

# function of you

Grace Cain tests out the CUSTOMISABLE haircare brand that's got the WHOLE INTERNET TALKING

If the beauty industry in 2018 could be drilled down to one major trend, it would undoubtedly be the rise of customisation. In an online world of endless choice where every aspect of our lives can be tailored with a click of a button, it's about time a one-size-fits-all beauty industry expanded its horizons.

Leading the charge against homogeneity is Function of Beauty, the much-hyped Stateside haircare brand that allows you to create your very own shampoo and conditioner – right down to the colour, the fragrance and the name on the bottle.

Keen to discover for myself if the internet's excitement over Function of Beauty was justified, I headed to their pastel-hued website to take the hair quiz and create my very own shampoo/conditioner team.

The process itself is very simple, and doesn't take much longer than 10 minutes. The first step is to build your unique 'hair profile', which involves categorising yourself within three elements; hair type, hair structure and scalp moisture.

For me, this was all elementary, but it is worth noting that my hair is fairly low maintenance; a short bob, quite thick, a little wavy, a victim of half a lifetime of hair-straightener crime, but still a stranger to colours or dyes. I wonder if someone with hair that might not fit as neatly into one of three categories might find this part more difficult.

After hovering for a while in a state of uncertainty, I settled on five fairly general 'hair goals'; replenish hair, volumise, strengthen, hydrate and nourish roots. Other options include oil control, anti-frizz, anti-aging and

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colour protection, so answer according to your hair type and the results you want to achieve.

The final stage is to pick your favourite colour (I went for green), and choose a fragrance from a humorously named selection. While Function of Beauty suggest that 'feeling (f)ineapple' (a summer-ready concoction of pineapple and coconut) is the most popular choice, I decided on 'musk-have', a combination of cedarwood

and violet that I thought sounded quite luxurious. There is also the option to go '(f)ragrance (f)ree', but as this still has the smell of the actual ingredients, Function of Beauty recommends their 100% essential oil blend 'all(you)calyptus' for those who prefer a completely natural scent.

It took two weeks for my creation to make its way over the Atlantic and into my bathroom, and arrived with a summary of my handmade formula.

It's now been three weeks since I started using 'Function of Grace' (sounds good, right?) and honestly my hair has not felt (or looked) this good since my pre-teen years. As well as feeling much softer and more buoyant, it has a shine that I thought a decade of heat damage had dulled for good.

I have become a shampoo snob, unable to see myself going back to any off-the-shelf brand, and bullying friends into giving Function of Beauty a try. I have seen the future of haircare, and this time – it's personal. *Shampoo & Conditioner from £29, [functionofbeauty.com](http://functionofbeauty.com)*