

YB Loves: The \$14 Pro Hair Care Line

Alexandra Perron

Editor

May 28, 2015

 Follow



Each day the editors of Yahoo Beauty are sharing one noteworthy product we feel should be on your radar. From the latest and greatest items that land on our desks to indie products with a cool backstory to the old standbys that have earned a permanent place on our vanities, trust us: you'll want to check them out.

A good hair day doesn't always need to cost a fortune. **Verb**, a professional hair care line started by Michael Portman and Jayson Rappaport in Austin, Texas, is all about offering high-quality, unisex styling products that are free from sulfates, parabens, and gluten. Oh, and did I mention that every product in the line is priced at \$14? Yeah. Pretty good.

The line includes a shampoo and conditioner as well as ten additional styling products. Personally, I'm a fan of the **Volume Spray**, it gives my limp locks a boost — even on days when I let my hair air dry (which is almost everyday now that the weather is heating up). I'm also sold on the **Dry Shampoo**. The super fine formula doesn't leave any white residue behind in your hair and the packaging (which helps you to target the product right at your roots) gets a gold star in my book.

Verb is available at verbproducts.com.

Direct Link: <https://www.yahoo.com/beauty/yb-loves-the-14-pro-hair-care-line-119967360003.html>