



SHAMPOO 101

THE BASICS FOR CLEAN,
HEALTHY, HAPPY HAIR



CLEANSE
with purpose



CARE
for your scalp



CHOOSE
what works for you



BUILD
healthier hair habits



Introduction

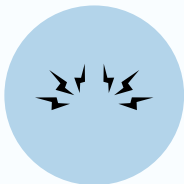
Proper cleansing is one of the most important steps in any Afro-textured hair care routine, yet it's often misunderstood or overlooked. Many believe shampoo dries out natural hair or that co-washing is enough. This guide will help you separate fact from fiction so you can build a healthier relationship with your hair and scalp.

It all starts with a clean scalp

Understanding the Scalp

Your scalp is the foundation of healthy hair growth. When it's clean and balanced, your follicles can thrive. When it's clogged or irritated, hair issues like thinning, breakage, or stunted growth can arise.

Signs of an unbalanced scalp include:



Itchiness



Flakiness or dandruff



Build up or sticky residue



Dryness or excessive oiliness



A healthy scalp creates the best environment for healthy hair growth

What Shampoo Really Does

Shampoo is designed to cleanse the scalp and remove dirt, oil, and product buildup using surfactants. These cleansing agents lift impurities so they can be rinsed away. Without shampoo, residue can build up, clog follicles, and hinder healthy growth.



The Types of Shampoo

Understanding the types of shampoo helps you make better choices:

Clarifying

Deep-cleans buildup; use occasionally.

Moisturizing

Hydrates dry hair; good for regular use.

Sulfate-free

Gentler; ideal for dry or sensitive scalps.

Medicated

Targets scalp conditions like dandruff.

PRO TIP:

Choose the right type of shampoo based on your hair and scalp needs. You may use more than one type in your routine. For example: A clarifying shampoo occasionally and a moisturizing shampoo regularly.

*Healthy Scalp
Happy Hair*

How to Read a Shampoo Label

Don't be fooled by buzzwords like "natural" or "organic." Instead, look at the first five ingredients—these make up most of the formula. Look for clean, nourishing ingredients and avoid harsh detergents.



PRO TIP:

The first five ingredients make up most of the formula.



Choosing the Right Shampoo

Match shampoo to your needs:



Dry scalp?
Moisturizing formulas



Heavy buildup?
Clarifying occasionally



Itchy or flaky scalp?
Try medicated shampoos



Sensitive scalp?
Sulfate-free options

How Often Should You Shampoo

There's no one-size-fits-all schedule. Some wash weekly, others every 10–14 days. Listen to your scalp:



Is it itchy or flaky?
Time to cleanse.



Hair feels limp or greasy?
Consider a wash.



Natural & DIY Alternatives

Options like black soap or clay washes are popular but should be used carefully. Always patch test and check pH levels. They can be great additions to your routine—but aren't for everyone.

Common Issues & How to Fix Them

- ✓ **Still dry after shampooing?** Try pre-pooing or switching formulas.
- ✓ **Flaky scalp?** Add a scalp scrub or try a medicated shampoo.
- ✓ **Tangles after washing?** Section hair and avoid piling it on top of your head.



Ingredients to Avoid (and Why)

Some ingredients can do more harm than good. Here are common ones to watch for:

1



Silicones (Non-Water-Soluble)

Examples: Dimethicone, Cyclopentasiloxane

Why Avoid:

They coat the hair to create shine and smoothness but build up over time, especially if you're not using sulfates to remove them. This buildup can block moisture from entering the strand, causing dryness and breakage.

2



Drying Alcohols

Examples: Isopropyl Alcohol, Ethanol, SD Alcohol 40

Why Avoid:

These strip natural oils and dry out the hair and scalp, leading to brittle strands and frizz. Not to be confused with fatty alcohols (like cetyl or stearyl alcohol), which are moisturizing.

3



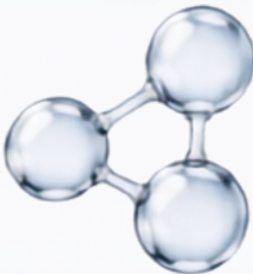
Synthetic Fragrances

Listed as: "Fragrance" or "Parfum"

Why Avoid:

These can irritate the scalp, especially in sensitive individuals, and are often made from undisclosed chemicals. They may worsen conditions like eczema, psoriasis, or dryness.

4



Parabens

Examples: Methylparaben, Propylparaben

Why Avoid:

Used as preservatives, parabens may disrupt hormone function and have been linked to long-term health concerns. They're not directly harmful to the hair shaft but are best avoided when possible.

5



Mineral Oil & Petrolatum

Why Avoid:

While they seal in moisture, they also block out moisture, especially if used regularly without clarifying washes. They can cause buildup on the scalp and prevent water-based hydration from penetrating.

REMEMBER:

Not all ingredients are bad. What matters is having an effective cleansing routine and understanding what works for your hair and scalp. Read your labels, know what your ingredients do, and choose what works for you.

*Informed Choices
Healthier Hair*