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Sheree's tips for fabulous hair

#### BLONDE BOMBSHELL

Maintain your natural blonde color with the Brightening Blonde shampoo and conditioner, LaDove Funsch says.

#### FIGHTING FRIZZ

After shampoo and conditioner, LaDove Funsch recommends the Diamond Dust leave-in cream to fight frizz, and the label.m smoothing cream as a styler.

#### PREVENTION PLAN

The Therapy line is best for preventing sun and water damage, Funsch says.



## Hair Today

*label.m shines with new hair care ideas*

Written by ALLISON LEWIS

Ten years ago, label.m was launched in Europe as a hair product brand targeted for hairdressers and salons. Fast forward, to Spring 2015, where label.m launched in the United States. Under the direction of chemist and entrepreneur Sheree LaDove Funsch, the company now has roots in South Florida.

What makes label.m so different from other hair products is its natural ingredients and what LaDove Funsch calls "affordable luxury."

"One thing about the [label.m] products is, there's a natural ingredient story, or ingredients that are patented to us," LaDove Funsch said. label.m strives to use as many organic elements as possible in product formulas.

She finds inspiration everywhere, and this is exemplified in label.m's wide range of hair products.

"I got to know this particular Hawaiian pineapple—a white pineapple. It has an enzyme that naturally brightens your hair. ... The white pineapple enzyme is what makes your blonde brighter," LaDove Funsch said. This enzyme is one of the ingredients used in the Brightening Blonde series by label.m.

Another example is the Diamond Dust collec-

tion, one of label.m's most popular product groups.

"We were in Antwerp, Belgium, at a beautiful diamond cutting facility. As they're cutting these diamonds, I was watching all the dust just falling to the floor ... I'm watching how the dust is radiating and sparkling. I was like, 'I want to take some of this back to the lab,'" she said.

LaDove Funsch took some dust home and Diamond Dust, a line of hair products that adds extra shine and protects hair from heat, was born.

"My favorite product to develop was Diamond Dust because being over in Antwerp and seeing the diamonds and having this inspiration to take that dust ... Being able to make that come to life was really exciting," LaDove Funsch said.

The chemist splits her time in London, California, New Jersey, and of course, South Florida. label.m's American manufacturing facility is based in Miami.

"Our manufacturing facility where we're making all the products is the only certified organic manufacturing facility in the country that can make professional salon products," she said.

The label.m brand is available in salons and online at [labelmusa.com](http://labelmusa.com).

