless results in just one stroke.

ghd platinum+ predicts your hair's needs and constantly adapts to ensure the optimum styling temperature at all times. Get flawless results and hair that is stronger, healthier and more fabulous than ever before! #notjustastraightener

PRODUCT KNOWLEDGE



ULTRA-ZONE™ WITH PREDICTIVE TECHNOLOGY

Ultra-zone with predictive technology responds to your hair and the way that you style, personalising power for you and your hair type. Ultra-zone allows you to take larger sections and style faster, due to the power adapting and enhancing as you style. The heat is transmitted and monitored consistently across the full length of both plates due to the infinity sensors, always ensuring a constant and even temperature of 185°C.

ULTRA-ZONE TECHNOLOGY

ULTRA-GLOSS COATED PLATES

The ultra-gloss coated plates allow for an effortless glide through the hair, ensuring frizz-free hair with 75% more shine.* Additionally, the precision milled floating plates allow for flexibility and movement whilst styling, allowing you to create various snag-free bends and curves with platinum+.

ULTRA-GLOSS COATED PLATES

*Vs. naturally dried hair.

WISHBONE HINGE

The unique, luxurious and premium patented wishbone hinge is designed to hold the plates in perfect alignment with the right pressure – not too tight and just strong enough for the hair to glide through beautifully. This prevents hair slippage resulting in ultimate styling control and improved versatility making it easier to create any style.

WISHBONE HINGE

HAIR RECOMMENDATION





WATCH THE VIDEO HERE >

70% STRONGER HAIR*

Platinum+ is proven to reduce hair breakage by 70%, making it an ideal styler for healthy-looking hair. Platinum+ is the go-to styler for all hair types desiring the best condition from their hair. Finer, more fragile hair types will really benefit from the personalised power of platinum+, where other competitor tools may be too harsh on the hair. Ultimately platinum+ is best for total hair TLC.

70% STRONGER HAIR

75% MORE SHINE**

Platinum+ is best for stunning shine, proven to give 75% more shine with thanks to it's ultra-gloss coated plates. Dull and dry looking hair will really benefit from the platinum+ styler for the most healthy looking, glossy hair when styled.

75% MORE SHINE

2X MORE COLOUR PROTECTION*

The best for colour – platinum+ is proven to provide 2x more colour integrity, meaning colours last longer in the hair, with little fading. This makes platinum+ the ideal styler for delicate blonde tones, rich brunettes and coppers or pastel shades which need that extra bit of care and attention.

2X MORE COLOUR PROTECTION

*Vs. competitor styler working at 220°C.
**Vs. naturally dried hair.

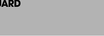
WHO TO RECOMMEND GHD PLATINUM+ TO?





"I like to think that if I was a styler, I would be platinum+. It has twice the colour protection which is massively important to me because I colour my client's hair and it means that I can recommend platinum+ to them, they are still going to keep amazing, beautiful colours."

JAMES EARNSHAW
ghd Ambassador and Master Colourist



"I think with diversity now in hair and all the different trends that are coming out now in fashion; I think sometimes people do just want to have slick hair one day, wavy the next and then go out with big, full hair. Platinum+ means that you can do that and not feel guilty about putting heat on your hair each day."

RHEANNA WOOD
ghd Pro Team and Salon Owner

THE ULTIMATE SMART STYLER

ALL HAIR TYPES

ghd platinum+ is perfect for all hair types; from fine and fragile, to thick, long, or textured. With its ultra-zone predictive technology recognising the hair type and adapting/enhancing power to suit that hair. platinum+ is the hero styler for those looking for the best for their hair.

COLOURED HAIR

ghd platinum+ is the kindest styler to the hair, providing the hair with 2x more colour protection compared to it's competitors. This makes platinum+ the go to styler to recommend to your blonde and pastel clients, or your rich brunettes and vibrant red lovers. No one wants to compromise on colour.

EVERYDAY STYLING

Perfect for the consumers who like to style their hair a few times throughout the week or even every day. Hair is left 70% stronger and with 20% more shine, so client's can style their hair with heat in confidence knowing that the hair's integrity will never be compromised with platinum+.

POWER COUPLE

ghd bodyguard now expertly formatted for:

ALL HAIR TYPES
COLOURED HAIR
FINE & THIN HAIR

PLATINUM+ + BODYGUARD HEAT PROTECT SPRAY

DEMONSTRATION

PUSH DOWN CURL





STEP 1

Place ghd platinum+ horizontally at the root.

STEP 2

Rotate the styler 360° away from the head.





STEP 3

Travel directly out from the head.

WATCH THE VIDEO HERE >

MENU >

GHD UNPLUGGED



ON THE GO CORDLESS STYLER.



Introducing ghd unplugged, ghd's first on the go cordless styler the only cordless hair straightener that delivers up to 20 minutes* of continuous ghd styling performance and only 45 seconds heat up time, for quick, sleek and smooth hair on the go - anytime and anywhere.

Portable and powerful, the ghd unplugged harnesses dual-zone technology to ensure the optimum styling temperature of 185°C is maintained throughout styling, so you always have a good hair day when you're out and about.

PRODUCT KNOWLEDGE



HYBRID CO-LITHIUM TECHNOLOGY

Hybrid co-lithium technology is the name we give to the combination of the bespoke low voltage lithium–ion batteries working together with advanced dual-zone heaters. The combination of these two elements is what makes ghd unplugged the perfect on the go tool for top-up styling with up to 20 minutes of ghd styling performance.

HYBRID
CO-LITHIUM
TECHNOLOGY

DUAL-ZONE TECHNOLOGY

ghd unplugged features two independently powered new generation sensors controlling the heat on each plate, making it more accurate to sense and control the plate temperature. Dual-zone technology ensuring the optimum temperature of 185°C is maintained thought styling, guaranteeing ghd performance.

DUAL-ZONE
TECHNOLOGY

ADVANCED LITHIUM-ION BATTERY

ghd unplugged features a custom-made made long-life lithium battery. Lithium is one of the elements used in battery chemistry. Lithium-ion batteries are used in premium rechargeable products and after 10 years of ghd R&D is now optimised to deliver compact performance for heat styling.

ADVANCED
LITHIUM-ION
BATTERY

EASY CHARGING

USB-C charging allows faster charging meaning your ghd unplugged is recharged from empty in 2 hrs. It is more powerful and quicker to charge vs a standard USB. USB-C sockets are becoming the new USB standard.



SMART BATTERY LEVEL INDICATOR

The battery life indicator is designed to help you measure the battery life in-between charges. Typically, one light represents 20% of charge and it starts flashing when there is 15% of charge left, so you're not caught out.



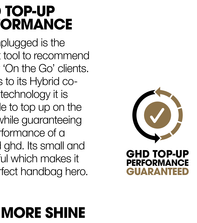
PLATE SIZE AND COATING

ghd unplugged features plates 75% the size of ghd gold's. The plate size ensures ghd unplugged is portable whilst still being able to create beautifully sleek results as well as flicks and curls. The plates are made of a high-quality aluminum and coated in ghd's high gloss fine achieving beautifully sleek results with a snag-free glide.



HAIR RECOMMENDATION





GHD TOP-UP PERFORMANCE

ghd unplugged is the perfect tool to recommend to your 'On the Go' clients. Thanks to its Hybrid co-lithium technology it is possible to top up on the go all while guaranteeing the performance of a corded ghd. Its small and powerful which makes it the perfect handbag hero.

GHD TOP-UP PERFORMANCE GUARANTEED

65% MORE SHINE

ghd unplugged plates are 25% smaller than the plates of ghd gold making it small and compact. The plates feature ghd's high gloss fine ceramic coating ensuring you can achieve beautifully sleek results, and snag-free glide with 65% more shine.*

65% MORE SHINE*

*Vs. naturally dried hair.

FLIGHT FRIENDLY

ghd unplugged is flight friendly and fully certified meaning it has been approved for storage in the hold or cabin of a domestic flight. It is also charged via a USB-C meaning you can travel with confidence topping up to a full charge in as little as 2 hours.

FLIGHT FRIENDLY

WHO TO RECOMMEND GHD UNPLUGGED TO?





"The ghd unplugged has been a game changer for me as a session stylist the ability to switch up looks without leaving set is amazing as doing touch ups on location not matter where I am. I don't know what I'd do without it now!"

CHRIS SOUTHERN
ghd Pro Team and Celebrity Hairstylist



"I'm always shooting campaigns, my work frequently takes me to on-location shoots where access to power can be a challenge. The convenience of a tool that slips into my pocket, delivering ghd-level performance without the need for a plug, is nothing short of a lifesaver. The portability and reliable functionality of the ghd unplugged have revolutionized my hairstyling experience – I find myself wondering how I ever managed without it!"

AMY SONTAE
ghd Global Creative Education Manager

ON THE GO CORDLESS STYLER

ON THE GO

ghd unplugged is flight friendly and perfect for anyone who travels for business or pleasure, If you're a busy stylist working on weddings or on set having a cordless styler at your disposal is exactly what you need!

CORDLESS & COMPACT

Small on size, big on style. ghd unplugged is the perfect styler to pop in your bag so your always ready to top up that style. Perfect for styling on your way to work, just before you get of that flight or for those pre-date touch ups!

GHD TOP-UP PERFORMANCE

Unplugged has the top-up performance of a corded ghd, the dual-zone technology maintains the optimum temperature so that wherever you are you can always get a ghd finish!

POWER COUPLE

UNPLUGGED + BODYGUARD
TRAVEL SIZE HEAT PROTECT SPRAY

DEMONSTRATION

FASHION WEEK HERO

“The line up backstage can be stressful at the best of times with models, hair teams, make-up artists and photographers all trying to do their jobs. ghd unplugged is always on hand for finishing touches when I need it the most. Even though its cordless the results are definitely still ghd, the shine I get is great! The days of running back and forth with a half heated styler is now well and truly gone!”

Patrick Wilson, Session Stylist

BRIDAL ESSENTIAL

“Creating the perfect look for my brides is so important, its her big day! Hotel rooms and suites can be so awkward and that last minute rush to get her ready in the dress... unplugged gives me the freedom to style anywhere so makes the whole experience more relaxing for her. I’m also so blown away by the results I’m able to achieve from a cordless styler.”

Jo Irvin, Bridal Expert

ON SET SAVIOUR

“When I’m on set it is essential to have every hair in place. ghd unplugged allows me to perfect the hair anywhere from on set to on location. It’s compact and cordless and guarantees the performance of a corded ghd which means I don’t need to compromise on the result. With up to 20 mins of ghd styling performance I don’t know any Session stylist that wouldn’t love this product.”

Dafydd Thomas, Global Head of Education

MENU >

GHD MAX



STYLING IN HALF THE TIME.



Introducing ghd max, ghd's largest advanced professional styler with wider plates for quick and easy sleek styling - ideal for long, thick or curly hair.

With 70% larger plates*, ghd max is the perfect tool for styling all hair types faster. From beautiful glass like straight to tumbling curls and waves, ghd max is #notjustastraightener

PRODUCT KNOWLEDGE



DUAL-ZONE TECHNOLOGY

A unique innovation from ghd which controls heat from root to tip. Even with 70% larger plates* dual-zone technology has two new generation independently powered sensors control the heat on each plate, maintaining an even styling temperature of 185°C from root to tip.

DUAL-ZONE TECHNOLOGY

70% LARGER PLATES*

ghd max is the perfect tool for styling long, thick hair faster, thanks to its 70% larger plates. Create beautiful glass like straight to tumbling curls and waves with ghd max's smooth contoured plates with high-gloss coating, which help eliminate frizz and provide enhanced shine.

70% LARGER PLATES*

OPTIMUM STYLING TEMPERATURE OF 185°C

ghd max styles at the optimum temperature for all hair types. No matter your hair type it is proven that styling at an even temperature of 185°C allows you to confidently style even on the thickest of hair without compromising on the hair's condition.

OPTIMUM STYLING TEMPERATURE 185°C

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

80% MORE SHINE

"If I have a client that wants perfect hair from root to tip, there is no other tool I use than my ghd max. It glides through the hair sealing every strand and leaving it perfectly shiny and finished!"

DAFYDD THOMAS,
Global Director of Education

80% MORE SHINE*

STYLING IN HALF THE TIME

"ghd max allows me to work through the hair in half the time! It leaves it with incredible shine and most importantly keeps the integrity of the hair and protecting its beautiful and natural shape and form. It's perfect for thick coarse Afro hair."

GRANT WILLIAMS,
Global Session Educator

STYLING IN HALF THE TIME 8/10 AGREE

2X LESS FRIZZ

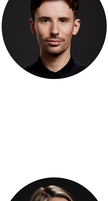
"I'd always pick up ghd max for my clients with thick hair, masses of volume or long lengths. There is nothing quite like it for reducing the frizz for an ultra smooth finish! The larger plates also allow me to get softer shapes and movement in the hair."

RHEANNA WOOD,
Salon Owner

UP TO 2X LESS FRIZZ*

WHO TO RECOMMEND GHD MAX TO?





"ghd max is a staple in my kit bag, not only is it perfect for the pressed straight glass-like hair, I also love it for wider bouncier styles to, the larger plate size allows me to style more hair at once but also giving me that faux blow look."

GRANT WILLIAMS
ghd Global Session Educator



"I love max as I have a full head of long extension so get beautiful voluminous curls. The dual-zone technology is super responsive so can work on thicker sections of hair meaning I style much faster, and due to the plates being larger I can bigger section and the styler glides giving me giving me perfectly shiny curls."

JANINE JENNINGS
ghd Head of Education UK & ROI

FOR STYLING IN HALF THE TIME

FASTER STYLING

In the salon and even at home time is precious and with ghd max offering 2x faster styling this allows fast transformations on the thickest of hair. The 70% larger plates allow you to style more hair at once, taking larger sections helping you style in half the time.

LONG, THICK AND CURLY HAIR

Thanks to its dual-zone technology ghd max plates are maintained at the optimum styling temperature of 185°C, allowing you to style more hair, quickly while maintaining consistent heat from root to tip perfect for those long styles.

HEALTHY SHINY HAIR

ghd max styles long thick curly hair quickly all while styling at the optimum styling temperature of 185°C guarantees 80% more shine and up to 2x less frizz with less breakage, styling at 185°C also helps protect natural curl pattern, perfect for our curly girls who like to switch up their style.



POWER COUPLE

MAX + STRAIGHT ON STRAIGHT AND SMOOTH SPRAY

DEMONSTRATION

VOLUME CURLS





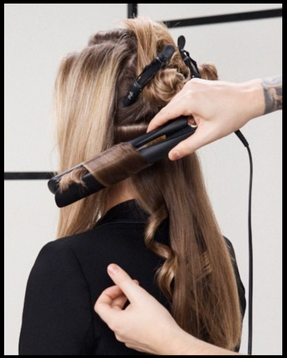
STEP 1

Place ghd max horizontally into the hair, pointing away from the face.

STEP 2

Turn ghd max 360°up towards the head.





STEP 3

Travel ghd max straight out at 90° and backwards off base (sideways)

WATCH THE VIDEO HERE >

MENU >

GHD GOLD



THE GOLD STANDARD OF STYLING.



Introducing ghd gold® professional styler; a straightener proven to deliver sleeker, smoother and healthier-looking hair.

The ghd gold® styler stands out with its sleek design, while its round barrel delivers versatile, snag-free styling. Using this next level styler, you can quickly and easily transform your look into something special.

PRODUCT KNOWLEDGE



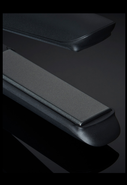
DUAL-ZONE TECHNOLOGY

ghd's dual-zone technology contains two independently powered heat sensors, one beneath each plate, which monitor the hair 200x per second. These sensors sit above the new generation heaters, one found beneath each plate, which control the heat of the plates consistently, always ensuring the optimum temperature of 185°C is delivered to the hair.

DUAL-ZONE TECHNOLOGY

CONTOURED HIGH-GLOSS FLOATING PLATES

ghd gold's smooth contoured plates allow for an effortless glide through hair for quick, frizz-free styling with 65% more shine.* The floating plates allow for snag-free styling, enabling you to curl, wave and straighten with ease.



OPTIMUM STYLING TEMPERATURE OF 185°C

ghd always works at the optimum styling temperature of 185°C, ensuring hair is kept in the best condition whilst heat styling. 185°C is hot enough to hold your style all day and night but gentle enough to not denature the hair. ghd's dual-zone technology will maintain this temperature throughout allowing you to style with heat in confidence.

OPTIMUM STYLING TEMPERATURE 185°C

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

INSTANTLY SLEEK AND SMOOTH RESULTS

ghd gold gives instantly sleek and smooth results, making it the ideal styler for occasional use a few times a week for incredible hair results. The dual-zone technology is what enables us to create sleek and smooth results delivering the safe temperature of 185°C consistently from root to tip of the hair.

LEAVES HAIR INSTANTLY SLEEK & SMOOTH 9/10 AGREE

65% MORE SHINE

ghd gold provides 65% more shine vs. naturally air dried hair, making it the ideal styler for hair which can tend to appear dry and dull. The smooth contoured floating plates really help to give that extra boost of shine, sealing the cuticle and aligning the hair as you style.

65% MORE SHINE*

VISIBLY HEALTHIER HAIR

ghd gold is proven to give visibly healthier looking hair after use and this is all down to ghd's safe and optimum temperature of 185°C, allowing you to create a multitude of styles in the hair but most importantly always protecting the health and integrity of the hair at all times. Power couple up with ghd bodyguard heat protect spray for added protection on the hair.

VISIBLY HEALTHIER 92% AGREE

*December 2020, consumer testing on 79 consumers.

WHO TO RECOMMEND GHD GOLD TO?





"ghd gold glides through the hair, delivering a constant safer-for-hair heat of 185°C to ensure hair is perfectly styled but is not damaged. The gold styler achieves brilliant condition, gloss, shine and movement."

CHRIS SOUTHERN
ghd Pro Team and Session Stylist



"ghd gold is a firm favourite with my clients. They love the healthy looking shine that it gives to the hair. I used ghd gold to style my model's hair here, it just finishes the hair beautifully with a polished, luxurious sheen."

RHEANNA WOOD,
ghd Pro Team and Salon Owner

PERFECT FOR SMOOTHER, SLEEKER HEALTHIER-LOOKING HAIR

ALL HAIR TEXTURES

ghd gold is ideal for all hair textures; styling hair smooth and sleek has never been so effortless than with ghd gold. Silky straights or polished waves are what you can expect from this styler.

MID-LENGTH TO LONG HAIR

Mid-length to longer hair consumers will really benefit from ghd gold as it instantly smooths and sleeks the hair. Gone are the days where our clients need to repeatedly pass over their hair with competitor straighteners, ghd gold gives incredible results in just one pass.

FREQUENT STYLING

Perfect for the consumers who like to style their hair a few times throughout the week. Due to it's dual-zone technology hair is left with a healthy shine and condition is never compromised due to ghd's optimum temperature of 185°C.

POWER COUPLE

ghd bodyguard now expertly formatted for:

ALL HAIR TYPES
COLOURED HAIR
FINE & THIN HAIR

GOLD + BODYGUARD HEAT PROTECT SPRAY

DEMONSTRATION

PUSH DOWN CURL





STEP 1

Place ghd gold vertically into the roots with the nose of the styler pointing downwards.

STEP 2

Rotate the styler 360° away from the face.





STEP 3

Glide down the hair at a 0° angle until reaching the ends.

WATCH THE VIDEO HERE >

MENU >

GHD MINI



STYLING JUST GOT TAILORED TO PERFECTION FOR SHORT HAIR.



Sculpt pixie cuts, fringes, bobs and get creative with precision thanks to ghd's new slim plate styler.

ghd mini styler is equipped with advanced slimline dual-zone technology, which constantly monitors the heat across both plates to maintain the optimum styling temperature of 185°C for sleek, smooth and healthy-looking results with up to 50% more shine.*

40% SLIMMER PLATES

PRECISION STYLING FROM THE ROOT

IDEAL FOR SHORT HAIR AND FRINGES

*Technical test in a lab on frizzy hair, vs naturally dried hair.

PRODUCT KNOWLEDGE



SLIMLINE TECHNOLOGY

ghd mini styler is equipped with advanced slimline dual-zone technology, which features 2 heat sensors, one in each styling plate. These sensors constantly monitor the heat across both plates to maintain the optimum styling temperature of 185°C for sleek, smooth and healthy-looking results on all hair types.

SLIMLINE TECHNOLOGY

40% SLIMMER PLATES*

At just 15mm's wide, ghd mini's full-length plates allow for extra detailed styling on small sections, enabling precision styling from the root. The 40% slimmer plates are also perfect on short hair and fringes, allowing users to perfect and sharpen even the shortest hairstyles.

40% SLIMMER PLATES

*Vs. ghd gold.

HIGH-GLOSS COATED PLATES

The smooth contoured ceramic plates deliver an effortless, snag-free glide on shorter hair whilst maintaining styling control, so you can sculp the style of your desires quickly and easily. The narrow and rounded design allows the creation of tight curls and added detail, for versatile styling and professional creativity.

PRECISION STYLING FROM THE ROOT

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

IDEAL FOR SHORT HAIR AND FRINGES

Short hair will always be a trend for women wanting to express themselves by trying new shapes and styles.
In addition to this both 70's inspired fringes and blunt cut bangs are seeing a growth in popularity.

Men are also looking to celebrity hair trends that require versatile styling tools, that can fit in shorter lengths to create these free formed movements.

IDEAL FOR SHORT HAIR AND FRINGES

50% MORE SHINE**

Advanced slim-line Dual-zone technology not only deliver professional results with no extreme heat, it also increases the hairs shine by 50%. When working on shorter hair clinents often opts for brighter coloures such as blondes or enbrase their natural grey. With these lighter tones shine is lost. ghd mini can help bring back the vitality and shine to the hair.

50% MORE SHINE

**Technical test in a lab on brunette hair, measured vs. naturally dried hair.

VERSATILE STYLING

Although ghd mini is small the styling results are mighty! With smaller plates not only can you perfect the shortest hairstyles, but you can also be creative with more detailed curls and waves. Change up your style with a flick of the wrist for cropped waves to flicked fringes.

VERSATILE STYLING

POWER COUPLE

ghd bodyguard now expertly formatted for:

- ALL HAIR TYPES
- COLOURED HAIR
- FINE & THIN HAIR



MINI + BODYGUARD HEAT PROTECT SPRAY

DEMONSTRATION

REBEL RIPPLE





STEP 1

Place ghd mini parallel to the section.

STEP 2

Rotate the styler 180° away from the head.





STEP 3

Glide off base at 45° until reaching the ends.

WATCH THE VIDEO HERE >

MENU >

GHD ORIGINAL



A CULT CLASSIC.



Re-introducing the original styler.

Good hair days started with the original styler's story in 2001. 20 years later ghd's original professional styler has been upgraded with new generation Single-zone™ technology to guarantee sleek, smooth and shiny results with no extreme heat.

PRODUCT KNOWLEDGE



SINGLE-ZONE TECHNOLOGY

Single-zone technology is our award-winning original heat technology updated to guarantee reliable ghd superior performance. Single-zone manages the heat of both ceramic plates simultaneously with a combined sensor system. Heat information from both plates work together to manage the optimum styling temperature of 185°C.



OPTIMUM STYLING TEMPERATURE OF 185°C

ghd original styles at the optimum temperature of 185°C. It is proven that styling at an even temperature of 185°C allows you to confidently style hair without compromising on the integrity of the hair.



EXPRESS HEAT UP TIME

An express 30 second heat up time is great when you are in a hurry and want to quickly and effortlessly style your hair. Simply push the on button and the light will pulsate, when the styler is ready to use it will sound and the light will turn to a consistent glow. ghd original also features Automatic sleep mode so you can have the confidence that your styler will turn off (should you forget!).



HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

LEAVES HAIR SLEEK AND SMOOTH

ghd original is perfect for styling fine to medium hair with a gentle texture. ghd original's single-zone technology controls the styler's temperature, so your client can effortlessly style their hair, leaving it feeling sleek and smooth.

LEAVES HAIR **SLEEK & SMOOTH**

LEAVES HAIR SOFT

ghd original leaves hair feeling soft after use. The gloss plates combined with the single-zone consistent heat management help align the hair, leaving it soft to the touch.

LEAVES HAIR **SOFT**

LEAVES HAIR SHINY

ghd original's gloss plates easily glide through the hair, sealing the cuticle and enhancing shine. Our optimum temperature of 185°C adds to the shine of the hair, being a safe temperature. To maximise the shine, we recommend finishing your look with ghd shiny ever after, final shine spray.

LEAVES HAIR **SHINY**

*Consumer testing, 78 women, April 2021.

WHO TO RECOMMEND GHD ORIGINAL TO?



PERFECT FOR NEW AND OCCASIONAL USERS

OCCASIONAL USER

The client who may heat style their hair once a week. ghd original is a great styler to smooth and polish hair, leaving it with a healthy-looking shine.

FINER, SHOULDER LENGTH HAIR

ghd original is perfect for fine – medium density hair, mid-length and shorter with a gentle texture. The consumers who like to create simple styles with their hair.

NEW TO GHD OR GEN Z

ghd original is a great styler for young consumers or those who may be new to the brand. It's an ideal entry point tool to introduce them to the rest of the ghd portfolio.



POWER COUPLE

ghd bodyguard now expertly formatted for:

- **ALL HAIR TYPES**
- **COLOURED HAIR**
- **FINE & THIN HAIR**

ORIGINAL + BODYGUARD HEAT PROTECT SPRAY

DEMONSTRATION

MID BENDS





STEP 1

Place ghd original vertically into the root with the nose of the styler pointing downwards and glide 3 inches down the hair.

STEP 2

Rotate the style 180° and glide 3 inches down the hair.





STEP 3

Rotate the styler back 180° so that there is no turn in the hair and glide down 3 inches, reaching the ends.

WATCH THE VIDEO HERE >

GHD DUET STYLE



ACHIEVE THE IMPOSSIBLE. WET TO STYLED IN ONE TOOL.



Discover ghd's most revolutionary innovation. The ghd Cambridge laboratory's have achieved the impossible with our first 2-in-1 hot air styler* that transforms hair from wet to styled with no heat damage.** Simplify your hair routine with beautiful, sleek results. Designed for all hair types.

2-IN-1 HOT AIR STYLER*

NO HEAT DAMAGE**

UP TO 48HRS UNPRECEDENTED SOFTNESS***

*That combines hot air and heated styling plates. **No thermal hair damage detected after 100 cycles of 4 passes in wet to style mode vs. naturally dried hair. ***Consumer testing, 142 women, June 2021.

PRODUCT KNOWLEDGE



BREAKTHROUGH AIR-FUSION TECHNOLOGY

Breakthrough Air-fusion™ technology is the unique combination of state-of-the-art internal aerodynamics and 4 iconic smart plates in a custom-made ghd styling chamber. Delivering an ultra-concentrated airflow in synergy with smart low-temperature plates, to efficiently dry and style hair simultaneously. All while retaining your hair's natural moisture and minimise hair breakage.

BREAKTHROUGH AIR-FUSION TECHNOLOGY

ROOT DRYING VENTS

Once the air from the honeycomb has dried the hair it is redirected outwards through expertly angled root drying vents. Air is expelled from the root drying vents ata temperature of 90°C; ensuring an optimal root drying performance, with no extreme heat. Positioned at the top and bottom of both sides of duet style enabling you to glide the tool pointing up or down and in both hands.

ROOT DRYING VENTS

SHINE SHOT

For dry hair only, the exclusive shine shot button transforms duet style into a ghd styler with plates working at the optimal styling temperature of 185°C with no air, to deliver instant frizz-free hair,* 2x more shine and 3.5x more hair alignment.*** Perfect for perfecting your look or for next day hair.

SHINE SHOT™ ON DRY HAIR ONLY

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

2-IN-1 HOT AIR STYLER THAT QUICKLY TRANSFORMS YOUR HAIR

A brand-new category and breakthrough for ghd, taking our expert knowledge from our award-winning tools in both drying and heat styling to achieve the impossible. Combining unique precise aerodynamics with ghd's iconic plate technology, client's daily hair routine will never be the same again.



NO HEAT DAMAGE**

If you're are a damage conscious consumer or want to confidently style your hair daily ghd duet style has a perfectly crafted airflow of 150°C and a low plate temperature of 120°C meaning you can transform your hair from wet to gorgeously styled with no heat damage.



48HRS UNPRECEDENTED SOFTNESS***

Duet style dries and styles the hair at the same time removing surface level moisture whilst always retaining the hairs natural internal moisture. This means your clients hair is perfectly styled with the most incredible softness that will last, even in the most humid conditions.



WHO TO RECOMMEND GHD DUET STYLE TO?





"ghd duet style is going to rock the industry! Not since the launch of ghd back in 2001 has the industry seen such a game changing innovation. It simplifies my clients routine but without compromising on the beautiful ghd finish."

DAFYDD THOMAS
ghd Global Director of Education



"ghd duet style leaves my clients hair with beautiful smoothness and shine, and with no damage it's a winning combination to effortlessly dry my colours in salon."

JAMES EARNSHAW
ghd Ambassador & Master Colourist

"ghd duet style offers the most incredible softness and shine to my client's hair. However, power coupling this with the sleek talker styling hair oil takes it off the charts! The shine is out of this world."

GRANT WILLIAMS
ghd Global Session Educator



THE ULTIMATE SMART STYLER

FASTER STYLING

Thanks to duet style's breakthrough air fusion technology it is perfect for the damage conscious consumer. Whether you have fine and fragile or coloured hair, ghd duet style will quickly transform your hair from wet to styled with no heat damage.**

LONGEVITY LOVERS

Good hair for days! By drying and perfectly styling in one tool, ghd duet style guarantees your style lasts for longer. This breakthrough innovation retains your hairs natural moisture ensuring your hair stays silky smooth with an unprecedented softness even in the most humid conditions.

SLEEK HAIR SEEKERS

The perfect recommendation for consumers who want 'can't stop touching it hair' with added shine* ghd duet style perfectly presses your hair into a polished straight look with a natural volume, giving it 2X more shine and 3.5X more hair alignment.

4X MORE HAIR ALIGNMENT*

72 HOURS UNPRECEDENTED SOFTNESS

25% LONGER LASTING FRIZZ CONTROL

POWER COUPLE

DUET STYLE + SLEEK TALKER WET TO SLEEK STYLING OIL

DEMONSTRATION

PERFECT STRAIGHT





STEP 1

WET - Use ghd duet style on clean freshly washed and towel dried hair.

STEP 2

HOLD - Place ghd duet style at the root and hold for 2-3 seconds.





STEP 3

GLIDE - Glide down the section with a slow and steady pace.

SHINE SHOT - Once all the hair is dry use shine shot to perfect your look and give an added boost of shine.



WATCH THE VIDEO HERE >

MENU >

GHD DUET BLOWDRY



POSSIBLY THE BEST BLOWDRY OF YOUR LIFE.



ghd's revolutionary 2-in-1 hair dryer brush effortlessly transforms your hair from wet to professional blow-dried with 3x more volume* and no heat damage.**

Simultaneously drying and styling your hair with no frizz, the Heat-Air Xchange technology™ combines controlled airflow, actively heated bristles and Sensors, which monitor temperature 400 times per second, ensure a consistently maintained heat, for a flawlessly smooth, flyaway-free finish.

*technicol testing vs. naturally dried hair, dependent on consumer use.
**No thermal hair damage detected after 100 cycles of 4 passes on thoroughly towel-dried hair.

PRODUCT KNOWLEDGE



UNIQUE HEAT-AIR XCHANGE TECHNOLOGY

Developed by our ghd Cambridge team for ghd duet blowdry the Unique Heat-Air Xchanger converts thermal energy from the heated airflow to thermal energy stored in the surface of the product by recirculating hot air through 16 internal channels that actively heat the barrel plate before reaching your hair, allowing optimum and consistent heat transfer while saving energy and significantly reducing fly aways.

HEAT-AIR XCHANGE TECHNOLOGY™

HEATED BARREL PLATE

Maintained at the optimum wet to blow-dried styling temperature of 120°C the barrel is actively heated to provide fast drying speeds and flawlessly smooth results, Monitoring the temperature 400 times a second, 2 sensors one on either side of the barrel head, keep consistent temperatures from root to tip to allow for fast drying with no heat damage.*

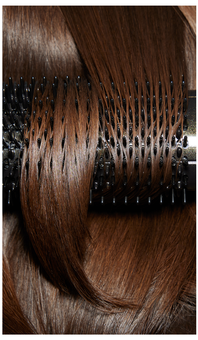
HEATED BARREL PLATE

SNAG-FREE BRISTLES

ghd duet blowdry, with its combination of cool long bristles providing a protective barrier between the tool and the head, coupled with shorter heated snag-free bristles, ensures a seamless glide through the hair without tangling or breakage. This innovative design not only preserves the health of your hair but also enhances its natural shine by 50%.**

SNAG-FREE BRISTLES

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

3X MORE VOLUME*

The perfect tool for volume seekers, ghd duet blowdry dries and styles your hair creating up to 3X more volume* with the help of the heated barrel plate, snag-free bristles and elliptical-shaped barrel which is shaped to add root lift and create volume. This means you can create gorgeous bouncy blow-dries easily, leaving flat hair behind.

3X MORE VOLUME

NO FRIZZ**

The unique heat air Xchanger is the key to possibly the best blow dry of your life, allowing consistent heat transfer for smooth and shiny results. The optimized airflow vents dry and style the hair all while creating no frizz**, making ghd duet blowdry perfect for all hair types.

NO FRIZZ

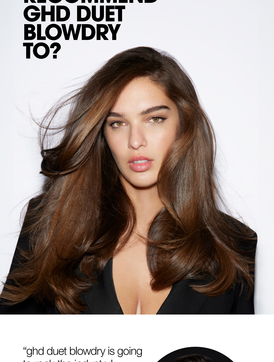
NO HEAT DAMAGE***

Achieve your ideal blow-dried look guilt-free! Our advanced technology ensures a consistent and optimized airflow, while the heated barrel plate maintains a low, safe temperature of 120°C. This allows you to create flawless results with no heat damage.***

NO HEAT DAMAGE

*Technical testing vs. naturally dried hair, dependent on consumer use. **Technical test in a lab on frizzy hair vs. naturally dried hair, dependent on consumer use. ***No thermal hair damage detected after 100 cycles of 4 passes on thoroughly towel-dried hair.

WHO TO RECOMMEND GHD DUET BLOWDRY TO?





"ghd duet blowdry is going to rock the industry! Not since the launch of ghd back in 2001 has the industry seen such a game changing innovation. It simplifies my clients' routine but without compromising on the beautiful ghd finish."

DAFYDD THOMAS
ghd Global Director of Education



"Duet blowdry empowers my curly-haired clients to be able to blow dry their hair themselves in one quick, fool proof step. Leaving their hair smooth, hydrated and voluminous without the worry of heat damage and compromising their curls.

RHEANNA WOOD
ghd Pro Team

2-IN-1 HAIR DRYER BRUSH

VOLUME LOVERS

The perfect tool for anyone wanting to leave flat hair in the past, ghd duet blowdry allows you to dry and style your hair at the same time while providing 3x more volume* for bouncy blow-dries that last!



SMOOTH SEEKERS

Struggling to get that smooth-flowing blow dry? Achieve a good hair day with ghd duet blowdry, allowing you to style and smooth through all hair types while still creating gorgeous shape from root to tip, all with no frizz** and 50% more shine*†!

DAMAGE CONSCIOUS

Thanks to the uniform temperature maintained across the heated barrel plate, duet blowdry is the ideal choice for those conscious of damage. Regardless of your preferred blow-dry style, you can achieve volume, shape, and flicks, all with no heat damage.^^

4X MORE VOLUME

24 HOUR LONG-LASTING RESULTS

POWER COUPLE

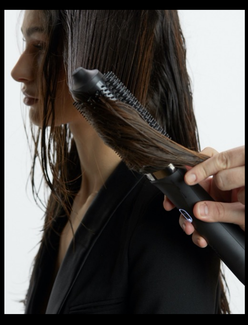


DUET BLOWDRY + VOLUME FOREVER VOLUMISING BLOW DRY CREAM

DEMONSTRATION

90'S BLOW OUT





STEP 1

PREP DRY - On clean washed hair, take large sections and prep dry to 80%.

STEP 2

GLIDE - Glide duet blowdry from root to tip 2-3 times or until dry.





STEP 3

HOLD - Place duet blowdry at the root for 2-3 seconds to add volume.

STEP 4

SHAPE - Glide and roll from root to tip to add shape to the section.



WATCH THE VIDEO HERE >

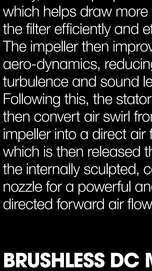
GHD HELIOS



FASTER, LIGHTER DRYING.







Introducing ghd helios™: ghd's lightest, fastest, professional hair dryer for ultimate styling control.

The lightweight, longer-life brushless motor is designed for speed, and when combined with helios' Aeroprecis technology, creates a powerful yet highly concentrated airflow. The airflow then travels at 120kmph to drastically speed up your styling routine, whilst leaving you with smooth, shiny, salon worthy hair.

PRODUCT KNOWLEDGE



AEROPRECIS™ TECHNOLOGY

Aeroprecis technology is the clever combination of the 4 key components within ghd helios. Firstly, the unique patented grille which helps draw more air into the filter efficiently and effectively. The impeller then improves aero-dynamics, reducing air turbulence and sound levels. Following this, the stator vanes then convert air swirl from the impeller into a direct air flow which is then released through the internally sculpted, contoured nozzle for a powerful and directed forward air flow.

AEROPRECIS™ TECHNOLOGY

BRUSHLESS DC MOTOR

ghd helios' brushless motor is key to its performance and reliability. A brushless DC motor is powered by magnets attracting and repelling. Compared with a standard AC motor a DC Motors's brush contacts are replaced by a contactless electronic sensor, ensuring a longer lifetime on your dryer. This is imperative with frequent, professional every day use.

LONG LIFE MOTOR

ERGONOMIC BALANCE FOR LIGHTER STYLING

Designed with your styling experience in mind, the ergonomically balanced ghd helios is perfectly aligned and angled to create effortless drying for both the professional stylist and consumer. The angle of the handle has been created to allow you to blow dry your hair effortlessly, reducing the risk of strain.

ERGONOMIC BALANCE FOR A LIGHTER STYLING EXPERIENCE

HAIR RECOMMENDATION





WATCH THE VIDEO HERE >

3X MORE HAIR ALIGNMENT

ghd helios gives hair 3x more hair alignment, aligning the cuticle effectively for the ultimate smooth blowdry result. This makes ghd helios the perfect hairdryer, for hair that may be frizzy, fluffy or fly-away, allowing you to smooth the hair in a salon quality way. This is all thanks to the unique contoured nozzle, enabling delivery of a more concentrated and even airflow and temperature distribution.

3X
MORE HAIR ALIGNMENT

*Vs. naturally dried hair.

30% MORE SHINE*

ghd helios gives hair 30% more shine, making it the ideal hair dryer for hair that tends to look dull and lack shine. The direct airflow produced via the Aeroprecis technology, combined with the cool shot button feature; enable you to seal the cuticle for an added boost of shine.

30% MORE SHINE

*Vs. naturally dried hair.

FASTER DRYING

ghd helios accomplishes faster drying than ever before and this is key for salon professional blow dries. Helios' Aeroprecis technology can produce a speed of airflow at 120km/h, allowing you to remove excess moisture from the hair quickly and efficiently.

SALON FINISH 2X FASTER*

*Vs. ghd air. Technical testing in Cambridge, January 2019.

PERSONALISED ATTACHMENTS



The personalised attachments make ghd helios a recommendation for all clients. Choose between; the contoured nozzle*, which is great for getting direct air flow into the roots for big bouncy blow dries, the wide nozzle which is perfect for smooth blow drying long, thick hair.

The diffuser attachment which is ideal for enhancing natural curls and the comb nozzle attachment which is best for stretching out natural textured hair.



*Contoured nozzle included with ghd helios. Other attachments sold separately.

DEMONSTRATION

VOLUME CURLS





STEP 1

Starting at the ends, wrap the hair around a ceramic brush.

STEP 2

Roll up towards the root, directing the airflow around the brush. When dry, pin the hair into a barrel curl.





STEP 3

Continue this until all the hair has been dried. Allow the hair to cool before releasing the curls.

WATCH THE VIDEO HERE >

MENU >

GHD AIR



2X FASTER SALON BLOWDRIES





Developed in conjunction with professional styling experts, ghd air® unlocks the secret to a gorgeous salon blow-dry, delivering reduced frizz and a professional finish, in half the time.

Featuring a powerful professional motor and advanced ionic technology, ghd air® delivers exceptionally fast drying and styling, while also helping to reduce frizz, leaving hair soft and silky.

PRODUCT KNOWLEDGE



PROFESSIONAL STRENGTH MOTOR

ghd air features a professional strength, 2100 watt AC motor, for fast salon worthy blowdries, allowing you to create gorgeous blow outs with reduced frizz in half the time.

PROFESSIONAL
STRENGTH
MOTOR

ADVANCED IONIC TECHNOLOGY

ghd air's advanced ionic technology releases negative ions which interact with the H2O molecules on your damp tresses, breaking them up into smaller particles helping to reduce frizz for beautifully smooth and shiny blow-dries.

ADVANCED
IONIC
TECHNOLOGY

VARIABLE TEMPERATURE AND SPEED SETTINGS

Designed to give you control over your blowdry experience ghd air features variable temperature and speed settings allowing you to personalize your blowdrying experience as well as a cool shot button allowing you to quickly set in your style.

3x2
VARIABLE
HEAT & SPEED
SETTINGS

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

SALON FINISH 2X FASTER*

ghd air allows you to create a salon-worthy blowdry in half the time*, The powerful professional-strength motor draws in a high amount of fresh air through the back of the hairdryer which then creates ahigh-powered airflow allowing for fast drying speeds.

SALON FINISH 2X FASTER

*compared to regular consumer hair dryers

REDUCED FRIZZ & FLYAWAYS

ghd air reduces frizz and flyaways when blowdrying due to the advanced ionic technology as well as the powerful airflow provided by the professional strength motor, meaning you can get smooth blowdries at home!

REDUCED FRIZZ & FLYAWAYS

SET YOUR BLOWDRY

ghd air is perfect at sealing your blowdry once you've styled, with the help of the cool shot button you can quickly set your style into the hair making your look last longer.

COOL SHOT



GHD FLIGHT+



POWERFUL, PREMIUM, PORTABLE





NEW & IMPROVED ghd flight+ – the ultimate travel-sized ghd hair dryer.

Powerful and compact, this suitcase friendly hair dryer is fuelled by a DC motor and improved heater for fast drying results. With 78% of the power of a full-sized hair dryer, ghd flight+ is guaranteed to satisfy all your travel hair needs.

Featuring advanced ionic technology, ghd flight+ delivers effortless, long-lasting blow-dries on all hair types. This technology leaves hair looking sleek and shiny, whilst noticeably reducing frizz and flyaways for smooth, healthy-looking results.

PRODUCT KNOWLEDGE



78% OF THE POWER OF A FULL SIZED HAIR DRYER

Small but powerful, ghd flight+ features a compact 1600W motor giving it 78% the power of a full sized hair dryer.* Delivering a high pressure air flow via a director nozzle, it can help achieve sleek, smooth blow-dries meaning you can say goodbye to hotel hair dryers and hello to good hair days with ghd flight+.

78%
POWER OF A FULL-SIZED HAIR DRYER
*vs ghd air.

DUAL VOLTAGE

Designed with your travel experience in mind, ghd flight+ includes a dual voltage functionality to always ensure you get powerful blow-dries wherever you are in the world. Simply turn the dual voltage key to the voltage relating to the country that you're styling in:

EU territories – 240V
US and China – 120V

240V
120V
DUAL VOLTAGE

IONIZER TECHNOLOGY

A new feature for Flight+, advanced ionic technology works to reduce frizz for beautifully smooth and shiny blow-dries.

The ionizer in ghd flight+ releases negative ions, which interact with the H2O molecules on your damp tresses, breaking them up into smaller particles.
ghd flight+ emits over 1 million ions/cm3

ADVANCED IONIC TECHNOLOGY

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

49% LIGHTER & 25% SMALLER

With its foldable, ergonomic design, ghd flight+ is 25% smaller and 49% lighter than a full sized dryer*, this makes it the ideal hair dryer for saving room when you travel. Simply fold the handle to make it even more compact and place it in the provided travel case to ensure your newest travel favourite is protected on the go.

49% LIGHTER*

*vs ghd air

SLEEK, SMOOTH, SHINY BLOW-DRIES

Thanks to a small yet powerful motor paired with a director nozzle, ghd flight+ not only offers a powerful blow-dry but also a sleek, smooth and shiny one. It has been designed and tested for women with all hair types allowing them to blow-dry their hair with or without a brush.

SLEEK
SMOOTH
SHINY

REDUCES FRIZZ & FLYAWAYS

With its new ionizer delivering over a million ions per cm3, your travel blow-dries will have reduced frizz and flyaways meaning your hair will have more smoothness and shine.

LESS
FRIZZ &
FLYAWAYS



FAST DRYING FOR ALL YOUR TRAVEL NEEDS

FOLDABLE DESIGN

ghd flight+'s foldable design allows you to pack your dryer in even the smallest weekend bag meaning even for the shortest trips your hair can still look great with ghd flight+.



TRAVEL FRIENDLY

Whether you are traveling locally or internationally, ghd flight+ features a dual voltage key allowing you to switch between 240V or 120V depending on your location. The same great results wherever you are.



EXCLUSIVE TRAVEL CASE

ghd flight+ is offered with an exclusive travel case so that your travel dryer is protected while traveling. Paired with an on trend branded 'GOOD HAIR DAY' strap it is fashionable and functional.



GHD CHRONOS CURVE



4 NEW PROFESSIONAL CURLERS UP TO 3X FASTER[1] HIGH-DEFINITION RESULTS FOR EASY, FRIZZ-FREE[2] CURLS THAT LAST ALL DAY[3]





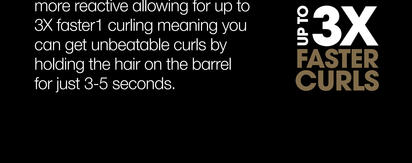
Featuring two tongs and two wands the ghd chronos curve range has been designed to allow you to create multiple styles on all hair types. With curl responsive technology for ultimate heat consistency off 185°C and no extreme heat damage.[6]

HD RESULTS

- frizz-free curls and waves[2]
- 50% more shine[4]
- Up to 50% smoother results[5]

In competitor curler set to 190°C. Lab test measuring time taken to form the same curl length (excluding max wand) 180-190°C for 26mm, 190°C for 32mm and conical. Lab test measuring time taken to form the same curl length. †Consumer testing, Jon Hall 24, 91% coverage of 73% of 60 consumers agree that ghd chronos curve makes quick, easy curls & waves. Technical test for 32mm and Jasmine Vs competitor curler set to 185°C. Lab test measuring time taken to form the same curl length. ‡Consumer testing, Jon Hall 24, 91% coverage of 73% of 60 consumers agree that ghd chronos curve makes quick, easy curls & waves on brunette hair, as naturally dried. Technical test in lab on frizzy hair measuring frizz reduction after curling vs naturally dried hair as measure of smoothness. §Dynamic heat damage is a fractional wet tensile strength reduction per cycle above 0.005, measured over at least 100 cycles on brown Caucasian hair (a "Strength Reduction"). ¶Consumer testing for 32mm and Conical, Jon Hall 24, 80% of 107 consumers agree that ghd chronos curve makes quick, easy curls & waves. Technical test for 32mm and Jasmine Vs competitor curler set to 185°C. Lab test measuring time taken to form the same curl length.

PRODUCT KNOWLEDGE



CURL-RESPONSIVE TECHNOLOGY

ghd chronos curve features curl-responsive technology, which utilizes an intelligent algorithm and latest generation heaters to dynamically adapt to your curling motions and your hairs needs optimizing the power level for ultimate heat consistency and quick, easy, curls & waves.[6]

CURL RESPONSIVE TECHNOLOGY

HD FRIZZ FREE CURLS

With Ultimate heat consistency of 185°C across the whole length of the barrel you can achieve HD frizz-free curls that last all day. ghd chronos curves curl responsive technology provides frizz-free curls and waves[3], 50% more shine[4] and up to 50% smoother results.[5]

HD FRIZZ FREE CURLS

UP TO 3X FASTER

ghd has optimized the curling and waving process with our curl responsive technology which is more reactive allowing for up to 3X faster1 curling meaning you can get unbeatable curls by holding the hair on the barrel for just 3-5 seconds.

UP TO 3X FASTER CURLS

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

NO EXTREME HEAT DAMAGE

Heat damage is a massive concern when curling but with ghd's curl responsive technology monitoring the optimum temperature with the ultimate consistency we can now style any hair type with no extreme heat damage[6], meaning you don't have to compromise the health of your hair when getting ready for the day.

NO EXTREME HEAT DAMAGE

50% MORE SHINE

Shine equals healthy looking hair so we shouldn't compromise. With the ultimate consistency of 185°C due to the curl responsive technology in the chronos curve range we are able seal the outside of the hair helping reflect even more light giving us 50% more shine.[4]

50% MORE SHINE

HD FRIZZ FREE CURLS

Sleek, shiny frizz free curls and waves[3] are easy to achieve with the chronos curve range, the professional anodized coating and curl responsive technology perfectly seal and polish the hair providing up to 50% smoother results.[5]

HD FRIZZ FREE CURLS

POWER COUPLE



CHRONOS CURVE + CURLY EVER AFTER CURL HOLD SPRAY

CHRONOS CURVE + CURLS GONE WILD TEXTURIZING SPRAY



CLASSIC TONG

DEFINED WAVES



GHD CHRONOS CURVE CLASSIC TONG IS RECOMMENDED FOR LONGER-LASTING, DEFINED WAVES.

The 28mm barrel makes it perfect for deeper crested waves and tighter more rounded curls. With the addition of the curling arm the classic tong allows you to be creative when styling and making it Ideal for all hair lengths.



GRAND TONG

VOLUMINOUS CURLS



GHD CHRONOS CURVE GRAND TONG IS RECOMMENDED FOR BOUNCY, VOLUMINOUS CURLS.

The 32mm barrel makes it ideal for fuller more wider styles providing a faux blow style easily while being perfectly paired with medium to longer hair lengths. The addition of the curling arm allows for better control and creativity.



CONICAL WAND

BEACH CURLS



GHD CHRONOS CURVE CONICAL WAND IS RECOMMENDED FOR GLOSSY, BEACH CURLS.

The 28-23mm oval form barrel makes it ideal for creating more textured styles on all lengths of hair while also being good for formed styles. The wand format makes conical wand easy to use even for first time stylers.



MAX WAND

LOOSE CURLS



GHD CHRONOS CURVE MAX WAND IS RECOMMENDED FOR SHINY, LOOSE WAVES.

The 38mm barrel makes it ideal for styling longer hair lengths with a lived in, barely there undone style. The wand format makes max wand easy to use even for first time stylers.

DEMONSTRATION
CLASSIC TONG

DEFINED WAVES





STEP 1

Place ghd chronos curve classic tong vertically into the root with the cool tip pointing upwards

STEP 2

Rotate the tong one full turn so that the hair is wrapped around fully and glide 2 inches down the hair





STEP 3

Unwind and repeat this technique until reaching the ends of the hair

WATCH THE VIDEO HERE >

DEMONSTRATION
GRAND TONG

VOLUMISING CURLS





STEP 1

Place ghd chronos curve grand tong horizontally into the hair

STEP 2

Flat wrap the hair around the barrel from root to tip





STEP 3

Hold for 3-5 seconds then release

WATCH THE VIDEO HERE >

DEMONSTRATION
CONICAL WAND

BEACH CURLS





STEP 1
Place ghd curve creative curl wand vertically into the root with the cool tip pointing downwards

STEP 2
Wrap the hair around the barrel of the wand, naturally twisting the hair as you wrap and hold for 3-5 seconds





STEP 3
Release the hair from the wand and hold in hand to cool before dropping

WATCH THE VIDEO HERE >

DEMONSTRATION
MAX WAND

LOOSE WAVES





STEP 1
Place ghd chronos curve max wand vertically into the root with the cool tip pointing downwards

STEP 2
Flat wrap the hair twice around the barrel





STEP 3
Move the wand back and forth on the section of hair to create texture, holding on the hair for 3-5 seconds

WATCH THE VIDEO HERE >

MENU >

GHD CURVE



GHD CURVE® TONGS & WANDS.



Our multi award winning, best in class curling range that creates gorgeous, healthy-looking curls that last with ultra-zone™ technology.

ultra-zone™ technology delivers ultimate styling results & ensures a completely consistent heat, resulting in gorgeous, even curls from just 5 seconds.

PRODUCT KNOWLEDGE



ULTRA-ZONE™ WITH PREDICTIVE TECHNOLOGY

Ultra-zone technology is embedded within each ghd curve tong & wand, monitoring the temperature as your curling to always ensure a consistent & even temperature of 185°C throughout the section forming shiny curls that last up tot 24 hours.



ULTRA-ZONE TECHNOLOGY

COOL TIP

All ghd tongs and wands come with a cool tip attached on the end for ease of use whilst styling. The cool tip allows you to hold the end of your tong or wand without any worry of touching the heated barrel; giving you balance, freedom & flexibility when curling and waving.

COOL TIP

OPTIMUM STYLING TEMPERATURE OF 185°C

ghd always works at the optimum styling temperature of 185°C, ensuring hair is kept in the best condition whilst heat styling. ghd's ultra-zone technology will maintain this temperature throughout, allowing you to style with heat in confidence.

OPTIMUM STYLING TEMPERATURE 185°C

HAIR RECOMMENDATION





QUICK RESULTS

ghd curve tongs & wands give quick results – curls and waves from just 5 seconds. We recommend holding finer hair types on the barrel for just 5 seconds and thicker hair types for up to 8 seconds, always ensuring perfect results.

QUICK RESULTS

80% MORE SHINE

Shine should never be compromised when styling & shaping the hair. Enhanced shine is guaranteed with all our curve range, this is down to our ultra-zone technology constantly monitoring & maintaining our optimum temperature of 185°C.

ENHANCED SHINE

UP TO 24 HOUR CURL HOLD

When ghd curve range is power-coupled with ghd curly ever after, curl hold spray, we can achieve up to a 24-hour curl hold, this means curls & waves will last all day through into the night. This power-couple is the perfect recommendation for clients who feel that their hair can drop and lose shape quickly.

24 UP TO HOUR CURL HOLD



SOFT CURL TONG



VOLUPTUOUS CURLS

ghd curve soft curl tong is recommended for creating those big, voluptuous, bouncy curls. It really is the perfect tong for those who desire that salon feel, bouncy blow dry look.

Due to it's larger barrel width of 32mm, soft curl tong is ideal for longer haired clients, making it easier to wrap the full length of the hair around the barrel. The arm on the tong is great for securing the ends of the hair in for perfectly polished & rounded curls.



CREATIVE CURL WAND

UNIQUE CONICAL SHAPE

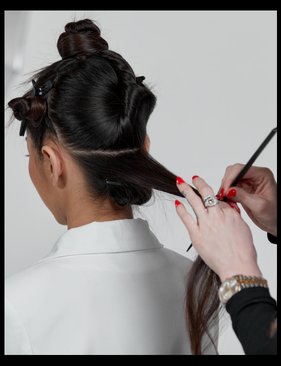


ghd curve creative curl wand is recommended for beachy textures & tousled waves. Thanks to it's unique conical shape, client's can get creative with this wand – curls will have more width when hair is curled around the base of the wand or curls will be tighter with more definition when wrapped towards the end of the wand. Creative curl wand is ideal for client's who desire an easy tool to use for curls and waves which last all day & night.

DEMONSTRATION
SOFT CURL TONG

FLAT WRAP SET





STEP 1
Place ghd soft curl tong horizontally into the hair at the root.

STEP 2
Flat wrap the hair around the barrel and hold with the arm down when the ends are on the heat. Hold for 5 - 8 seconds.





STEP 3
Release the curl and pin into a barrel curl.

WATCH THE VIDEO HERE >

DEMONSTRATION
CREATIVE CURL WAND

TWIST WRAP FORMED





STEP 1

Place ghd curve creative curl wand vertically into the root with the cool tip pointing downwards.

STEP 2

Wrap the hair around the barrel of the wand, naturally twisting the hair as you wrap and hold for 5-8 seconds.





STEP 3

Release the hair from the wand and pull the ends of the hair to make the waves pop.

WATCH THE VIDEO HERE >

MENU >

GHD THIN WAND



DEFINED AND EVEN CURLS.



ghd thin wand is the newest essential professional tool for defined and even curls.*

The smallest barrel in the curve range creates tight and defined curls. ghd thin wand is perfect for on trend natural looking curls, waves and textures all at the optimum styling temperature of 185°C.

*Consumer testing, 130 women, April 2021.

PRODUCT KNOWLEDGE



PTC HEATER

ghd thin wand features the ultra-compact and lightweight PTC heater technology. Chosen specifically for ghd's thin wand the heater features a built-in thermostat with a sensor that regulates the optimum styling temperature of 185°C.

PTC HEATER TECHNOLOGY

14MM NARROW BARREL

ghd thin wand has a 14mm thin barrel with advanced ceramic coating for defined and even curls for up to 24 hours. With trends showcasing natural curls for the past few seasons, the thin barrel is great for creating never seen before curls from ghd.

14 MM THIN BARREL

+38% LONGER BARREL*

ghd thin wand has a 38% longer barrel which is perfect for professional and consumers with long hair. Styling of thick, long hair and extensions can now be done in one section thanks to the longer barrel.

+38% LONGER BARREL

HAIR RECOMMENDATION



DEFINED AND EVEN CURLS

ghd thin wand is perfect for both professionals and consumers that are looking to define natural curls or transform straight hair. Due to the PTC heater technology ghd thin wand creates defined and natural curls from root to ends.

DEFINED CURLS 9/10 AGREE

24 HOUR CURL DEFINITION

Not only does ghd thin wand style at a lower and safer temperature of 185°C it also creates long lasting results with up to 24 hour curl definition. Perfect for professionals that demand quality and consumers who want their curls to last all day and night.

24 UP TO HOUR CURL DEFINITION

TIGHT CURLS FROM 3 SECONDS

Even with a smaller 14mm barrel ghd thin wand can transform straight hair into tight curls and trend led looks in as little as 3 seconds. Perfect for busy salons and recommending to clients that want to transform their look or define their natural curls quickly.

TIGHT CURLS FROM 3 SECONDS

WHO TO RECOMMEND GHD THIN WAND TO?





"The ghd thin wand is great for any hair length and curl type, even for super short hair. The consistent temperature creates curls that look healthy and bouncy. This is my new go-to tool for creating unique and head turning curls."

JANINE JENNINGS
ghd Head of Education UK and ROI



"This is the one product I have been waiting for from ghd. It's so great to see a thin wand on the market with a reliable temperature that I can trust to use on my curly clients! This new wand is perfect for enhancing that effortless natural texture my curly girls have and for creating amazing curls on straight or wavy hair."

PATRICK WILSON
ghd Creative Artist

STRAIGHT TO WAVY

Perfect for those looking to create a fresh, on trend look; think tight, defined curls which transform your look and last for days.

NATURALLY CURLY

Ideal for those days where your curls just don't behave, thin wand is the perfect tool to add extra definition and enhance natural curls.

TEXTURED

For those blessed with gorgeous, natural textures; thin wand is the perfect tool to enhance and define, all whilst respecting the health of the hair.

PERFECT FOR ALL HAIR TYPES



POWER COUPLE

THIN WAND + CURLY EVER AFTER CURL HOLD SPRAY

DEMONSTRATION

TIGHT DEFINED CURLS



STEP 1

Place ghd thin wand vertically into the root with the cool tip pointing downwards.

STEP 2

Wrap the hair around the barrel of thin wand, naturally twisting the hair as you wrap. Hold for 5-8 seconds.

STEP 3

Continue this technique throughout the hair, alternating the direction of each curl as you wrap.

WATCH THE VIDEO HERE >

MENU >

GHD WAVE



TRIPLE BARREL WAVER FOR QUICK & EASY LOOSE BEACH WAVES THAT LAST PERFECTLY ALL DAY WITH GHD ADVANCED TECHNOLOGY FOR NO EXTREME HEAT DAMAGE[1]



With ghd advanced technology, ghd wave ensures the optimum styling temperature of 185°C is maintained across the 3 barrels, so you can instantly create glamourous, consistent, smooth wave results with up to 30% more shine[2] and up to 2x less frizz.[3]

[1]Extreme heat damage is a fractional wet tensile strength reduction per cycle above 0.005, measured over at least 100 cycles on brown Caucasian hair (a "Strength Reduction"). [2]Technical test in a lab on brunette hair, measured vs. naturally dried hair. [3]Technical test in a lab on frizzy hair, vs. naturally dried hair.

PRODUCT KNOWLEDGE



GHD ADVANCED TECHNOLOGY

ghd advanced technology with dual temperature sensors is designed for a quicker heat-up time while self-regulating the temperature to consistently maintain the optimum styling temperature of 185°C for quick and easy waves from 3 seconds with 30% more shine.[2]

WITH GHD ADVANCED TECHNOLOGY

RE-DESIGNED ERGONOMIC BARRELS

For enhanced waving and a balanced experience ghd wave features re-designed ergonomic barrels combined with our professional anodised coating providing the optimum level of grip while creating waves with up to 2x less frizz.[3]

RE-DESIGNED ERGONOMIC BARRELS

185°C HEAT CONSISTENCY

Due to the consistency of the optimum styling temperature of 185°C across all barrels provided by the ghd advanced technology we are able to style with no extreme heat damage.[1]

OPTIMUM STYLING TEMPERATURE 185°C

[1]Extreme heat damage is a fractional wet tensile strength reduction per cycle above 0.005, measured over at least 100 cycles on brown Caucasian hair (a "Strength Reduction"). [2]Technical test in a lab on brunette hair, measured vs. naturally dried hair. [3]Technical test in a lab on frizzy hair, vs. naturally dried hair.

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

NO EXTREME HEAT DAMAGE

The combination of ghd advanced technology with dual temperature sensors and the consistent monitoring of the optimum styling temperature means we can style loose beach waves on all hair types without having to worry about heat damage!

NO EXTREME HEAT DAMAGE

2X LESS FRIZZ

ghd wave features re-designed ergonomic barrels with professional anodised coating, this allows for improved shaping when waving, laying the hair flatter and styling with up to 2x less frizz.[3]

2X LESS FRIZZ

UP TO 30% MORE SHINE

Consistent heat is the key to a shiny finish, ghd wave's optimum styling temperature and ghd advanced technology provide perfect heat monitoring while styling meaning you can create loose beach waves with 30% more shine.[2]

UP TO 30% MORE SHINE

[1]Extreme heat damage is a fractional wet tensile strength reduction per cycle above 0.005, measured over at least 100 cycles on brown Caucasian hair (a "Strength Reduction"). [2]Technical test in a lab on brunette hair, measured vs. naturally dried hair. [3]Technical test in a lab on frizzy hair, vs. naturally dried hair.

WHO TO RECOMMEND GHD WAVE TO?





"I've been eagerly anticipating the launch of the ghd wave! This highly sought-after style will now be even more accessible with an easy-to-use tool that embodies all the signature ghd features – enhanced shine, long-lasting results, and superior heat regulation for healthier hair. If you're looking for quick, on-trend textured results, ghd wave is the perfect tool for you."

DAFYDD THOMAS
ghd Global Head of Education



"ghd wave is finally here and it's the tools we've all been missing from our styling collection. Undone, textured 'just woke up like this" hair' has been a statement since the 90s and it isn't going anywhere. Now with the incredible ghd advanced technology and the optimum styling temperature, we can create this look with no extreme heat damage and achieve insane shine. I can't wait!"

RYAN STEEDMAN
ghd pro team and session stylist

TRIPLE BARREL WAVER FOR QUICK & EASY LOOSE BEACH WAVES THAT LAST PERFECTLY ALL DAY

BUSY MERMAID

ghd wave is the go-to tool for busy mermaids, allowing you to style quick and easy loose beach waves in as little as 3 seconds due to the ghd advanced technology, it's the perfect effortless styling tool allowing you to get back to the beach and get your tail in the water!

TOO CHIC FOR THE BEACH

Not all of us are destined for the beach life but with ghd wave you can style out a chic loose wave any day of the week, with the support of consistent temperature while styling your waves are always going to look shiny and expensive.



DAMAGE CONSCIENCE

Liquid waves are not just a trend they are a lifestyle and ghd wave is the ideal tool for sleek, shiny, healthy-looking waves. With no extreme heat damage', you can make sure you're always beach-ready!

POWER COUPLE



GHD WAVE + CURLS GONE WILD TEXTURIZING SPRAY

DEMONSTRATION

LOOSE BEACH WAVES





STEP 1

Place ghd wave parallel to the section

STEP 2

Hold for 3-8 seconds





STEP 3

Remove and replace aligning with the last crest

WATCH THE VIDEO HERE >

MENU >

GHD GLIDE



GHD'S FIRST PROFESSIONAL HOT BRUSH.



With dual action ceramic technology and ionizer, ghd glide maintains the optimum styling temperature of 185°C so you can style with heat in confidence.

Get smooth hair, quickly & effortlessly – ideal for fabulous second day styles!

PRODUCT KNOWLEDGE



CERAMIC TECHNOLOGY AND IONISER

ghd glide features dual ceramic heaters for even heat distribution and advanced ioniser technology to tame frizz and static — delivering smooth, sleek results every time.

CERAMIC TECH WITH IONISER

FRIZZ ELIMINATING IONS

ghd glide transforms hair in just a few strokes, its frizz-fighting ions, long bristles, and pearl ceramic coating work together to smooth static and add glossy glide.

FRIZZ ELIMINATING IONS

OPTIMUM STYLING TEMPERATURE OF 185°C

ghd always styles at the optimal 185°C, hot enough to hold your look all day, gentle enough to protect hair health, so you can style with confidence.

OPTIMUM STYLING TEMPERATURE 185°C

HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

QUICK RESULTS

ghd glide quickly smooths and tames hair in just one pass, perfect for rushed mornings and time-poor stylers. Its unique combination of long and short bristles allows for styling larger sections with sleek, polished results.

QUICK RESULTS

EFFORTLESS STYLING

Effortless styling starts with ghd glide, its sleek design makes it as easy as brushing, delivering straight, polished looks or soft, textured waves with minimal effort.

EFFORTLESS STYLING

SLEEKER, SMOOTHER & HEALTHIER-LOOKING HAIR

ghd glide's ceramic heaters, frizz-fighting ions, and pearl ceramic coating deliver sleeker, smoother, healthier-looking hair. No wonder it broke the internet!

SLEEKER SMOOTHER AND HEALTHIER-LOOKING HAIR

WHO TO RECOMMEND GHD GLIDE TO?





"Incredible for shaping your hair into a modern style really simply and quickly and an easy way to give a salon quality blow out look. Wonderful for soft volume, beautiful for sleek styling – It's simplicity makes it an incredible styling tool"

SARAH DIXON
ghd lead educator UK&I

PERFECT FOR EFFORTLESS, NEXT DAY STYLING

THE NEXT DAY STYLIST

For quick next-day touch-ups or maintaining a salon blowout, ghd glide is the go-to tool for keeping hair sleek and intact all week long.

THICK SAVVY STYLIST

Short on time? ghd glide smooths large sections in minutes, thanks to its dual bristles, so you can spend less time styling and more time snoozing.

THE SIMPLE STYLIST

ghd glide is perfect for low-effort styling, just brush for sleek locks and soft movement, no skills required.



POWER COUPLE

GLIDE + STRAIGHT ON STRAIGHT AND SMOOTH SPRAY

DEMONSTRATION

GLIDE SMOOTH





STEP 1

Place ghd glide diagonally into the hair, smoothing the roots.

STEP 2

Rotate the glide down and away from the head, then travel down towards the ends.





STEP 3

Continue smoothing the rest of the hair, travelling away from the face on both sides.

WATCH THE VIDEO HERE >

MENU >

GHD RISE



GHD'S FIRST VOLUMISING HOT BRUSH.



ghd's 1st volumising hot brush for 2x more volume from root to tip.*

Featuring ultra-zone technology for instant, effortless** and long-lasting results** with no extreme heat.

*Vs. naturally dried. **Consumer testing. 111 women, June 2019. Technical testing: *vs. naturally dried hair. Protocol: 2 units on 5 manikin heads per unit (20 measurements)

PRODUCT KNOWLEDGE



ULTRA-ZONE™ TECHNOLOGY

Ultra-zone™ technology responds to your hair and the way that you style, personalising power for you and your hair type, always ensuring a constant and even temperature of 185°C.



5MM NYLON BRISTLES

The 5mm bristles on ghd rise are made from high-quality nylon that have been crafted with a smooth finish ensuring an easy glide while helping get close contact to the root of the hair for maximum lift.



OPTIMUM STYLING TEMPERATURE OF 185°C

ghd tools always style at the optimal 185°C, they are hot enough to hold your look all day, yet gentle enough to protect hair health and prevent damage.



HAIR RECOMMENDATION



WATCH THE VIDEO HERE >

2X MORE VOLUME

The perfect recommendation for volume seekers, ghd rise gives 2x more volume to the hair when used alone and 2.5x more volume to the hair when power-coupled with ghd pick me up, root lift spray. The 5mm nylon bristles allow for close contact into the roots which create that lift.



ADDS BODY*

In consumer testing, 8 out of 10 women agreed that ghd rise added body to their hair, making it a great recommendation for your client's who desire fuller bodied hair with ease.



ADDS FULLNESS & BOUNCE*

In consumer testing, 8 out of 10 women agreed that ghd rise added fullness and bounce to their hair, making it a great recommendation for your client's who crave those bouncy, full tresses from the comfort of their own home.



WHO TO RECOMMEND GHD RISE TO?





"Most of my clients always come to me asking for more volume and the ghd rise is great as it's going to amp up the hair, giving it 2x more volume. So for me, ghd rise is the perfect tool to add volume, movement and width to any style I create"

CHRIS SOUTHERN
ghd Pro Team and Session Stylist

PERFECT FOR VOLUME & BODY SEEKERS

VOLUME SEEKERS

Perfect for volume lovers! First prep with Pick Me Up spray, wrap ghd rise behind the root, hold for 8 seconds, then gently tease while warm for lifted roots.

FAUX BLOW-DRY LOVERS

ghd rise is perfect for clients who want a bouncy blow-dry look at home, its bristles mimic the soft, airy finish of a professional blowout without the hassle.

BANGS & BARDOT FRINGES

ghd rise is ideal for styling bangs and Bardot fringes. Place underneath and glide up for volume, or flick back from the top to softly frame the face.

PICK ME UP
ROOT AND VOLUME SPRAY

DEMONSTRATION

LA RISE





STEP 1

Place ghd rise vertically into the hair, cool tip pointing up, and rotate 180°.

STEP 2

Glide down the hair 3 inches and unloop.





STEP 3

Continue this technique until you reach the ends of the hair.

WATCH THE VIDEO HERE >

MENU >

HEAT PROTECTION STYLING



INTRODUCING GHD HEATPROTECTION STYLING



Designed by ghd stylists & engineering heat experts – our collection of 18 essential styling products work in perfect symbiosis with ghd styling tools at the optimum temperature of 185°C, to maximise your heat styling for healthier-looking hair.

TREAT – ghd's new range of heat-activated treatments

STYLE – heat protection styling products that work in symbiosis with ghd tools.

EXTEND – extends styles created when heat styling



HEAT ACTIVATION



TREAT

Designed for wet hair our range of heat-activated leave-in treatments target particular hair concerns helping to repair, nourish, thicken and protect your hair. Using the heat of your styling tools to activate the products and their benefits, treat is the first step in your styling routine.

HEAT PROTECTION



STYLE

Providing added styling and protection benefits to wet or dry hair in your hair styling routine, the style range works in perfect symbiosis with your styling tools, increasing their styling capabilities while protecting your hair from the heat of your styling tools, this is the second step in your styling routine..

HEAT STYLE EXTENSION



EXTEND

Designed for dry hair post-styling the heat style extension range provides added support and style retention, helping extend the shine, smoothness and definition of the hair, making this the ideal final step in your styling routine.

HEAT ACTIVATION

TREAT

INTRODUCING HEAT ACTIVATION

Heat activation technology utilizes the power of direct heat from your ghd styling tools to enhance the long-lasting benefits of our advanced formulas.

HOW IT WORKS

1. APPLY TO WET HAIR



Hair cuticles are 50% more open when wet, so applying to wet hair will allow the product to penetrate the hair deeply, maximising its benefits instead of simply coating it.

2. ACTIVATE WITH HEAT



Hair cuticles are 50% more open when wet, so applying to wet hair will allow the product to penetrate the hair deeply, maximising its benefits instead of simply coating it.



REHAB

FINE HAIR THICKENER



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION

BIOPOLYMER:

Hair conditioning agent promotes hair density through hair growth.

SUPER NUTRIENT & CONDITIONING COMPLEX:

Provides conditioning for fine hair, and imparts gloss and shine, surrounding hair with a protective coating to help prevent future breakage.

PRODUCT KNOWLEDGE

A heat-activated leave-in thickening treatment, ghd rehab fine hair thickener's advanced lightweight formula increases the diameter of the hair strands for an instant strand thickening effect.

Activate with ghd duet blowdry for best results.

INCREASES DIAMETER OF STRANDS

HAIR RECOMMENDATION

ghd rehab fine hair thickener is the perfect product for anyone with fine or thin hair, it helps by plumping the strands for instantly fuller hair all while maintaining great hair condition for healthier-feeling hair[3]

INSTANTLY FULLER HAIR

DEMONSTRATION

Shake well, depending on hair length and texture, spritz generously to towel-dried hair by misting the product through the mid-lengths & ends, comb through then activate by drying and styling with the heat of your ghd tools.

MISTED LAYERS

1 Vs naturally dried fine hair
2 Consumer testing, Sep'23, 77% of 97 women agreed ghd rehab makes hair instantly thicker-feeling and 80% agreed it makes hair instantly fuller-feeling, vs before using rehab and heat styling.
3 Consumer testing, Sep'23, 72% of 97 women agreed ghd rehab creates healthier-feeling hair, vs before using rehab and heat styling.

REHAB
DRY HAIR NOURISHER



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION

SUPER NUTRIENT & CONDITIONING COMPLEX:
Provides conditioning for fine hair, and imparts gloss and shine, surrounding hair with a protective coating to help prevent future breakage.

PROVITAMIN B5
Attracts and holds moisture on the hair, providing a soft hydrated feel.

PRODUCT KNOWLEDGE
A heat-activated leave-in moisturising treatment, ghd rehab dry hair nourisher deeply nourishes dry and frizzy hair for a softer, smoother & moisturised feeling providing 3x less frizz.

Activate with ghd duet style for best results.

3X LESS FRIZZ

HAIR RECOMMENDATION
ghd rehab dry hair nourisher is ideal for anyone looking for that extra burst of moisture when styling their hair, The nourishing formula penetrates deep into the hair with the help of your ghd styling tools for instantly smoother hair.

INSTANTLY SMOOTHER HAIR

DEMONSTRATION
Shake well, depending on hair length and texture, apply 2-4 pumps to towel-dried hair by twisting the product through the mid-lengths & ends, comb through then activate by drying and styling with the heat of your ghd tools.

TWISTED SATURATION

1 Frizz lab test using ghd rehab with ghd duet style vs naturally-dried hair
2 Consumer testing, Sep'23. 85% of 114 consumers agree ghd rehab makes hair feel smoother, 83% agree makes hair feel softer and vs before heat styling and using rehab.
3 Consumer testing, Sep'23. 71% of 114 consumers agree ghd rehab gives long-lasting moisturisation and 81% agree it gives healthier-feeling hair, vs before heat styling and using rehab.

REHAB

SPLIT END SEALER



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION

SUPER NUTRIENT & CONDITIONING COMPLEX:

Provides conditioning for fine hair, and imparts gloss and shine, surrounding hair with a protective coating to help prevent future breakage.

THERMO-MARINE BONDING SYSTEM™:

(Red seaweed extract) rich in carrageenan and antioxidant molecules. Will smooth cuticles of the hair fibre, ideal for hair care treatments dedicated to damaged hair.

PRODUCT KNOWLEDGE

A heat-activated leave-in split-end treatment, ghd rehab split end sealer protects the integrity of your hair by sealing hair cuticles for instant transformative results on damaged hair with brittle ends, sealing split ends for up to 10 washes.

Dry with ghd helios, then activate with ghd chronos for best results.

SEALS SPLIT ENDS FOR UP TO 10 WASHES

HAIR RECOMMENDATION

ghd rehab split end sealer is the perfect product for anyone looking for nourished, stronger, and healthier-feeling hair and to noticeably seal their split ends. Due to its conditioning and end-sealing effects, split-end sealer is Ideal for anyone looking hold on to their ends.

INSTANTLY STRONGER & HEALTHIER FEELING HAIR

DEMONSTRATION

Shake well, depending on hair length and texture, apply 1-2 coin-size amount to towel-dried hair by twisting the product through the mid lengths & ends, comb through then activate by drying and styling with the heat of your ghd tools.

TWISTED SATURATION

1 vs. untreated hair
2 Consumer testing, 110 women, Aug'16.

HEAT PROTECTION

STYLE

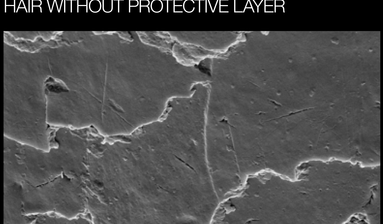
INTRODUCING HEAT PROTECTION

Our lightweight, invisible shield protects hair from heat damage. Protection polymers and conditioning agents prevent cuticle lifting and enhance smoothness. Our highest concentration of heat protection within the bodyguard range create a thermal protective layer increasing glide of your styling tool and surface shine.

THE SCIENCE

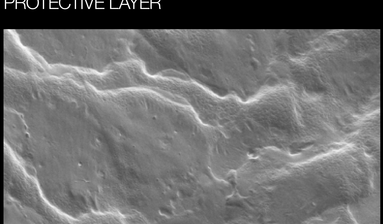
The right electron microscope image shows virgin hair with significantly smoother strands than the left, despite equal heat treatment. This is due to the ghd heat protection system, which forms an invisible thermal barrier, enhancing shine and smoothness.

BEFORE
HAIR WITHOUT PROTECTIVE LAYER



ONE PASS OF A STYLER AT 185°C

AFTER
HAIR WITH BODYGUARD THERMAL PROTECTIVE LAYER



ONE PASS OF A STYLER AT 185°C



BODYGUARD HEAT PROTECT SPRAY

FOR ALL HAIR TYPES



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

BARRIER COMPLEX:
An advanced copolymer made with Hydrolyzed Wheat Protein which crosslinks on drying to form a conditioning and protective network over the hair to help provide thermal protection.

THERMAL SHIELD COMPLEX:
Helps protect hair from heat whilst improving the condition of the hair cuticle after heat styling, giving better and improved smoothness.

PRODUCT KNOWLEDGE

Bodyguard for all hair types utilizes a two-fold action of protecting polymers and conditioning agents to protect hair from heat damage up to 230°C, preventing cuticle lifting by improving the smoothness of the hair surface, ensuring sleek and smooth locks every time. Power couple with your ghd styler for unbeatable styling results.

HEAT PROTECTION SYSTEM

HAIR RECOMMENDATION

All hair types will benefit from the thermal protective layer inside our Bodyguard spray, Providing a lightweight invisible shield to help protect from all types of heat styling this fragrant heat protector is an everyday staple.

THERMAL PROTECTIVE LAYER

DEMONSTRATION

Separate the hair in horizontal layers starting at the nape. Apply 2-3 pumps of ghd bodyguard from a products distance from the hair. Continue working up in layers to create an even distribution of product through the hair. Brush through and style as normal using your favourite ghd tool.

MISTED LAYERS

BODYGUARD HEAT PROTECT SPRAY

FOR COLOURED HAIR



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

UV FILTER:
Strong UVB absorber. Minimising oxidation of melanin and amino acids in the hair, protecting from colour fading and yellowing.

CONDITIONING COMPLEX:
a combination of conditioning agents and moisturising actives to provide detangling, softness and smoothness to hair.

PRODUCT KNOWLEDGE

Protecting colour-treated hair from heat damage up to 230˚C ghd bodyguard for Coloured hair is formulated with a UV filter to help protect hair colour, The UV filter provides 2X more colour protection** while preventing Fade and discolouration. Making sure your colour has long-lasting vibrancy and enhanced shine. Power couple with your ghd styler for ultimate vibrant results.

PROTECTS AGAINST COLOUR FADE

HAIR RECOMMENDATION

One of the key aspects of making hair colour look its best is keeping it vibrant in between colouring sessions, using ghd bodyguard with colour protection not only protects coloured hair against heat damage but also with our UV protection now provides 2X more colour protection** when out in the sun!

UP TO 2X MORE COLOUR PROTECTION**

DEMONSTRATION

Separate the hair in horizontal layers starting at the nape. Apply 2-3 pumps of ghd bodyguard from 30cm distance from the hair. Continue working up in layers to create an even distribution of product through the hair. Brush through and style as normal using your favourite ghd tool.

MISTED LAYERS

*Consumer testing, 101 women, April 20. *vs naturally dried hair.
**Vs market leading product. Technical test completed on coloured tresses

BODYGUARD HEAT PROTECT SPRAY

FOR FINE AND THIN HAIR



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

BOND MULTIPLIER TECHNOLOGY:
Small molecule product that is designed to strengthen hair from inside the fibre by penetrating deep into the cortex and creating new hydrogen and ionic bonds that support the internal keratin structure

THICKENING TECHNOLOGY:
natural extract from microalgae from the Tahitian sea preventing hair loss, improving volume, and making hair stronger, healthier, and more vital.

PRODUCT KNOWLEDGE

Bodyguard for fine & thin hair has been developed to protect fragile finer hair from heat damage up to 230˚C while not weighing it down, Formulated with a bond-building technology designed to strengthen and repair the internal hair structure and a thickening element to increase the diameter of each hair strand*. Power couple with your ghd styler for ultimate fuller results.

BOND-BUILDING TECHNOLOGY

HAIR RECOMMENDATION

Keep fine and thin hair protected from heat damage while also helping to improve the fullness of your hair by plumping up and increasing the diameter of each strand providing fuller feeling hair and enhancing the hair's natural volume.

FULLER-FEELING HAIR

DEMONSTRATION

Separate the hair in horizontal layers starting at the nape. Apply 2-3 pumps of ghd bodyguard from a distance from the hair. Continue working up in layers to create an even distribution of product through the hair. Brush through and style as normal using your favourite ghd tool.

MISTED LAYERS

*Consumer testing, 101 women, April 20. *vs naturally dried hair.
**Vs market leading product. Technical test completed on coloured tresses

REHAB

ADVANCED SPLIT END THERAPY



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

SUPER NUTRIENT & CONDITIONING COMPLEX:

Provides conditioning for damaged hair, and imparts gloss and shine, surrounding hair with a protective coating to help prevent future breakage.

THERMO-MARINE BONDING SYSTEM™:

(Red seaweed extract) rich in carrageenan and antioxidant molecules. Will smooth cuticles of the hair fibre, ideal for hair care treatments dedicated to damaged hair.

PRODUCT KNOWLEDGE

Seal split ends for up to ten washes** with the ghd rehab - advanced split end therapy, featuring the ghd heat protection system. A nourishing hair treatment activated by the heat of your styling tools, ghd rehab protects the integrity of your hair by sealing hair cuticles for sleeker, smoother, shinier results.* Power couple with ghd Chronos and ghd Helios for best results.

SEALS SPLIT ENDS FOR UP TO 10 WASHES

HAIR RECOMMENDATION

Rehab is the perfect product for anyone looking for healthier hair and to noticeably seal their split ends. Due to the conditioning effects, any hair type will feel nourished and stronger, providing a silky result with damaged ends noticeably reduced. Ideal for anyone looking to grow their hair!

NOURISHED & STRONGER 10/10 AGREE

DEMONSTRATION

Separate wet hair into 6 sections. Apply a small amount of ghd Rehab into the palm of your hands and massage together. Starting at the mid lengths of the hair twist the hair between your fingers gliding down the section as you twist. Twisted saturation allows the product to saturate through the large section of hair, coating each strand.

TWISTED SATURATION

SLEEK TALKER

WET TO SLEEK STYLING OIL



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

ANTIOXIDANT-RICH ARGAN OIL:

Argan oil is full of fatty acids, mainly oleic acid and linoleic acid. These oils have been shown to lubricate the hair shaft and help your hair maintain moisture.

PROSILICONE BLEND:

Professionally blended formula of small and larger silicones. These allow a better application and makes the formula more lightweight. Also, the blend forms a shiny coat on the hair and stops the cuticles from snapping off.

PRODUCT KNOWLEDGE

Sleek talker – wet to sleek styling oil is formulated with the ghd heat protection system while enriching hair for a beautifully sleek and glossy finish, maximised style longevity and professional results for up to 72hrs of hair softness and smoothness*, +25% longer-lasting frizz control** and 4X more hair alignment* Power couple with ghd duet style.

HEAT PROTECTION SYSTEM

HAIR RECOMMENDATION

ghd sleek talker is the perfect hydrating styling oil for all hair types especially those needing a little more hydration and up to 72 hours of softness and smoothness. Ideal to apply on wet hair for maximum heat protection while also perfect to apply on dry hair for frizz reduction and smoothness.

UP TO 72 HRS SOFTNESS & SMOOTHNESS

DEMONSTRATION

Separate wet hair into 6 sections. Apply a 2-3 pumps of ghd sleek talker into the palm of your hands and massage together. Starting at the mid lengths of the hair twist the hair between your fingers gliding down the section as you twist. Twisted saturation allows the product to saturate through the large section of hair, coating each strand.

TWISTED SATURATION

STRAIGHT ON

STRAIGHT AND SMOOTH SPRAY



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

PROVITAMIN B5: Attracts and holds moisture on the hair, providing a soft hydrated feel.

SMOOTHING FLUID: Helps impart ultra-shine with smoothing and conditioning benefits.

PRODUCT KNOWLEDGE

Maximise your heat styling routine with ghd straight on - straight and smooth spray for a super sleek finish and healthy-looking results. This lightweight, invisible feel spray instantly smooths hair*. Delivering straight hair until the next day and up to 3X less frizz when power coupled with ghd max.*

UP TO 3X LESS FRIZZ

HAIR RECOMMENDATION

Providing a lightweight invisible feel while giving straight hair until the next day when paired with your ghd styler, ghd straight on is perfect for anyone looking for long-lasting glass straight hair, helping create less frizz and seal in your style,

STRAIGHT HAIR UNTIL THE NEXT DAY 7/10 AGREE

DEMONSTRATION

Separate the hair in horizontal layers starting at the nape. Apply 2-3 pumps of ghd straight on from a products distance from the hair. Continue working up in layers to create an even distribution of product through the hair Brush through and style as normal using your favourite ghd tool.

MISTED LAYERS

*Consumer testing, 101 women, April 20

PICK ME UP

ROOT LIFT SPRAY



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

VOLUMISING COMPLEX: (Rice amino acids, date extracts, radish roots) maximises volume & curl retention.

PROVITAMIN B5: Attracts and holds moisture on the hair, providing a soft hydrated feel.

PRODUCT KNOWLEDGE

Achieve professional-level volume and root lift with ghd pick me up - root lift spray. Give your heat styling a boost with heat protection and long-lasting lift and body, with a lightweight and invisible feel, suitable for all hair types for root to tip volume. ghd pick me up will elevate your style for 2.5X more volume when power coupled with ghd rise.

2.5X MORE VOLUME

HAIR RECOMMENDATION

Designed for professional-level volume, ghd pick me up is the ideal product for creating instant root lift while also providing hold and volume through mid-lengths and ends. Hair looks and feels fuller making it the perfect product for any volume seeker.

INSTANT ROOT LIFT 7/10 AGREE

DEMONSTRATION

Apply the product with the spray applicator close to the root until the hair is saturated and beads of product form on the surface. Bring the spray away from the hair to create a light mist through the ends for the perfect mix of hold and texture. Dry in the product and then style using your chosen tool.

ROOT STRETCH

*Consumer testing, 101 women, April 20

VOLUME FOREVER

VOLUMISING BLOWDRY CREAM



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

ABYSSINIAN OIL: rich in antioxidants and vitamins such as Vitamin A, Vitamin B1, Vitamin B2, Vitamin B6, Vitamin C, Vitamin E, proteins and minerals which all promote healthier hair.

PRODUCT KNOWLEDGE

Amplify your blow-dry with new ghd Volume Forever – volumizing Blow dry cream which features the ghd heat protection system, while the advanced formula thickens and plumps hair while creating smooth, tangle freestyles and paired with ghd Duet blow-dry provides up to 4X more Volume*

UP TO 4X MORE VOLUME*

HAIR RECOMMENDATION

Ideal for any volume seeker looking for a full blowdry finish, volume forever's cream formula will allow for easy glide and tangle free styling while thickening and plumping the hair for 24 hour long-lasting results, impactful body, shape and bounce with a natural finish.

24 HOUR LONG-LASTING RESULTS

DEMONSTRATION

Separate wet hair into 6 sections. Apply a small amount of ghd volume forever into the palm of your hands and massage together. Starting at the mid lengths of the hair twist the hair between your fingers gliding down the section as you twist. Twisted saturation allows the product to saturate through the large section of hair, coating each strand.

TWISTED SATURATION

*Consumer testing, 101 women, April 20

BODY GOALS

TOTAL VOLUME FOAM



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

VOLUMISING COMPLEX:
(Rice amino acids, date extracts, radish roots) maximises volume & curl retention.

HYDRATING ACTIVE:
(Betaine) Increases the water retention capacity of hair fibers and helps reduce hair frizz.

PRODUCT KNOWLEDGE

Unlock professional level volume with ghd body goals - total volume foam, a lightweight foam designed to maximise the results of heat styling tools, plumping the hair fibre for maximum body and fullness. power couple with the ghd Helios hair dryer for 24 volume hold.*

24HR VOLUME HOLD

HAIR RECOMMENDATION

Searching for body? ghd body goals plumps up the hair giving support to your blowdry. It's the perfect product for anyone seeking hold and body throughout their hair, it's great for shorter hair to give structure and also perfect for long hair to support the shape.

FULLER BODY
8/10 AGREE

DEMONSTRATION

Getting the perfect application of product is key for the perfect blow-dry. Apply ghd body goals to a detangling comb and comb through in sections working from root to tips. The comb through allows for saturation at the root for ultimate body and light coating at the ends.

COMB THROUGH

*Consumer testing, 101 women, April 20

CURLS GONE WILD

CURL TEXTURIZING SPRAY



WHAT'S INSIDE

CONTAINS GHD HEAT PROTECTION SYSTEM

LUVISKOL PLUS:
Styling agent delivering 24h volume hold.

STYLING COMPLEX:
Provides strong curl hold and texture through a mixture of carefully chosen lightweight styling ingredients.

PRODUCT KNOWLEDGE

Texturize curls and waves with ghd curls gone wild – curl texturizing spray. Containing the ghd heat protection system and designed as a 2-in-1 prep and finisher it is the ideal product to create a buildable tousled texture which is dry to the touch. Power couple with ghd wave for ultimate loose beach waves.

2 IN 1 PREP & FINISHER

HAIR RECOMMENDATION

Ideal for creating long-lasting texture in all hair types, ghd curls gone wild is the perfect product for keeping curls and waves looking perfectly imperfect for longer. Ideal for all our beach babes!

ADDS LONG-LASTING TEXTURE

DEMONSTRATION

When applying ghd curls gone wild in misted layers, spray the product over dry hair before styling layer by layer to get even coverage, to add more texture once styled spritz through and dress as desired.

MISTED LAYERS

HEAT STYLE EXTENSION

EXTEND

DRAMATIC ENDING

SMOOTH AND FINISH SERUM



WHAT'S INSIDE

SMOOTH CONDITIONERS: Leaves hair with dry, silky and non-greasy feel without build up. Gives shine and high conditioning effect on hair.

PRODUCT KNOWLEDGE

For a professional-level finish, discover ghd dramatic ending – smooth and finish serum. This lightweight serum helps to eliminate frizz and instantly smooths hair* Delivering a defined, healthy-looking finish while maximizing the finish achieved with heated styling tools and adding an extra boost of shine.*

LIGHTWEIGHT SERUM

HAIR RECOMMENDATION

A lightweight yet rich serum instantly smooths over any style while not weighing it down. The texture of the product allows you to finish any style especially glossy formed waves with just a few drops while also helping to hide any dryer ends and flyaways.

INSTANTLY SMOOTHS 9/10 AGREE

DEMONSTRATION

Instantly smooth the hair and add shine with ghd smooth and finish serum. Pump a small amount into the palm of your hand applying at certain areas of the hair to tamefly-always and achieve a smooth finish.

PRECISION PLACEMENT

*Consumer testing, 101 women, April 20

SHINY EVER AFTER

FINAL SHINE SPRAY



WHAT'S INSIDE

SMOOTH CONDITIONERS: Leaves hair with dry, silky and non-greasy feel without build up. Gives shine and high conditioning effect on hair.

PRODUCT KNOWLEDGE

For a professional-level finish, discover ghd dramatic ending – smooth and finish serum. This lightweight serum helps to eliminate frizz and instantly smooths hair* Delivering a defined, healthy-looking finish while maximizing the finish achieved with heated styling tools and adding an extra boost of shine.*

LIGHTWEIGHT SERUM

HAIR RECOMMENDATION

A lightweight yet rich serum instantly smooths over any style while not weighing it down. The texture of the product allows you to finish any style especially glossy formed waves with just a few drops while also helping to hide any dryer ends and flyaways.

INSTANTLY SMOOTHS 9/10 AGREE

DEMONSTRATION

Instantly smooth the hair and add shine with ghd smooth and finish serum. Pump a small amount into the palm of your hand applying at certain areas of the hair to tamefly-always and achieve a smooth finish.

PRECISION PLACEMENT

*Consumer testing, 101 women, April 20

PERFECT ENDING

FINAL FIX HAIRSPRAY



WHAT'S INSIDE

FIXING POLYMER BLEND: contains a hair fixative designed especially for hairsprays that deliver flexibility with long-lasting hold performance. Provides a strong, flexible hold with memory (durable hold) that is required for dynamic hairstyles.

HUMIDITY RESISTANCE TECHNOLOGY: hair fixative that offers market-leading stiffness and unprecedented high humidity curl retention properties.

PRODUCT KNOWLEDGE

Finish your style with ghd perfect ending - final fix hairspray to keep your look locked in place. This fast-drying spray has a soft-touch feel but gives hold,* keeping your finished style in place all day. Whether you've styled bouncy curls, loose waves or a sleek straight, use ghd perfect ending for long-lasting definition and reduced flyaways.*

FAST DRYING
9/10 AGREE

HAIR RECOMMENDATION

Give hold and style retention to any look, perfect for any hair type while reducing flyaways and creating humidity resistance. Hold your curls in place, support that perfect quiff or even hide over those static hairs, it really is the perfect ending.

REDUCES FLYAWAYS
9/10 AGREE

DEMONSTRATION

ghd perfect ending gives the perfect instant hold. For more of a workable finish apply to a brush first. This allows you to style the hair and seal the look at the same time creating a soft, touchable hold.

STYLE SEAL

*Consumer testing, 101 women, April 20

MENU >

GHD BRUSH & COMB COLLECTION



AMPLIFY YOUR STYLE WITH OUR BRUSHES



Because you care about your hair, you deserve a range of brushes that will help style and maintain your look. **The ghd brush and comb collection** has it all, from a wide-tooth comb to a ceramic vented radial brush – each has a role to play and we know how important that is. Used in salons, our professional selection offers everything you need to create an array of stunning styles while respecting your hair. Refuse to settle for anything less.

PRODUCT KNOWLEDGE



PADDLE BRUSH & OVAL DRESSING BRUSH

OUR HEROES



Fast and effective styling on mid to long hair. Use the all-rounder paddle brush to detangle without generating static; create straight and sleek blow-dries; and smooth hair into ponytails and updos.



the dresser oval dressing brush, our best ever professional brush that grooms hair from the root for luxurious dressed out styles and an ultra-glam finish. Featuring anti-static nylon bristles that penetrate hair even deeper and allow extra grip to give you the perfect dressed out finish to any look.

GHD BRUSH & COMB COLLECTION

OUR PRO RANGE



THE ALL ROUNDER
PADDLE BRUSH

With a broad flat base, perfect for blow-drying large sections of hair.

THE DRESSER
OVAL DRESSING BRUSH

A classic grooming brush with anti-static nylon bristles.

THE MINI ALL-ROUNDER
MINI PADDLE BRUSH

With a professional design, soft touch and non-slip handle.

THE BLOW DRYER
CERAMIC RADIAL

Round ceramic brush available in 4 sizes.

25mm / 35mm / 45mm / 55mm

THE SMOOTHER
NATURAL BRISTLE RADIAL

With natural bristles and 35mm diameter barrel for controlled styling.

THE FINAL TOUCH
DRESSING BRUSH

Kinder-to-hair backcombing and the finishing touch for any style.

THE COMB OUT
DETANGLING COMB

Perfect for gently detangling damp hair and dressing out.

THE SECTIONER
TAIL COMB

Great for backcombing and sectioning.

MENU >