

One-Step Glam

Dyson Airwrap



Joe Lingeman for TIME

“Dyson engineers always start with a problem,” says Sam Bernard, global director of the company’s personal-care division. In this case, the problem was the irreparable hair damage caused by curling irons and other hot styling tools. Dyson’s solution? Use its prowess in air technology to create a single tool, the \$549.99 Airwrap, that dries and styles hair at once, no twisting or heating required. The Airwrap uses the powerful Dyson digital motor V9 to “vacuum” sections of hair, and low heat to create waves or curls. “Before the Airwrap,

consumers just accepted that in order to create the style they wanted, they would need to damage their hair with extreme heat,” Bernard says. “Since the introduction of our products, they have a choice in the matter.” —Cady Lang

Buy now: [Dyson Airwrap](#)

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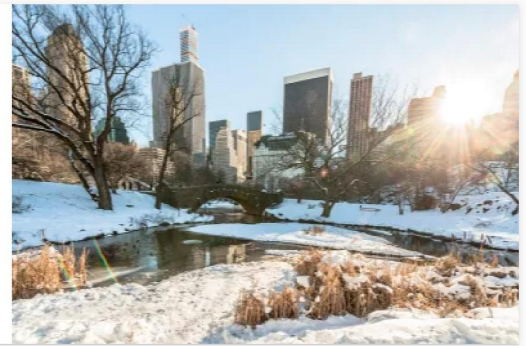
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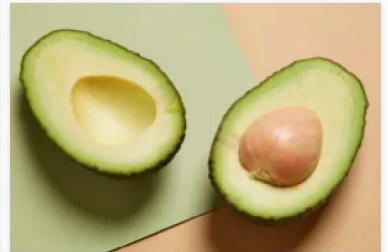
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