

CLARA launches 'Beat the Heat' campaign to help protect hair from summer damage

LONDON, UNITED KINGDOM, August 6, 2026

/EINPresswire.com/ -- Summer brings sunshine and holidays, but it's also one of the most damaging seasons for hair. UV exposure, humidity, chlorine, salt water and extra heat styling strip moisture from strands, leaving them dry and frizzy. SPF is a skincare staple, yet hair protection is often forgotten. As consumers embrace preventative beauty, experts urge the same for hair, with a routine built around hydration, heat protection and frizz control.

To help, award-winning hair brand Clara has launched its 'Beat the Heat' campaign, a practical guide with expert advice and a curated edit of essentials for tackling humidity, taming flyaways and preventing dryness this 2026 UK summer.

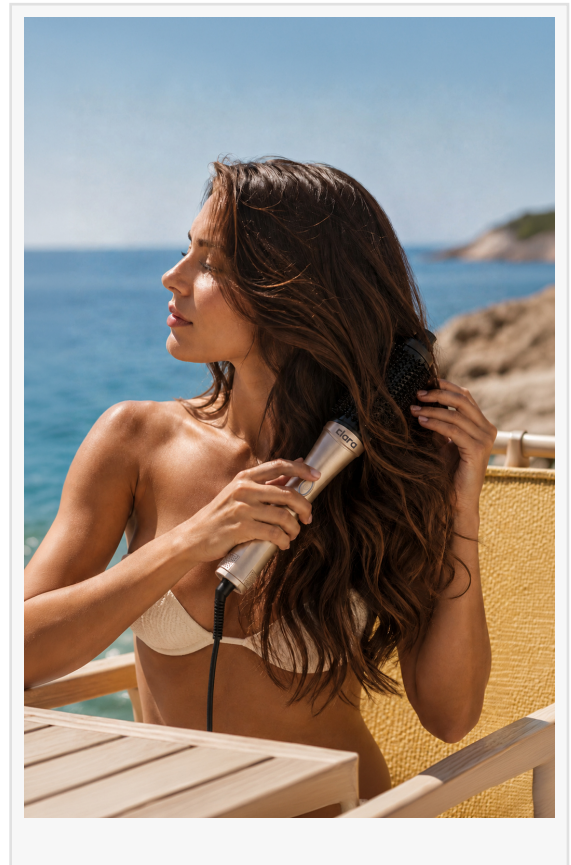
The campaign's 5 key steps to healthier summer hair are:

Don't forget SPF! Protect your hair like you protect your skin

Just as skin needs shielding from UV rays, so does hair. The Clara Essentials Leave-In UV Protection Spray is a lightweight leave-in mist that guards against dryness, breakage and colour fade, leaving hair softer, more manageable and colour more vibrant.

Vegan, sulphate-free and paraben-free, the non-greasy formula suits all hair types and works proactively to protect hair's health and colour, essentially SPF for your hair.

Clara Care Essentials Leave-In UV Protection Spray, £15 £20, claragroup.co.uk



Beat Frizz Before It Starts

Humidity is a major cause of summer hair frustration, swelling strands and loosening a style's hold. The key is preparing hair before styling and locking the look in with the right finishing products.

Start with the Clara Prep & Style Hair Repair & Heat Protection Cream, a leave-in treatment that shields against heat while bio-peptides strengthen fibres. Once styled, the Clara Prep & Style Wax Stick tames frizz and flyaways with a soft, flexible hold, without grease or stiffness. For touch-ups, the Clara Goodbye Flyaways Clear Hair Mascara smooths stray hairs instantly while nourishing with aloe vera and jojoba oil.

Vegan, paraben-free and silicone-free, this trio protects, smooths and controls without weighing hair down.

Clara Prep & Style, Hair Repair & Heat Protection Cream, £13 £18, claragroup.co.uk

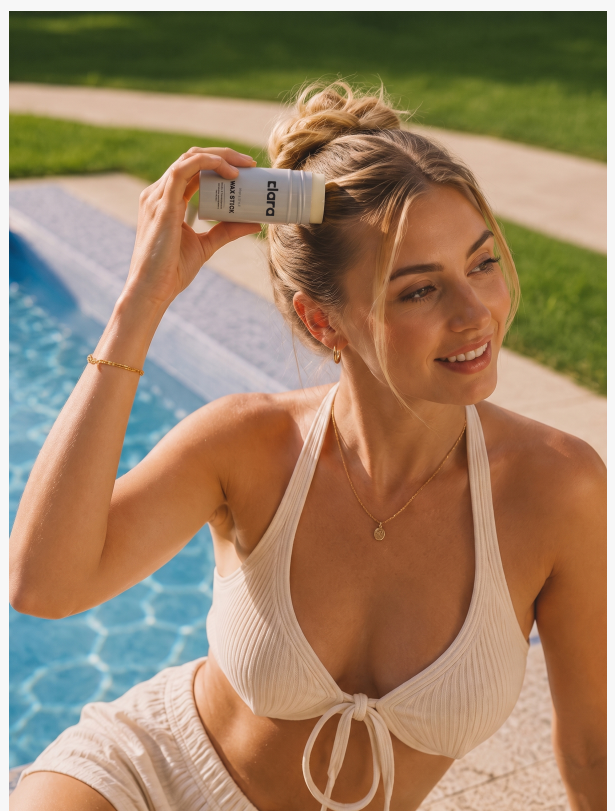
Clara Goodbye Flyaways Clear Hair Mascara, £8 £10, claragroup.co.uk

Clara Prep & Style Wax Stick, £13 £14, claragroup.co.uk

Create a Protective Barrier Before you Dive In

Pools and sea water are summer staples, but both can leave hair dehydrated and prone to breakage, while stripping salon treatments like Brazilian blow-dries. The Clara Care Essentials Conditioner & Leave-In works as both conditioner and leave-in treatment, hydrating hair and creating a protective barrier before swimming.

Pair it with the Clara Care Essentials Mask, enriched with Monoi de Tahiti Oil, Marula Oil, Yogurt Powder and Probiotics, to restore softness, shine and elasticity after time in the sun, sea or pool.



Together, this lightweight duo defends against chlorine and salt water, an invisible swimming cap for your strands.

Clara Care Essentials Conditioner & Leave-In, £16 £22, claragroup.co.uk

Clara Care Essentials Mask, £19 £25, claragroup.co.uk

Pack Smarter... One Tool, Create Six Styles and have it all in one bag

Packing multiple styling tools can eat up valuable luggage space. The Clara MultiStyler is a 6-in-1 solution that creates salon-inspired looks from one lightweight device, with six interchangeable attachments including a blow dryer, styling concentrator, auto-wrap curlers, and round and oval brushes. An ionic generator reduces frizz and boosts shine, while three heat and air settings plus a cold-air shot allow styling with reduced heat damage.

Pair it with the Clara Hair Styling Tool Case, a padded, compact case that keeps the device and attachments organised, with room for haircare essentials too.

Clara MultiStyler: 6-in-1, £143 £179, claragroup.co.uk

Clara Hair Styling Tool Case, £18 £20, claragroup.co.uk

Less Heat, Better Hair

Summer often means styling more often, but nobody wants extra time blow-drying in warm weather. The Clara Air-Glow Styling Brush is a wet-to-dry hot brush that takes hair from towel-dried to styled in one step, minimising heat exposure and saving time.

Its advanced hot air distribution channels heat evenly through the tool rather than exposing hair directly, protecting strands while creating a smooth, frizz-free finish. A powerful, quiet motor and cylindrical design add volume and polish.

Clara Air-Glow, Wet 2 Dry Hot Brush, £135 £179, claragroup.co.uk

To celebrate, Clara is giving customers the chance to win one of five £350 Summer Hair Hauls. Anyone who spends £50 or more on the Clara website between now and 1st September is automatically entered into the prize draw, with five winners announced on 7th September. Each qualifying purchase counts as one entry.

T&C's Apply:

Competition closes 1st September 2026. Winners will be announced 7th September 2026.

ENDS

Notes to editor:

Website: <https://claragroup.co.uk/>

Instagram: https://www.instagram.com/clarahair_global/

TikTok: <https://www.tiktok.com/@clarahairglobal> or https://www.tiktok.com/@clarahair_uk

Bella Brant

Brandnation

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932232024>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.