

# Invisible helmet for the hair-conscious cyclists (w/ Video)

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The latest accessory for cyclists comes in the form of an inflatable airbag -- for the head. A Stockholm-based industrial duo by the names of Terese Alstin and Anna Haupt have developed a solution for those struggling with the choice between having good hair or playing it safe while bike-riding: The invisible helmet, deemed "Hovding."

The helmet is made of a small, helium gas cylinder with 'abnormal' [motion sensors](#) that inflate into an air-filled cushion around the wearer's head within 0.1 seconds of detecting an impact. While Sweden law requires the use of helmets when riding, Alstin and Haupt spent six years developing the helmet after realizing cyclist's reluctance to wear

traditional [helmets](#) due to discomfort, appearance or hairstyles.

The invisible helmet is an alternative that is discreetly designed to be hidden beneath a fashionable, removable fabric collar that will be available in many different styles and collections.

Much like a car's [airbag](#), the invisible helmet has gone through rigorous testing with crash test dummies to insure rider's safety while wearing the helmet, though more bugs are still being worked out to ensure the effectiveness and practicality.



With an estimated retail price of \$50 per collar, consumers might wonder if it's worth trading in their traditional helmet for the trendy Hovding or if sacrificing hair in the name of safety is a better option.

Alstin and Haupt hope to have the airbag in Northern Europe and UK shops next spring.

**More information:** [davidreport.com/blog/201010/th...ycle-helmet-hovding/](http://davidreport.com/blog/201010/th...ycle-helmet-hovding/)

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