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Credit: Ncessaire$60$54 at AmazonView on Necessaire.com Why We Love It: This hot brand certainly lives up to its name. Its 100 percent necessary to add to your shower shelf in our mindsand in Abergels as well. My hair responds so well to it! he raves. With no sulfates, parabens, phthalates, PEGs, or even a scent, there's a lot to love before you get
into the insanely hydrating effects of ingredients like hyaluronic acid, niacinamide, panthenol, celery seed extract, aloe vera leaf juice, and vitamin B. All of that combines to bring serious moistureand healthback to your scalp, leaving your head free of irritation and buildup and your hair looking like Abergel himself styled it. Who Its For: Brilliant for
all hair types and textures, this shampoo and conditioner duo delivers clean, moisturized hair while also adding volume, body, and definition. In Style tester Donna, who tried the Ncessaire shampoo completely washed out the remnants of hair oil without stripping her
strands. Hair Type: Various | Sulfate-Free: Yes | Scent: Unscented Donna, tester with 2A hair: My hair feels fluffy, so much softer, and it has more body and curls than it did before. Credit: AmazonView on Bjs.comView on Bjs.comVie
further than Monday. Its Leaping Bunny Certified and dermatologist-tested, and the sleek powder-pink bottles are made of 100 percent recyclable plastic. The SLS-and-paraben-free formula is chock-full of moisturizing, lightweight ingredients like softening shea butter, shine-boosting coconut oil, and moisture-locking rice proteina.k.a. a dream for
dry, dull hair. The result is a combination of extremely high-quality ingredients that keep your experience level high and the price point low. Who Its For:Ideal for a wide range of hair types, this set delivers all the features you would expect from products three to four times the price. Our tester Michelle, who has thick, wavy, shoulder-length hair,
recommends it, especially for dry hair types, because of its impressive moisturizing benefits. Hair Type: Various | Sulfate-Free: Yes | Scent: Gardenia Michelle, tester with thick, wavy hair: This shampoo and conditioner felt very gentle, did not cause any itching or irritation, and never felt like it stripped my hair. The conditioner seemed to put the
hydration right back, leaving my hair feeling softer and not weighed down. Credit: Ulta$12 at AmazonView on Ulta$20$12 at Walmart Why We Love It: Like all of our favorites, this sulfate-free shampoo is appropriate for a huge variety of hair types. Its also vegan and ultra-hydrating thanks to ingredients like castor and avocado oils. The result is soft
shiny, smooth hair that will have you turning heads the moment you walk through your local Walgreens automatic sliding doors and into the parking lot. The signature scent is extremely appealing but can be overwhelming for some. Who Its For: This brand makes salon-grade performance available for purchase at virtually any drugstore around the
country. If you need an editor-approved shampoo (and the brand's signature conditioner) that you can easily grab on your way home, this is it. Hair Type: Oily (but well-suited for all hair types) | Sulfate-Free: Yes | Scent: Clean, floral Sarah, tester with thick hair: For a low upfront investment, you get an effective shampoo that does what it promises to
do, while also smelling nice. Why We Love It: Curly hair has a mind of its own, but try this shampoo and conditioner duo once and youll be impressed by its hydrating, curl-defining, and volumizing benefits. You wont find parabens, phthalates, silicones, sulfates, formaldehyde donors, or synthetic colorants in the formulas, but you will find super
nourishers like jojoba oil, rice protein, sunflower seed oil, and the brands signature Alpha Keratin 60ku complexa keratin protein derived from human hair that is said to be magic for damage and strengthening. Our tester Chantia noticed that her hair looked smooth and shiny with no brittleness after majorly coloring her hair. Who Its For: Because of
the incredibly hydrating ingredients, this two-step routine works best for tight curls and coils that tend to experience more dryness and want more moisture to enhance curl formation. Our tester loved how defined her curls looked and even noticed that they appeared more bouncy and voluminous when she styled with flexi rods while using this
shampoo. Hair Type: Coils, thick textures | Sulfate-Free: Yes | Scent: Fruity Chantia, tester with 4C hair: Its been a long process to restore my curls after experiencing some heat damage, but Ive seen my coils coming backmy hair even feels fluffy and healthy after blow drying with heat. Credit: Sephora$28 at Amazon$28 at Nordstrom$28 at Sephora
Why We Love It: Both the shampoo and conditioner from Briogeos Curl Charisma line offer major hydration from powerful, natural ingredients while still feeling lightweight enough for a touchable, soft texture. Theres nothing in the formulas to weigh your hair down, allowing your natural waves to stay flexible and bouncy all day long. Rice amino
acids lock in moisture and tamp down frizz, while proteins from hydrolyzed quinoa hydrate and strengthen, preventing waves from falling flat. The final puzzle piece is the blend of humectants (avocado oil, glycerin, and tomato fruit ferment), which douse hair in moisture, imparting shine, softness, and slip from root to end. Who Its For: Wavy,
textured hair types rejoice! This shampoo and conditioner duo packs a serious punch when maximizing gleam, body, and intense moisture. With 95 percent naturally derived, vegan ingredients, its also a great choice if youre looking to stray away from chemical formulas. Hair Type: Wavy and curly | Sulfate-Free: Yes | Scent: Citrus (slightly floral)
Ciara, tester with fine, wavy hair: I like the scent of the product. It is a nice, fresh, and semi-floral smell. Credit: Amazon$64$45 at Amazon$60 at DermstoreView on Olaplex.com Why We Love It: Olaplex is recognized by many stylists as the leader in hair repair. Its patented hair care system helps repair the disulfide bonds in hair follicles, giving your
hair structure, strength, and stability. When those bonds are broken, your hair becomes damaged, which is where Olaplexs patented bis-aminopropyl diglycol dimaleatecomes to the rescue. The name may leave your tongue in knots, but your hair certainly wont be. This wonderful shampoo and conditioner combo strengthens and repairs your hair.
leaving it soft, silky smooth, and far less prone to breakage when you run a comb through it. Who Its For: Olaplex is ideal for anyone looking for a little TLC for their strands. Our tester Elena, who has type 1 hair with type 2 bonded hair extensions, recommends this shampoo for anyone with damaged or color-treated hair. However, we dont
recommend this duo as your everyday shower companion since it stimulates the production of more natural oils than other shampoos and conditioners. Hair Type: Damaged, but suitable for all hair types | Scent: Fresh (slightly citrusy) Elena, tester with type 1 hair: "This is one of the best clarifying shampoos I've used. My hair feels
clean, light, and it doesn't affect my color." Credit: Living Proof$36$35 at Amazon$36 at Sephora$69$56 at Ulta Why We Love It: Finding a shampoo that can adequately remove dirt and oil without completely drying out your scalp is difficult this Living Proof$36$35 at Amazon$36 at Sephora$69$56 at Ulta Why We Love It: Finding a shampoo that can adequately remove dirt and oil without completely drying out your scalp is difficult this Living Proof$36$35 at Amazon$36 at Sephora$69$56 at Ulta Why We Love It: Finding a shampoo that can adequately remove dirt and oil without completely drying out your scalp is difficult this Living Proof$36$35 at Amazon$36$35 at Amazon$
most luxurious way and really feels like a spring clean for your scalp, rinsing away every trace of oil and buildupin fact, according to the brand, it removes 95 percent of sebum and pollution in one wash. Conditioning with the coordinating PHD Conditioner is essential post-shampoo. The two-step routine works hand in hand, revealing hair thats
shinier, healthier, less frizzy, and more manageable than before, according to our testers results. Who Its For: The combination of Living Proofs Triple Detox Shampoo and Restore Conditioner is a match made in heaven for those with oily hair. The shampoo purifies and detoxifies your scalp of oils, buildup, and dirt, while the conditioner ultra-
nourishes, restoring hydration and glossiness so your hair looks fresh days after washing. Hair Type: Oily (but well-suited for all hair types) | Sulfate-free: Yes | Scent: Earthy Ali, tester with thick, wavy hair: I was able to go longer in between washes, and liked using it after a sweaty workout. It was also helpful when washing my hair prior to a long
trip, where I knew washing my hair wouldnt be as easy as at home. Credit: Sephora$101 at Amazon$101 at Dermstore Why We Love It: Its often difficult for those with natural or curly hair to get the moisture their hair craves without weighing down their tresses. Thats why curl specialist Candace Witherspoon turns to Oribe when shes looking to lock
in moisture. Oribes signature complex of watermelon, lychee, and edelweiss helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin, while sunflower extract helps protect against the deterioration of natural keratin 
Thanks to its intensely hydrating ingredient blend, the brands Moisture and Control line is ideal for curls, especially types 2 to 4, but it also provides great results for those with thick, coarse, or frizzy hair. Hair Type: Curly, wavy, natural, coarse, thick, frizzy | Sulfate-Free: Yes | Scent: Citrus Kaitlin, tester: My hair definitely looked smoother and
shinier. I am over the moon about the gloss factor. Credit: Redken$54 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$64 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and body for your fine hair, Redken$65 at AmazonView on Planetbeauty.com Why We Love It: If you crave natural fullness and the planetbeauty.com Why We Love It: If you crave natural fullness and the planetbeauty.com Why We Love It: If you crave natural fullness and the planetbeauty.com Why We Love It: If you crave natural fullness and the planetbea
rich in antioxidants, vitamin E, and essential fatty acids to help leave hair soft, shiny, and manageable. Our tester felt that her typically brittle, stringy hair had become shinier, hydrated, and softer after six weeks. It has amazing slip yet doesnt weigh down hair, making it a brilliant choice for anyone with finer strands that need moisture without extra
oiliness. Who Its For: Dry, brittle, fine hair is no match for this uber-hydrating shampoo and conditioner duo. Made with nourishing ingredients like a dream, leaving hair fluffy and light. The scent is also relatively mild, so its a good pick if your nose is sensitive to overwhelming scents. Hair
Type: Fine, dry, brittle | Sulfate-Free: Yes | Scent: Mild honey, fresh linen Credit: Sephora$38$37 at Amazon$38 at Ulta Why We Love It: Supercharged with active salicylic acid to provide relief from dryness, itchiness, and flaking, plus gentle surfactants to cleanse, this shampoo helps soothe and treat the scalp. It works as a simple,
once-a-week product swap to your shower routine. According to the brands clinical study, 100 percent of participants felt less flaking, itching, and irritation after using the shampoo for 28 days. Pair it with the brands silkifying conditioner based on hair type. They have conditioners tailored to fine hair, medium hair, and thick hair, and all have
hydrolyzed keratin to complete your wash routine. Youll have beautiful, flake-free hair and moisturized ends in no time. Who Its For:If youre looking for a weekly treatment to improve scalp health and reduce the occurrence of flakes anddandruff, this shampoo, paired with a moisture-replenishing conditioner, is a great choice. With a 2 percent
concentration of salicylic acid, its powerful and effective, which means its best suited as a twice-weekly rinse instead of an everyday shampoo. Hair Type: Dry scalp and dandruff | Sulfate-Free: Yes | Scent: Earthy, mint Emma, tester with thick, 2A hair: "I still have dandruff, but definitely not as much. I don't find myself itching my head as much
either!" Credit: Amazon$21$20 at Amazon$45$21 at Nordstrom$21 at Ulta Why We Love It: Developed by style icon Tracee Ellis Ross specifically to address the concerns of women looking to embrace the beauty of their natural hair, its no small wonder that this is Witherspoons top recommendation. Natural hair demands moisture, and Pattern
delivers that with shampoo ingredients such as aloe vera leaf juice, coconut oil, and honey, plus conditioner ingredients like Irish moss and biotin. The sulfate-, paraben-, phthalate-, and formaldehyde-free formula cleans deeply and smoothes hair, leaving it easy to detangle and style. Pattern will give you the resources to make your natural coif as
effortlessly chic as the brands famous founder. Who Its For: Patterns products offer moisture-rich ingredients ideal for natural hair and make detangling a breeze, allowing any woman to have hair as effortlessly chic as the brands famous founder. The floral scent will appeal to most but could overpower more sensitive noses. Our tester, Alyssa, loved
that the shampoo is a one-stop shopit works as a regular shampoo, clarifying shampoo, and scalp oil all in one. The results were impressive: She noticed less frizz, more hydrated strands, and curls that were defined, bouncy, and exceptionally shiny. Hair Type: Natural, curly | Sulfate-Free: Yes | Scent: Floral Alyssa, tester with 3B hair: "After using the
Pattern shampoo for the testing period, I noticed that my hair was shinier and hydrated." Credit: Dermstore$28$27 at Amazon$28 at Ulta$28 at Dermstore Why We Love It: Everything from the ingredients in your
shampoo to the minerals in your water can affect your hair color. If you want to treat color-treated locks, this purple shampoo and conditioner balances blonde, silver, gray, balayage, and highlighted hair with powerful ingredients. Combining silk proteins, hibiscus extract, and special violet pigments helps brighten, tone, and neutralize brassiness. In
fact, our tester Grace, with bleached, 1c hair, reported that using it once a week left her hair soft, shiny, and bright, as if shed just left the salon. Follow up with the brands Cool Blonde Conditioner, and your locks will be radiant and vibrant like the sun in no time. Who Its For: For vibrant, bright, visibly healthy-looking hair, this duo will help eliminate
any yellow, brassy tones while leaving behind soft, shiny hair. Its especially great for blondes, but it also works for those with other types of color-treated hairsilver, gray, and brunettes with balayage or highlightswho are looking to keep their cool, icy tones fresh. Hair Type: Color-treated | Sulfate-Free: YesScent: Fresh, clean Grace, tester with 1C,
bleached blonde hair: This was by far the best purple shampoo I have tried in a similar price range did not lather as well or left your hair with a purple hue. Credit: Amazon$44 at Amazon$49 at Amazon$44 at Amazon$45 at Amazon$45 at Amazon$46 at Amazon$46 at Amazon$47 at Amazon$48 at Amazon
conditioner provide pro-level lift and body without the blowout. The formulas are made with antioxidant-rich green tea extract to protect hair and smoothing pro-vitamin B5 to weightlessly moisturize; the conditioner is also supercharged with hydrolyzed quinoa, soy, and vegetable keratin proteins for added strengthening effects. Together, they leave
hair looking, feeling, and smelling like a million dollars. Who It's For: Our tester Alexa, who has black-dyed, wavy-to-curly 2B hair, felt this product worked perfectly for her hair type, but the brand also recommends it for thin to medium hair types. She liked how the shampoo made her hair look incredibly nourished even without a conditioner. When
she continued to use it, she noticed it controlled her frizz, left a noticeable lift at her roots, and added an overall hydrated, glossy shine to her strands. Hair Type: All | Sulfate-Free: Yes | Scent: Grapefruit, oatmeal Alexa, tester with color-treated, 2B hair: "My hair has been more controlled frizz-wise, and I have seen more lift in volume at my roots, and
my hair has become more hydrated with a nice shine. I always air-dry my hair unless I'm straightening it, and I notice natural volume that way. My hair did feel more nourished and hydrated. "I Credit: Ulta$40$34 at AmazonView on Keranique.com Why We Love It: Any type of hair loss or thinning can be extremely distressing, but this clinically tested
two-step wash routine can help. The clarifying shampoos formula directly treats your scalp and tworks in the shower, producing a slight, pleasing tingle (thanks in part to menthol). It gently clears oil and buildup while stimulating the scalp and supporting hair growth. The conditioners nourishing keratin complex cushions hair with
moisture to protect and volumize it while also helping to strengthen strands and reduce breakage. Who Its For: Especially amazing for thinning or fragile hair, this pair works well on any hair type concerned about hair shedding or volume loss, including those concerned with fading color treatments. Our tester used to experience a lot of shedding
after using hair tools, but she saw a significant reduction in shedding after using this shampoo two to three times per week. Another perk? Her ponytail appeared thicker and fuller after the testing cycle. Hair Type: Thinning, dry | Sulfate-Free: Yes | Scent: Japanese bamboo Terri, tester with fine, thinning hair: "The shampoo felt like it was cleaning
my hair and scalp as well, or better, than any product I have used in the past." Credit: Sephora$39 at Kohls.com Why We Love It: Hair cant do magic tricks on its own, so if youre experiencing color changes or a greasier texture, its probably due to buildup. This shampoo feels like a professional salon treatment to
fight dirt, oils, and metals (from tap and hard water) for fresh, shiny hair. The secret is in the ingredients: Activated charcoal absorbs toxins, excess oils, and dirt, while salicylic acid clears sebum buildup. Followed with the brands uber famous leave-in mask, which uses K18s patented peptide complex to restore and repair even bleached, colored,
chemically damaged, or heat-damaged hair, its like a reset button for dryness, split ends, and damage. Who Its For: If your hair gets greasy or oily quickly or you load it up with a lot of hair products, this shampoo thoroughly removes buildup and oil so nothing blocks your fresh, clean strands from absorbing the nutrient-rich products that
follow. Follow with the leave-in mask (there is no need to use a conditioner first). Together, they make your hair a fresh canvas so you can extend the time between washes. Hair Type: Oily | Sulfate-Free: Yes | Scent: Unscented Gabriela, tester with 2C hair: [The K18 leave-in mask] is so easy and quick to use. Most hair masks and treatments I use take
10 to 15 minutes, and you have to condition your hair first and rinse out the product afterward. I also noticed much faster results with this: On week three, I could already tell my hair was looking and feeling so much healthier, which is a lot faster than other products I have used. Your Hair Type: Using a shampoo and conditioner that is specifically
created for your hair type is absolutely the most important factor in achieving the best results, says celebrity hairstylist Clyde Haygood. For curly hair, Delaware-based stylist Cassandra Olivia typically recommends products specific to that hair type that add moisture and help to maintain a curl. Those with coarse, damaged, or color-treated hair can
benefit from formulas with heavy ingredients that would be more effective at adding moisture and providing repair, according to Los Angeles-based celebrity stylist Bradley Leake. Someone with fine, skinny strands would want a shampoo and conditioner that contains light ingredients that wont weigh down and reduce volume, he clarifies. Not sure
what to do? Ask your hairstylist for help choosing the right regimen for you. Ingredients to Avoid: Nearly all of our experts immediately cautioned us to stay away from any shampoos that include sulfates, parabens, or silicones. Parabens may help inhibit bacteria and mold, but they are detrimental when absorbed into the body, warns Haygood. And
while silicones coat the hair, which may make it feel better at first, over time they create buildup and drying out of the hair. Sulfates are present in about 90 percent of shampoo formulas, according to Ali Dash, a Florida-based hair stylist and colorist. He credits their popularity with the lush, frothy foam they create
to cleanse the hair and scalp, but in turn, they strip out all the moisture, leaving you with brittle, straw-like ends. If you can avoid sulfates, you should, especially if you have curly or color-treated hair. They just clean way too harshly for those hair types, warns Olivia. Ingredients to Look For: Helpful ingredients in a shampoo and conditioner depend on
your hair type. Los Angeles-based stylist Billy Yamaguchi loves the wave-enhancing and frizz-reducing properties of aloe vera for wavy hair, the extra moisture that coconut oil provides (without imparting heaviness) for curly hair, and the hydrating properties of honey and shea butter for dry hair. Philadelphia-based celebrity hairstylist Annagijd Kee
Taylor explains that moisturizing ingredients like shea butter, coconut oil, and glycerin help define curls and reduce frizz. For color-treated hair, antioxidants like vitamin E are great at preventing fading. Dry and damaged hair benefits from extra moisture with natural oils like argan, jojoba, and avocado. But if your hair is already oily, Im going to tell
you to look for clarifying ingredients like tea tree oil, charcoal, and salicylic acid that will help remove product buildup and elongate the amount of time you can spend between wash days, says Taylor. Every single one of our experts agrees that you should not wash your hair every day. But just how many washes you need in a week can vary,
depending on your hair type and lifestyle. Most people dont need to wash their hair daily, says Olivia, adding that someone with oil-prone, fine, thin hair may want to wash more frequently (three or four times a week), while people with thicker, curly hair might only need a good cleanse once or twice a week. According to Taylor, natural hair can go
even longer, somewhere between seven to 10 days. Of course, if you are particularly active, sweating a lot, and generating a lot of extra oil, youll probably want to wash more frequently than every two to three days, says Kim. Although its more often than most, that doesnt make it wrong or bad; its just what your hair needs. Unless maybe gym hair is
your thing? The American Academy of Dermatology (and all of our experts) universally agree: You should condition every time you use a shampoo. A shampoo is designed to cleanse the hair and remove product buildup and the bodys natural oils, which is ideal for keeping hair clean and healthy but also has a tendency to dry your hair out, says Olivia.
Regular use of a conditioner helps to counteract those effects and bring back some of the much-needed moisture. Its not going to happen; your hair may
not be hydrated enough, or it might end up too hydrated and look oily or feel flat. Celebrity hairstylist Andrew Fitzsimons warns that can be true of conditioners as well. If you have thinner hair, I would actually recommend using less conditioner or skipping it altogether, he says. It has the potential to really weigh down your locks. Peter Tittiger is a
contributing writer with over 10 years of experience researching and producing content programs for top luxury and lifestyle brands, including TJ Maxx, HomeGoods, and Lexus. To inform this story, he consulted the following professional hairstylists from around the country. Brianna Peters is an InStyle contributor, beauty writer, and consultant with
over a decade of experience in the industry, writing for outlets like goop, Marie Claire, Brides, Vogue, and more. Shes passionate about hair care and has fine, straight, color-treated hair herself, so she understands the difference a fantastic, tailored-to-you shampoo and conditioner can make on the bounce, shine, and softness you see every day. Shes
tested loads of shampoos and conditioners over the yearssome of which are featured in this article and using her own experiences, testing insights, and brand research, she updated this article with the newest shampoo and conditioner favorites for this year. InStyle spoke with the following experts to inform this story: Adir Abergel is a celebrity
hairstylist and the creative director of Virtue Labs. Candace Witherspoon is a NYC-based curl specialist. Annagijd Kee Taylor is a celebrity hairstylist and founder of his
eponymous hair care brand. Ali Dash is a hair artist and colorist based in New York. Laura McNamara is a hairstylist based in New York and Miami. Bradley Leake is a Los Angeles-based celebrity hairstylist. Billy
Yamaguchi is a hair designer, educator, and best-selling author based in Los Angeles. My shampoo shelf tells the story of my many failed hairstyles. Theres the hydrating shampoo for when Ive gone too heavy with the heat, and the color-safe
shampoo I use to preserve my ruby-red look. After so many experiments, I know how to nurse my hair back from brittle and split to shiny and plump. And while Ive written stories about the best shampoos for those different hair types from fine to color-treated here, Ive thought about the best shampoos for any type of hair. While testing out these
shampoos, I learned that what makes a shampoo great is going to depend on your hair type. So Ive focused on some subcategories throughout, while also considering whether my picks will predominantly work for all hair types. In my testing, I kept these factors in mind: People usually shampoo more than they condition (I double-shampoo, once to get
rid of any buildup and once to truly cleanse the hair), so if youre someone who notices your hair drying easily, looking for hydrating ingredients like glycerin, oils, and butters is wise. Those who notice oil gathering at their roots might want to look for clarifying shampoos instead they contain sulfates which deeply clean the hair of any impurities
practical stuff, too (the value youre getting). Ive used several of these shampoos for weeks or months at a time, but the parameters I looked for were always the same: How clean does my hair feel, how healthy does my hair feel, and does it have that shine and bounce that I crave? Updated on June 2, 2025Im currently testing the Krastase Chroma
 Absolu Shampoo. Experts recommended it to me for color-treated hair. In the meantime, I checked stock and prices for all of the below items. Sulfates are a divisive product, but the tl; dr is theyre okay as far as the experts are concerned, though those with easily irritated skin or extremely brittle hair may want to steer clear. So if youre someone with
really dry hair or skin, youll be better suited to a sulfate-free option. (And in all honesty, you likely dont need that really deep clean.) One thing to note, though, is sulfates are what usually gives a shampoo that satisfying lather so many sulfate-free
options wont foam up as much as youre probably used to. For more in-depth information, read my deep dive into sulfates. The way my shampoo smells is super-important to me I dont want a cloud of fragrance I hate following me around all day. Ive noted below the types of scents each shampoo has if youre torn between two formulas that will both
suit your hair, this just might be what swings it. As someone who always has a few bottles in rotation, I know shampoo can get expensive. Below, Ive noted how many ounces of you get for the cost of the shampoo so you can get a sense of value for your dollar. New! You can now save this product for later. Malin+Goetz Moisturizing Shampoo Sulfate-
free | Scent: Fresh | Size: 8 oz. I started using this shampoo a year ago on the recommendation of several hair-care experts and despite the many testers on my shelf, Ive kept reaching for it ever since. Firstly, its formulated with plenty of hydrating, nourishing ingredients. I no longer have bleach damage, but I do still use heat, and have noticed in the
past that the ends of my hair will feel dry within minutes of me stepping out of the shower. I no longer notice that with this shampoo. It has intensely hydrating ingredients like glycerin and is sulfate-free, so it wont overly strip dryer or chemically treated hair. And despite the lack of sulfates, the shampoo does have a nice lather to it, which always
makes me feel like its doing its job. In the place of sulfates are organic amino acids derived from coconut, which still give that thorough cleanse. Thats why its suitable for both oily and dry hair types: Its cleansing, but not stripping. I like the Malin + Goetz shampoo because its not 100 percent organic, and its also not 100 percent chemical, says
Masami Hosono, founder and creative director of Vacancy Project. It has both, and you really need both, especially if you have a color or anything chemical in your hair. Its really for any hair type, and its not too heavy. The shampoo is also vegan and cruelty-free meaning its truly suitable for anyone. That, along with the fresh botanical scent it leaves
its mid-price point on this list, and the fact it cleanses my roots and consistently delivers moisture to my once brittle ends is why Im calling it our best in class. Thats fine! You dont need to look for the same formulas within your shampoo and
conditioner, and, in fact, mixing and matching them can help you unlock a routine thats tailored to your hair. New! You can now save this product for later. MONDAY Haircare Volume Shampoo from Monday. Its a New
Zealand hair-care line that offers simply outstanding value for money. Myself and fellow Strategist writers love its volumizing shampoo, but the brand also has smoothing and moisturizing options at the same price point. Instead of sulfates, its volumizing shampoo has moisturizing ingredients like shea butter and coconut oil, as well as rice protein
which adds some plumpness to thinner hair. Ive been using its volumizing shampoo for a couple months now, and Ive noticed the volume in my roots when I blow-dry my hair. I also like the floral scent, which merges nicely with the botanical scent of my Malin + Goetz (as I mentioned before, Im a double-shampooer). As someone with dyed hair who
likes to wash less frequently, I like the fact I dont have to be precious with this shampoo when I do wash. Hairstylist Jenna Perry, the founder of Jenna Perry Hair Studio (which caters to clients including Bella Hadid, Emily Ratajkowski, and Chlo Sevigny), agrees. She says its a great-smelling shampoo that doesnt break the bank. New! You can now
save this product for later. K18 Peptide Prep Detox Shampoo Sulfate-free | Scent: Light citrus | Size: 8.5 oz A clarifying shampoo or a detox shampoo helps break down the build-up of products that we use on a daily basis. As a hair-care writer, I tend to use a lot, and though I will double shampoo, that alone isnt enough to eliminate the residue from
oiling, glossing, and leave-in conditioners. (Clarifying shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the K18 Peptide Prep shampoo from Rio, I personally prefer the Ri
hydrating ingredients, nor do you need a bunch of clarifying ones. While our best overall is suited to most hair types, perhaps you find moisturizing ingredients weigh your hair down, or sulfate-free formulas arent cleansing enough. Thats why Sachajuans shampoo is great: It treads that line perfectly. Although Sachajuan uses sulfates, stylist Brooke
 Jordan tells me all those ingredients are produced in small batches in Sweden and that in Europe, they have so many more regulations for their beauty products than whats produced here. Im someone whose hair falls on the drier side of normal
but when I first started using this shampoo, I didnt find it particularly stripping in fact, I quite liked how thoroughly clean my hair felt (and for a few weeks, I gave up my double-shampooing habit). When I switched to sampling a different shampoo, though, I noticed instantly that my hair felt a little less dry at the ends on days two and three after
washing. So heres my verdict: It wont strip your hair dramatically, but if your hair is really dry and color-damaged like mine, Id skip this shampoo and opt for something a touch more hydrating. New! You can now save this product for later. Pattern Hydration Shampoo Nonsulfate-free | Scent: Jasmine, bergamot, and sandalwood | Size: 9.8 oz. I don't
have curly hair, but I do know how to spot curly-hair-appropriate shampoo. Curlier hair types can trap oil at the root, meaning that lengths and ends can feel drier and more brittle so hydrating ingredients are advised. This shampoo from Tracee Ellis Rosss hair-care line has precisely those, with honey, aloe vera, biotin (which is a vitamin), and ten oils
including coconut and avocado oil. Although it has sulfates to deeply cleanse, youre getting plenty of moisture back into your hair, which makes it easy to untangle and operating officer of Stylebox Salon. She also tells me that its a hydrating shampoo suitable for all
curly hair types including very curly hair with 3B-4C curls. New! You can now save this product for later. Sulfate-free | Scent: Grapefruit and oatmeal | Size: 12 oz. Verb is one of my favorite hair-care brands it makes my favorite conditioner of all time and this shampoo was a contender for best overall. While stylists have told me it works for many hair
types, I think its best suited to fine, frizzy hair (for me, Malin + Goetz has the edge when it comes to universal appeal). Its a clean shampoo, meaning its paraben-, sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather, despite its lack of sulfate-, and cruelty-free. It also still has a lather has a la
out hair from root to tip and banish frizz. No matter the hair texture or type, it detangles with ease, moisturizes immediately, and doesnt leave hair feeling heavy with product, Louis tells me. Its really amazing, top-shelf stuff, Louis tells me (its her favorite shampoo to use with clients). With a pleasant grapefruit scent, and a rather good 12 ounces for
just $20, this shampoo gets a huge thumbs-up from me. New! You can now save this product for later. Bumble and Bumble Hairdressers Invisible Oil Sulfate-Free Shampoo Sulfate-free | Scent: Sweet and fruity | Size: 8.5 oz I usually get my hair cut every two months, but but when I really push it, my ends are close to snapping off, and my flyaways
would become unmanageable. This shampoo from Bumble and Bumble has really helps me keep on top of things, though. I introduced it to my rotation (alongside the less-expensive Monday shampoo for a double-cleanse) after my hair felt a little stripped. It earns its name: It doesnt feel greasy as youre applying it, and it doesnt feel like an oil it
actually has a very generous lather for a sulfate-free shampoo but I can feel it smoothing my hair even as I apply it in the shower. The combination of coconut, argan, and macadamia-seed oil have all added some life back into my (desperately) splitting ends. Once I get my trim, Ill be keeping this in my shower for when I want a hydrating, smoothing
shampoo thatll help me achieve a sleek blow-dry. New! You can now save this product for later. Krastase Densifique Bodifying Shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, and some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning, shampoo Non-sulfate-free | Scent: Floral musky | Size: 8.5 oz Some hair types are just prone to thinning | Size: 8.5 oz Some hair types are just prone to thinning | Size: 8.5 oz Some hair types are just prone to thinning | Size: 8.5 oz Some hair types are just prone to thinning | Size: 8.5 oz Some hair types are just prone to thinning | Size: 8.5 oz Some hair types are just prone to thinning | Size: 8.5 oz Some hair types are just prone to thinning | Size: 8.5 oz Some hair types are just prone to thinning | Size: 8.5 oz Some hair types are just prone to thinning | Size: 8.5 oz Some hair types a
packed with plumping, moisturizing ingredients can not only make the hair appear thicker, but strengthen it and encourage it to grow. Krastases is a particular favorite of beauty writer Linda Dyetts. It contains the same hyaluronic acid that hydrates and plumps the skin. It has a similar effect on my hair, she says. Its also got a complex called
Intracylane that, intriguingly, was inspired by a chemical process used in glassmaking. It appears to fill in surface gaps on and thicken individual strands of hair. Intracyclane is a molecule that enters and strengthens strands of hair. Intracyclane is a molecule that enters and strengthens to fill in surface gaps on and thicken individual strands of hair. Intracyclane is a molecule that enters and strengthens to fill in surface gaps on and thicken individual strands of hair.
hair growth. It appears gel-like at first but has a satisfying lather and leaves lighter floral notes with a slight musk lingering in your hair. New! You can now save this product for later. Sulfate-free | Scent: Fruity, woodsy | Size: 8.5 oz. If its more the limpness of finer hair you want to address, a volumizing shampoo will help you work some oomph into
your roots. I was curious about the Davines Volu shampoo after our resident beauty columnist Rio Viera-Newton (who also has fine hair) recommended it. It works by using turnip extract, which gently lifts the hair from the scalp to give volume at the roots, says Jordan. Ive been using the Davines in my routine for about six months now, and my flat
hair has responded well. Theres not only more lift at my scalp, but more body throughout all my hair after Ive given it a bouncy blow-dry. I also like the fact that the shampoo is sulfate-free, and has moisturizing ingredients great for fine hair, which usually needs to be washed on the regular side to keep oil at bay, but is also thinner and more prone to
breakage. (For even more lift, Jordan recommends using the Volu shampoo with Davines Volu hair mist.) New! You can now save this product for later. Sulfate-free | Scent: Freesia and sandalwood | Size: 8.5 ounces You might think that if you dye your hair, you need to use a bond-building product like
Olaplex or K18, but thats not always the case. Ninety percent of clients do not need that type of bond repair. Just because your hair is going to snap off, says stylist and salon owner Christine Bellemare. If you were severely coloring your hair, then yes: Use it. But if youre just getting
highlights, its probably too much. So, for most color-treated hair, its hydration that is the key. Your colors are going to spit out the color, adds Bellemare. Here, Krastase is my choice again (and its technically one recommendation, as these are two different versions of the same the same that is the key. Your colors are going to spit out the color, adds Bellemare. Here, Krastase is my choice again (and its technically one recommendation, as these are two different versions of the same that is the key.
product only for different thicknesses of hair). Theyre both sulfate-free (sulfates can be color-stripping) and contain amino acids to strengthen weakened, color-damaged hair and tartaric acid, which helps shield from further damage. Theyre great for hydration and shine but also color preservation. New! You can now save this product for later.
Olaplex No. 4 Bond Maintenance Shampoo Sulfate-free | Scent: Citrus | Size: 8.5 oz. Olaplex is whats called a bond builder, which doesnt just clean your hair but also repairs the damaged bonds that make up its structure with keratin. Damaged bonds are what cause snaps and split ends, and you can get them from bleaching, pollution, or heat
damage. Bond builders contain specific active ingredients, like amino acids and protein, which are responsible for reconnecting and strengthening the disulfide bonds within the hairs protein structure, explains Min Kim, a color specialist. As I said, not everyone needs a bond builder, but as someone who went carte blanche with peroxide during
lockdown, Olaplex and I are old friends. After a couple of months of Olaplex shampoo, my hair emulated something hair-like again, and after a year of consistent use it was as good as it had ever been. Its worth saying that there is a salon-only formulation and a retail formulation. This version of the shampoo contains a lower solution of Olaplex you can
get from a stylist. That said, it does as any good bond builder should; it repairs protein bonds in hair, limits split ends and subsequent hair breakage, and helps keep hair smooth and frizz free, says Louis. There are plenty of dupes on the market, and other brands have entered the bond-builder space (K-18 being the most popular), but Olaplex is still
the leading option, as experts agree it works so well. I also recently named it the best shampoo for color-treated hair overall in our in-depth guide and give it singular credit for nursing my hair back from the brink of snapping clean off. New! You can now save this product for later. Clairol Professional Shimmer Lights Purple Shampoo Non-sulfate-free
| Scent: Floral | Size: 16 oz. Blonde hair can grow brassy over time even natural blonde hair, which can dull and become discolored from too much heat or harder water. Thats where blonde-specific shampoo comes in. Its been several years since I was blonde myself, so I deferred to Mary Ann Hennings, hair-department head on Daisy Jones & the Six,
for her recommendation. She likes Clairols drugstore classic Shimmer Lights. Hennings finds that the shampoo brightens hair with just a couple of uses. As well as brass-neutralizing purple tones, the shampoo also contains vegetable protein to nourish the hair, and contains sulfates, which thoroughly cleanse the roots of oil. Strategist writer Liza
Corsillo agrees she tried it on her golden-blonde hair. The one downside: Shimmer Lights has a strong old ladylike smell, according to Strategist contributor Hesper Desloovere Dixon. But it knocks the yellow right out of your blonde, she says. A once-a-week routine is enough to keep cooler blonde tones fresh and bright. For the price point, its hard to
beat. New! You can now save this product for later. Sulfate-free | Scent: Unscented | Size: 12 oz. Those with sensitive scalps will want to steer clear of any potentially irritating ingredients; after realizing they were allergic to them,
they switched to Vanicream. The first time I used this shampoo, I was incredulous that I didnt feel any stinging or itchiness, which I had thought was a normal aftereffect of cleaning your hair, says Schwartz says that as well as being scalp-friendly, the shampoo does its job of keeping the hair clean. My hair routine has gotten
easier and cheaper, and reliably produces boy-band-floppy-hair days, they say. Instead of parabens, the shampoo uses a mild surfactant (the ingredient that separates the dirt from the hair), which is derived from coconut. It cleanses, has no harsh smell, and keeps oily roots and dandruff under control. Christine Bellemare, stylist and salon ownerHaley
Campise, stylist at Keith Kristofer Rogerio Cavalcante, stylist and owner of the Second Floor Salon Maria Elizabeth, hairstylist and founder of Salon Mary Ann Hennings, hair department head on Daisy Jones and the Six Masami
 Hosono, founder and creative director of Vacancy Project Brooke Jordan, co-founder and master stylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry, hairstylist at the Bird House Stephanie Louis, chief executive and operating officer of Stylebox Salon Dhiran Mistry Mist
Pickthorn, master stylist at Pickthorn studio Clariss Rubenstein, hairstylist Marco Santini, hairstylist Erin Schwartz, Strategist writer Actually good deals, smart shopping advice, and exclusive discounts. Vox Media, LLC Terms and Privacy Notice By submitting your email, you agree to our Terms and Privacy Notice and to receive email
deals can expire and all prices are subject to change. Every editorial product is independently selected. If you buy something through our links, New York may earn an affiliate commission. Some of us live for our hair, frequenting the salon for deep conditioning masks or blowouts, and buying the latest styling tools or trendy hair care lines. The rest of
us remember to grab a new bottle of shampoo while were in the pharmacy buying Doritos at 10 p.m. Whichever camp you fall into, you deserve a quality shampoo, and the experts also recommended some of their favorite
products. Shampooing removes dirt and product buildup from your scalp and hair. But frequent shampooing or overwashing can strip away the natural oils that help hydrate and nourish hair and could result in a dry scalp, dehydrated strands, hair loss and hair thinning, according to dermatologist Dr. Rina Allawh. How often you should wash depends
on your hair, but if it has become brittle or your scalp is itchy, you may be overwashing. Alternatively, if your hair looks greasier than usual, you may be using the wrong shampoo: to avoid either fate, a look at a bottles descriptions and ingredients can go a long way. The best thing you can do to find a quality shampoo thats right for you is to go for a
shampoo for your hair type or texture, according to the experts we spoke to. For example, brands like Design Essentials and Briogeo specialize in coarse hair while Ouidad is well-known for collections targeting curl patterns. In Allawhs opinion, most people can utilize a nourishing shampoo once or twice a week that simultaneously cleanses and
moisturizes their hair, regardless of their natural hair texture. She also advised opting for shampoo with moisturizing ingredients like ceramides, shea butter, glycerin, dimethicone and jojoba and coconut oils, if your hair is on the drier side. If your hair is on the drier side. If your hair texture. She also advised opting for shampoo with moisturizing ingredients like ceramides, shea butter, glycerin, dimethicone and jojoba and coconut oils, if your hair is on the drier side. If your hair is on the drier side is on the drier side. If your hair is on the drier side is on the drier side is on the drier side. If your hair is on the drier side is on the drier side is on the drier side. If your hair is on the drier side is on the drier side is on the drier side is on the drier side. If your hair is on the drier side is on the drier
gentle cleansers. In our guide to the best shampoos for fine hair, New York City-based trichologist and hair health expert, Shab Reslan recommended looking for gentler cleansing ingredients like sodium lauryl sarcosinate or cocamidopropyl betaineIf you have scalp issues like dandruff, or an oily, acne-prone scalp, then you may want to opt for more
specialized ingredients. Anyone dealing with dandruff can opt for helpful ingredients with antifungal benefits like pyrithione zinc and selenium sulfide, recommended exfoliating and oil-absorbing ingredients like tea tree oil, salicylic acid and charcoal. You
can also find shampoos pretty much everywhere you like to shop for beauty products. Beyond the popular Sephora, Ulta and Dermstore, department stores like Nordstrom and Macys carry an array of shampoos. Mega retailers like Amazon, Walmart and Target likely have your shampoo needs covered, too if you prefer clean hair products, heres how
to navigate Target Clean and Clean at Sephora, both of which carry shampoos. Below, we rounded up dermatologist-recommended, highly-rated shampoo is free of parabens, sulfates (like sodium lauryl sulfate, which can irritate the scalp
and dry out hair) and fragrances that can cause flaking, itching and rashes, according to Allawh. Vanicream says its shampoo is compatible with all hair textures, ranging from straight to kinky-curly. It has a 4.5-star average rating from more than 9,276 reviews on Amazon. Neutrogena Therapeutic Shampoo is formulated with
3% salicylic acid, a popular skin care ingredient that can help balance out dandruff and scalp psoriasis, according to Allawh. Its a powerful keratolytic, meaning it helps to remove the thick scale from the scalp, she said. It has a 4.6-star average rating from more than 12,200 reviews on AmazonREfresh Anti-Dandruff ShampooIf your hair produces a lot
of sebum, or oil and has dandruff, said King, try this shampoo that is formulated with apple cider vinegar and salicylic acid to exfoliate and offer anti-inflammatory and has additional moisturizing ingredients to keep the scalp and hair from getting dried
out. Dove Dermacare Shampooking recommended this "mild" Dove shampoo because it is made with pyrithione zinc, an ingredient that boasts antibacterial and antifungal properties. She noted that this shampoo is color-safe and "can decrease yeast on the skin without causing irritation." If you're dealing with dandruff on already damaged hair, King
advised shampooing four times a week "to minimize flares." This shampoo has a 4.5-star average rating from 718 reviews on Amazon. Keranique Scalp Stimulating Shampoolf you want fuller hair, Allawh recommended this shampoo with 2% minoxidil, a topical ingredient [that] has been clinically shown to promote hair growth in both men and women
she said. (Minoxidil is found in Rogaine.) Keraniques gentle shampoo is also sulfate-free and formulated with moisturizing ingredients like panax ginseng root extract, which the Allawh said helps prevent further hair loss. A gentler, sulfate-free is key to a healthy scalp if you have thinner hair, noted Reslan: The thinner
and finer the hair, the more sensitive the scalp is as it lacks the same protection and coverage thicker hair provides. Keranique has a 4.4-star average rating from more than 3,000 reviews on Amazon. Below, we rounded up dermatologist-recommended, highly-rated shampoos that suit various hair types, from curly to oily. Dove Nutritive Solutions Daily
Moisture Shampoo Allawh is a fan of this nourishing Dove shampoo because it is formulated with a blend of moisturizing ingredients like glycerin, which gives an extra boost of hydration to the scalp and hair, she said. Dove says that pairing its $12 Daily Moisture Shampoo and Daily Moisture Conditioner can result in less breakage when combing
through your hair. This Dove shampoo has a 4.6-star average rating from nearly 4,360 reviews on Walmart. Dove Hydration Spa Shampoo If your strands are dry and brittle, moisturizing ingredients like a hyaluronic serum (which is also a skincare staple) may help hydrate your hair, and King said she likes this Dove option. She finds that when paired
together with Doves Hydration Spa Conditioner, the set leaves my hair feeling soft and moisturized without feeling oily or weighed down," she said. "And they are sulfate free. This Dove option has a 4.2-star average rating from wexam because
it accomplishes exactly what a fine hair shampoo should: It wont add build up and instead will gently cleanse the hair by using a soothing Kelp
 Extract Complex, she added. Shea Moisture Coconut and Hibiscus Curl and Shine Shampoo uses a blend of hydrating ingredients like coconut oil, to help preserve the natural bounce and curl of the hair while maintaining the healthy shine of the hair, Allawh said. The sulfate-free shampoo, formulated for textured, curly or
average rating from more than 768 reviews on Amazon. The brand also released a Dermstore exclusive bundle with all six items from the collection, if you prefer. Design Essentials Moisturizing and Detangling ShampooBeyond being free of pesky ingredients like sulfates and parabens, this shampoo is formulated for those with wavy, curly and kinky
hair in mind. Design Essentials also says this color-safe shampoo, which is part of the brands Almond and Avocado collection, is gentle enough to be used on chemically treated hair, plus extensions and wigs. This Design Essentials shampoo has a 4.6-star average rating from nearly 4,285 reviews on Amazon. Burt's Bees Baby Shampoo Babies deserve
quality shampoo too, even if the hair on their head is still on its way. Allawh recommended this gentle and safe shampoo for babies and adults with sensitive skin in newborns and infants such as sulfates, parabens, fragrance and phthalates, she told us. It is
the only shampoo on our list that can also be used as a body wash. It has a 4.7-star average rating from 3,405 reviews on Amazon. Dove Refresh + Care Dry shampoo up to three times a week between washes to add volume and keep your hair looking clean and not greasy. Allawh
 recommended this relatively affordable dry shampoo because many dry shampoo because many dry shampoo helps to soak up the grease while maintaining hair moisture she said. Doves dry shampoo earned a 4.4-star average rating from nearly 14,200 reviews on Amazon. Catch up on Select's
in-depth coverage of personal finance, tech and tools, wellness and more, and follow us on Facebook, Instagram and Twitter to stay up to date. Christina ColizzaNicole Saunders contributed. Shop Carol's Daughter for all hair textures and curl typesShop now Made with love! Shop now Uses item details. Price when purchased online New York Post may
be compensated and/or receive an affiliate commission if you click or buy through our links. Featured pricing is subject to change. Like finding the perfect foundation or concealer, choosing the best shampoo for your hair type can easily turn into a wild goose chase. The subject of in-shower hair care can be pretty divided. How often should I use
shampoo each week? What about conditioner? Whats the best shampoo for oily hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? These questions are all valid, especially if your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? The your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? The your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? The your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? The your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? The your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? The your No. 1 goal is to achieve salon-worthy hair? Do I really have to rinse and repeat? The your No. 1 goal is to achieve salon-worthy hair not have 
Post Wanted team (naturally) loves to shop and provide credible recommendations on whats worth your money and whats not. This review of the best shampoos is one of our readers favorites, which is why it has been a topic Ive put to the test for four years straight. The full testing method is highlighted below, but allow me to give you the TLDR
version. I put a variety of shampoos on a strict rotation, analyzed how they lathered and rinsed each hair-wash day, and assessed the final look once styled, while also considering the best conditioners to complete your routine. Because shampoo is necessary to care for and cleanse your hair and scalp, Post Wanted consulted two hairstylists who
provided the 411 on all things shampoo, from ingredients to look for to how to apply it to your scalp. If you feel the shampoo is no longer working for your needs, its time for a change to address the latest concern, Amy Abramite, hairstylist, salon educator and creative director at Maxine Ltd. in Chicago, told the Post. Having a few different shampoos
in the shower to rotate is an effective way to treat multiple concerns simultaneously. But, scrubbing a sudsy formula on your strands is more trial-and-error than anything else, which is why I put 29+ sought-after shampoos I tested and the best sulfate-free shampoos I reviewed, as well as the best
personalized shampoos I reviewed after taking hair quizzes from three top brands. For more hair advice, check out our expert-backed FAQ for the answers to your burning questions. AmazonOffers a deep clean with a fresh scentTangibly made my hair growLeads to long-lasting blowouts and visibly noticeable healthy hairPrice point may be
felt longer and more nourished. Simply put, its my go-to formulation whenever I have a special occasion or want my hair to really speed up in terms of growth. Victoria GiardinaThe divine scent and effective absorbability make it a winner in my book. I rave about this shampoo, in particular, a ton and its one everyone *has* to try. Bonus points if you
use the brands Resistance Serum Extensioniste ($60) after shampooing and conditioning, to go along with it. Truly, its the hair-strengthening trio of my dreams. Size: 8.5 fluid ounces | Scent: Fresh | Testing Notes: Safe for color-treated hair ProseFully custom product line, unlike competitors that have a pre-formulated base that isnt 100% tailored to
your hair typeFresh scents and aesthetically pleasing packagingComes with additional hair products for purchase, if desiredMay take a bit longer to ship than most other options, given its a customized formulaYour personal hair type may change over time, leading you to adjust your formulationPairs well with: Prose Conditioner ($34)After weeks of
testing, Prose was my favorite of the three. Though I recommend and use all of them, something about this formula just worked for my hair. After taking a hair quiz (much like the two others), youll have a fresh-scented formula show up at your door that you cant help but love. The difference between Prose and competing brands? Its a fully custom
product line backed by science which is a stark contrast from others that have a pre-formulated base. From base to end product, youre receiving something custom to you. Its a really cool process to design a shampoo that you want to use. From scent to even geographic location, Prose does the work and youll find your hair starting to work in your
favor when you use the product consistently. However, youll only want to use Prose from the moment you receive your package. Itll allow you to truly understand if the product is working for you by sticking to only the brand for a few months. From there, Id recommend adding some other brands and products to the mix once you get a feel for how its
performing on your hair type. Size: 8.5 fluid ounces | Scent: Customizable | Testing Notes: Really worth the money if you want a shampoo curated to your specific hair type and needs NordstromTangibly thickens the hair as youre shampoo curated to your specific hair type.
unreachable for some Heavier consistency than most, though not a dealbreaker Fairs well with: Virtue Full Conditioner ($44) First things first fine hair is when the stands are slender in diameter compared to coarse hair where the diameter is larger, according to Abramite. A densifying shampoo plumps the size of strands with hyaluronic acid, making
hair feel thicker through hydration, she said. For hair thinning from breakage due to heat styling or chemical over-processing, a repairing shampoo is best. As for ingredients, Fitzsimons recommends caffeine, green tea, pumpkin seed and rosemary oil, specifically. Caffeine promotes hair growth by stimulating hair follicles, he adds. Green tea,
pumpkin seed, and rosemary prevent hair loss by strengthening hair follicles. Whats great about the Virtue Full Shampoo is its gentle yet effective cleanse. It strikes the perfect balance compared to plenty of other options on this list. Whenever I have an event or know I want my hair to look fuller, this formulation remains the trusty option I reach
for.Size: 8 fluid ounces | Scent: Fruity-floral | Testing Notes: Great for adding volume AmazonSmells fresh and produces the most incredible body to the hairBudget-friendly, appealing to many consumersCleanses well with good lathering, almost like a clarifying shampoo you can use dailyScent may be too strong for some users, though not a
dealbreakerPairs well with: Biosilk Silk Therapy Conditioner ($13); Biosilk Hydrating Therapy Conditioner ($8)Holy hair. Ive been using Biosilk for years (seriously, since middle school) and the Silk Therapy Original Shampoo is still a force to be reckoned with. Every time I use it, I know that my hair will have wonderful body and smell
absolutely amazing. From the moment you squeeze this sleek bottle into your hand, you know youre dealing with something more luxurious than your average cleansing agent. The milky serum glides through your hair with a satin caress thanks to its hydrolyzed silk proteins 17 of the 19 amino acids found naturally in hair bolstering weakened strands
and coaxing out an unmistakable sheen. It isnt flashy with thick suds; what it does is cleanse gently without stripping, letting its silk-derived nutrients and botanical extracts (think: lavender, peppermint, chamomile, each replenishing and fortifying from root to tip). Victoria GiardinaThe result is hair that feels soft, looks luminous and moves with
newfound grace. No wonder what Its a No. 1 top-rated beauty product on Amazon with nearly 50,000 glowing reviews. The brands Silk Therapy line shields locks from sun damage and pollutants, while panthenol draws moisture deep into the cortex. Its a shampoo that neither neglects purity nor performance: sulfatefree, parabenfree, and glutenfree,
it sidesteps harsh detergents for something more refined. Ultimately, this is a product that taps into nostalgia as much as necessity. With roots stretching back to 1986, its a cult classic reborn for todays conscience and damaged-hair dilemmas. Its the kind of shampoo you buy (and rebuy!) not for gimmicks, but because week after week, it delivers
glossy resilience. Its ability to tame frizz is seriously impressive, and I know whenever I reach for it that my hair will look full and fabulous. Size: 2.26 fluid ounces | Scent: Fruity | Testing Notes: Moisturizing formula AmazonSulfate-free, so offers a gentle cleanseBudget-friendly, so reachable for many shoppersFormulated with niacinamide and zinc to
help hydrate the hairOveruse can lead to dry hair, so use every other day if you have fine to medium hairPairs well with: Dove Scalp+ Density Boost Hydrating Conditioner ($10)Cheaper shampoos are more likely to contain harsh detergents or surfactants, which can strip the hair of natural oils, weakening it and leaving a residue that can cause
breakage when combined with styling products, Andrew Fitzsimons, celebrity hairstylist for Kim Kardashian West and other high-profile names, said. The key to finding the best drugstore shampoos is to read the ingredient list carefully. Opt for products with higher-quality components, fewer fillers and additives. Enter the Dove Scalp+ Density Boost
Hydrating Shampoo. With a high-end feel, you wont believe its less than $15. Its scent is fresh and it offers my locks a deep cleanse that leaves my hair feeling full and healthy. Whats more, it contains niacinamide just like your skincare which locks in hydration and allows my hair feeling full and healthy. Whats more, it contains niacinamide just like your skincare which locks in hydration and allows my hair feeling full and healthy. Whats more, it contains niacinamide just like your skincare which locks in hydration and allows my hair feeling full and healthy. Whats more, it contains niacinamide just like your skincare which locks in hydration and allows my hair feeling full and healthy. Whats more, it contains niacinamide just like your skincare which locks in hydration and allows my hair feeling full and healthy.
ounces | Scent: Fresh/Clean | Testing Notes: Sulfate-free AmazonBoasts that signature coconut-y scent characteristic of Moroccanoil productsNurtures dry hairNot the best for oily or superfine hair as its high moisture result may weigh down your locksPairs well
with: Moroccanoil Hydrating Conditioner ($25) From the makers of one of the best leave-in oils the haircare industry has to offer, Moroccanoils Hydrating Shampoo is exactly what it sounds like a blessing for dry hair. I love using this with the other brands products like the famous Moroccanoil Treatment ($48) and Luminous Hairspray ($26) when Im
styling my hair. Plus, the scent is driven by paradise and its an exceptional formula to try for your dry hair. Size: 8.5 fluid ounces | Scent: Clean | Testing Notes: Highly moisturizing, great for those with heat-damaged hair AmazonHas a unique citrus scent thats unlike any other shampoo testedRich in nutrients to offer vitality and shine to your
hairHelps blowouts last longerMay leave the hair flat with overuse, so use every other day if you have fine to medium hairPairs well with: Dae Signature Conditioner ($28)Those who have oily hair should look for a shampoo that includes ingredients that are clarifying and exfoliating such as alpha-hydroxy acids but should stay away from sulfates which
can overly strip the hair, Fitzsimons recommends. Lactic acid, an AHA, works to break down the dead skin on the scalp and remove any product build up. This improves the scalps natural moisture, keeping your hair hydrated and healthy. Its also a good idea to find a shampoo that targets excessive sebum at the scalp. Sebum is the bodys natural oil
and, when there is too much, the hair gets greasy and weighed down, Fitzsimons added. Not only is Daes Daily Shampoo clad in a 60s retro bottle but its one of the freshest scents and softest cleans your hair will ever be exposed to. When my hair tends to become oilier especially after a workout this shampoo is the one that performs the best. Ideal to
capture oils and wonderful on straight and curly hair alike, this clean-formulated shampoo detoxifies impurities without stripping your hair of its natural oils. Size: 10 fluid ounces | Scent: Citrus/Clean | Testing Notes: Vegan and sulfate-free AmazonBest sulfate-free shampoo testedHelps eradicate frizzContains *actual* gold, leaving a shimmer to your
hair, one that you can visibly see in the palm of your hand once dispensedPrice may be unreachable for somePairs well with: 14th Night The Nourishing Conditioner ($48)Sulfate-free alternatives are a little gentler than those with sulfates, Fitzsimons explains. Its best for individuals with dry, frizzy curly hair texture, or color-treated hair. This type of
shampoo helps to preserve the natural oils on the scalp and hair, resulting in more moisture in your hair. Among all sulfate-free shampoo tested, the 14th Night The Nourishing Shampoo is the best one I tried. Not only is it ultra-nourishing on your hair.
kickstarted by a former Voque employee who just so happens to know a thing or two about haircare. Victoria GiardinaExtraordinary and unique, theres no other shampoo quite like it. Now, it resides on my bathroom shelf and is never, ever leaving. Its scent is also better than the salon, and youll appreciate how gentle of a cleanse it gives without
stripping your hair. If I may, its a shampoo you have to use at least once. Size: 8 fluid ounces, | Scent: Vanilla/Amber | Testing Notes: Free of parabens, sulfates, mineral oils, phthalates, silicones and PEGs uloFormulated without artificial fragrances, parabens, phthalates, silicones and sulfates, mineral oils, phthalates, silicones and PEGs uloFormulated without artificial fragrances, parabens, phthalates, silicones and sulfates, mineral oils, phthalates, silicones and PEGs uloFormulated without artificial fragrances, parabens, phthalates, and sulfates, mineral oils, phthalates, silicones and PEGs uloFormulated without artificial fragrances, parabens, phthalates, and sulfates, mineral oils, phthalates, mineral oils, mine
lightweight consistency once applied, absorbing into the scalp wellSaid to have a great scent and helps the hair look fuller after each washThe price point may be higher than what some may wish to spendIt may not be the best option for dry scalps, as this formulation caters more toward hair growth and strengtheningCalling all the men: If youre
aiming to try a new shampoo that was thoughtfully curated with natural ingredients, the Ulo Thickening Shampoo is a best-in-class option. Better yet, its not a shampoo that flaunts a clean label and thats it; this shampoo is infused with results-driven ingredients that ll nurture your scalp with each wash. The Post Wanted team reviewed it and cant stop
raving about it. For instance, glycerin and panthenol help your hair feel soft and hydrated, whilehydrolyzed keratinandwheat proteinhelp strengthen the strands for a thicker look. Additionally, caffeineands aw palmettotarget hair growth, whilehydrolyzed keratinandwheat proteinhelp strengthen the strands for a thicker look. Additionally, caffeineands aw palmettotarget hair growth, whilehydrolyzed keratinandwheat proteinhelp strengthen the strands for a thicker look. Additionally, caffeineands aw palmettotarget hair growth, whilehydrolyzed keratinandwheat proteinhelp strengthen the strands for a thicker look. Additionally, caffeineands aw palmettotarget hair growth, whilehydrolyzed keratinandwheat proteinhelp strengthen the strands for a thicker look. Additionally, caffeineands aw palmettotarget hair growth, whilehydrolyzed keratinandwheat proteinhelp strengthen the strands for a thicker look. Additionally, caffeineands aw palmettotarget hair growth, whilehydrolyzed keratinandwheat proteinhelp strengthen the strands for a thicker look. Additionally, caffeineands aw palmettotarget hair growth, whilehydrolyzed keratinandwheat proteinhelp strengthen the strands for a thicker look. Additionally, caffeineands a strands for a thicker look. Additionally, caffeineands are strands for a thicker look. Additionally, caffeineands are strands for a thicker look. Additionally a strands for a th
shampoos in the past, but my hair rarely sees any immediate results from using those products, Al Murillo, Senior Director of Commerce Partnerships, said after using the brand for months. With the Ulo Thickening Shampoo, it was quite apparent as I was drying it that it suddenly had more body and bounce. As a man with very thin hair, Murillo
shared that his hair is always in peril of looking flat or becoming uncomfortably frizzy in certain conditions. In order to achieve volume with strong support, I often have to rely on pomades and hair spray, he added. After using the Ulo Thickening Shampoo, my hair kept its fuller form. Most impressive is the fact that I didnt need to use a blow dryer to
achieve the longer effects. The crux of this brand is its clinically proven ingredients, which make you feel good about your hair wash days. From its catalog of approved ingredients come personalized treatments that are all doctor-approved. That are all doctor-approved ingredients, which make you feel good about your hair wash days. From its catalog of approved ingredients come personalized treatments that are all doctor-approved.
ounces | Scent: Fresh, Peppermint-y | Testing Notes: Fuller, more volumized formulaLooking for other mens haircare products? Check out our review of Ulos Hair Growth Serum. AmazonCreates instantly shiny hair from the moment its rinsed outFairly affordable for its professional qualityIncludes keratin and silk protein to naturally tame frizz and
add shineWorks best with the full systemI cant shut up about the Dr. Groot Bond Fortifying Shampoo. Its truly a miracle for thinning hair and splitting ends. I wouldn't classify my hair as damaged per se, but at times when the ends seem untamable, this is the formula I typically reach for. This Korean haircare brand is pretty much like glass skin for
your hair; it results in an effortlessly shiny finish that will make you want to keep using it consistently. Better yet, its infused with keratin and silk protein, both of which I feel instantly working on smoothing out my hair as its time to rinse it out and condition. Do your hair a favor try this shampoo. Size: 13 fluid ounces | Scent: White floral musk |
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Testing Notes: Good for thin, lifeless hair AmazonFairly priced and worth every pennyContains biotin and prebiotics to support hair healthGreat for dry scalpDoesnt come with a matching conditioner, though the pre-shampoo treatment offers an amazing shinePairs well with: Dr. Groot Miracle In-Shower Treatment (\$30)More people need to know about the Dr. Groot Hair Thickening Shampoo. Sure, Korean skincare is all the rage, but this product proves that Korean haircare is the next best thing. For only \$30, its prized blend of biotin and prebiotics directly results in my hair looking amazing each and every time. As someone who occasionally struggles with a dry scalp, one to two pumps of this

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seconds to smooth your strands. Actually. See for yourself in the shower. Size: 13 fluid ounces | Scent: Fruity-floral | Testing Notes: Silicone and paraben-free Raw Sugar LivingImpressive clean and fresh scentVisibly removes impurities from the hair, leaving a fresh end resultVegan Revives colorBecause its a clarifying shampoo, you should use it only
every two weeks or once a month not an everyday optionPairs well with: Raw Sugar Living The Mighty Cream Leave-In Cream Conditioner ($8)Clarifying shampoos, are designed to eliminate product buildup and natural oils from your hair that your regular shampoo may overlook, Fitzsimons said.
Clarifying shampoos should be used only when absolutely necessary, or once a month as they might be drying and can trigger sensitive reactions in some people. This shampoo type is ideal to purify, exfoliate and detoxify the scalp and hair for overall good health, too, according to Abramite. To the delight of your hair (and your wallet), the Raw Sugar
Living The Deep Cleanse Shampoo is, by far, the best Ive reviewed in four years. Its matcha-infused, pleasing scent is second to none and the shine it gives makes everyone compliment its end result. My mom said it was the nicest my hair has looked in a while, and momma always knows best, after all. Size: 18 fluid ounces | Scent: Varied | Testing
Notes: Vegan, and color-safe I.C.O.N.Doesnt leave white residue; the product immediately disappears once sprayedClosest to an actual hair wash, so its a miracle product on dirty hair daysFresh scent thats not overpoweringPrice point is higher than most other dry shampoos testedNot readily available onlinePairs well with: I.C.O.N. Fully Shampoo
($28)Dry shampoo is a powdery shampoo substitute that does not use water to cleanse hair, Abramite explains. It can be used anytime the hair is feeling dirty, which for some is daily after a visit to the gym or for those who quickly get an oily scalp. But, the golden question what makes a dry shampoo good? According to Abramite, a good dry shampoo is a powdery shampoo is a powdery shampoo substitute that does not use water to cleanse hair, Abramite explains. It can be used anytime the hair is feeling dirty, which for some is daily after a visit to the gym or for those who quickly get an oily scalp. But, the golden question what makes a dry shampoo good? According to Abramite, a good dry shampoo and the gym or for those who quickly get an oily scalp. But, the golden question what makes a dry shampoo good? According to Abramite, a good 
doesnt leave visible powder or flakes in the hair for a dusty appearance. And, it should invigorate your style with a fresh scent. Fitting the bill is the I.C.O.N. Dry Shampoo. I love it so much that I had to write a full review on its standout nature, coming above some brands youve seen all over #BeautyTok. Its one of the only options that truly lasts all
day and doesnt feel like its building up into my scalp. Though its a bit up there in price, its worth it to effectively work when you dont want to *do the work* and tameCreates a natural lift thats not stiffOffers a great
balance of hydration and softnessWhenever the word volumizing is embossed on a hair products label, Im usually the first one to run to it. My hair and want the blowout to maintain its body and shape. This shampoo doesn't let me down
because its fast-absorbing, hydrates and smoothes. I still think the Mirrorball High Shine + Protect collection is a step above the rest, but the Big Hit Volumizing catalog is the most versatile. Each time I use this shampoo and matching conditioner, my hair always feels as soft as a babys bum. Its not volumizing to the point of no return, either. It
provides lift while still being simple to manage, which I love. This makes it perfect for curly and coily hair types, Id imagine. Its not as smoothing as the Velveteen Dream Smoothing Shampoo, though is a bit more lightweight and fast-absorbing. Size: 9.2 fluid ounces | Scent: Amber Vanilla | Testing Notes: Excellent for medium, normal hair types
AmazonLeaves the ends of the hair full and revitalizedContains biotin, which is an expert-recommended ingredient for hair growthInfused with an herbal blend that leaves the hair purified and feeling freshNot the best for those with dry scalpWhats revolutionary about the PURA DOR Anti Hair-Thinning Biotin Shampoo is its popularity, effectiveness
and affordability, all infused into one pump-dispensing bottle. More than 20,000 shoppers bought it on Amazon this month alone and its formula is aloe vera-based to soothe your hair strands. As someone with fairly oily hair, I love how this shampoo doesnt require a double rinse like most others on this list. Once styled, my hair was full and revitalized
and I love how many hair-boosting ingredients are found in its formula. You wont find artificial ones or a consistency that were better suited for
dry or flaky scalps a bit more. However not a dealbreaker. The working power of this shampoo is quite extraordinary at helping to fluff up the hair at the root, creating more body at the ends of my hair. AmazonPlant-based formula that has that clean feeling with each useMoisturizes natural waves and curlsOne of the best for air-drying your hairMay
leave the hair flat with overuse, so use every other day if you have fine to medium hairPairs well with: AG Hair Curl Fresh Conditioner ($34)Im just going to come out and say it AG Hairs Curl Fresh Shampoo is the best shampoo for curly hair Ive tested. And, this shampoo will actually enhance your natural curls, as the formula doesnt weigh them
down or mitigate their natural vivacity. That said, this vegan formula would earn a six out of five stars if possible. Containing peptides, quinoa, keratin and rice extract, you wont find more of a superfood blend for your luscious locks. Curly hair tends to be dry so amoisturizing shampoo will soften curls, add bounce anddefine the shape, Abramite
explains. Asulfate-free shampoo with amino acids gently cleanses without stripping natural oils andstrengthens the internal structure by repairing cuticle damage. And, Fitzsimons echos this to a T. Curly hair tends to be much drier than those with straight hair because the natural oils from the scalp are unable to travel throughout the hair shaft and
distribute moisture evenly, resulting in dry and fragile hair, he said. Its important to look for very hydrating and non-stripping shampoos that contain ingredients that will reduce frizz without weighing down the curls. Size: 12 fluid ounces | Scent: Herbaceous | Testing Notes: Paraben and sulfate-free. safe for chemically-treated hair AmazonDe-frizzes
and adds shine simultaneously Fairly priced Contains antioxidants to support hair health May leave the hair flat with overuse, so use every other day if you have fine to medium hair Pairs well with: amika Mirrorball High-Shine + Protect Antioxidant Conditioner ($26) The brand amika is known for its captivating, alluring scents and the Mirrorball High-Shine + Protect Antioxidant Conditioner ($26) The brand amika is known for its captivating, alluring scents and the Mirrorball High-Shine + Protect Antioxidant Conditioner ($26) The brand amika is known for its captivating, alluring scents and the Mirrorball High-Shine + Protect Antioxidant Conditioner ($26) The brand amika is known for its captivating, alluring scents and the Mirrorball High-Shine + Protect Antioxidant Conditioner ($26) The brand amika is known for its captivating scents and the Mirrorball High-Shine + Protect Antioxidant Conditioner ($26) The brand amika is known for its captivating scents and the Mirrorball High-Shine + Protect Antioxidant Conditioner ($26) The brand amika is known for its captivating scents and the Mirrorball High-Shine + Protect Antioxidant Conditioner ($26) The brand amika is known for its captivating scents and the Mirrorball High-Shine + Protect Antioxidant Conditioner ($26) The brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivation of the brand amika is known for its captivatio
Shine + Protect Antioxidant Shampoo is one of the best youll find. Its a shampoo youll want to regularly use and it helps mitigate frizz, most notably. Offering lightweight moisture, it acts as a clarifying shampoo in a way because it helps mitigate frizz, most notably. Offering lightweight moisture, it acts as a clarifying shampoo in a way because it helps mitigate frizz, most notably. Offering lightweight moisture, it acts as a clarifying shampoo in a way because it helps mitigate frizz, most notably. Offering lightweight moisture, it acts as a clarifying shampoo in a way because it helps mitigate frizz, most notably. Offering lightweight moisture, it acts as a clarifying shampoo in a way because it helps mitigate frizz, most notably. Offering lightweight moisture, it acts as a clarifying shampoo in a way because it helps mitigate frizz, most notably. Offering lightweight moisture, it acts as a clarifying shampoo in a way because it helps mitigate frizz, most notably. Offering lightweight moisture, it acts as a clarifying shampoo in a way because it helps mitigate frizz, most notably. Offering lightweight moisture, it acts as a clarifying shampoo in a way because it helps mitigate frizz, most notably. Offering lightweight moisture, and the lightweight moisture is a surface of the light
Scent: Amber/vanilla | Testing Notes: Ideal for those looking to boost shine AmazonContains niacinamide to moisturize and help thicken the hair seting but not over-washedHydrates the hair set over-washedHydrates the hair
Conditioner ($44)You cant come between me and the Krastase Nutritive Bain Satin Shampoo. Enriched with niacinamide, its one of the best to hydrate your hair whenever you reach hair-wash day. With a gorgeous satin finish, its revolutionary in that it doesn't
weigh down my hair. Sure, its a splurge, but the blowouts last long on my medium-thick hair, and I can go three days without washing. Typically, I wash my hair every other day. Overall, youll feel like a member of the Royal Family when you use this shampoo. Its one of the best for long-term hair health and everyone Ive told to try it has become
hooked on it ever since. Size: 8.5 fluid ounces | Scent: Floral | Testing Notes: Can also be used daily AmazonHelps prolong the longevity of hair dye, highlights or glossA little goes a long way, so the bottle will likely last you for longer (due to its thick consistency) Vegan-derived ingredients that help boost long-term hair healthPrice point may be
unreachable for someOne of the thickest consistencies, which may be undesirable for somePairs well with: Pureology Hydrate Moisturizing Conditioner ($37) If you want to extend the livelihood of your hair dye, highlights or gloss, the Pureology Hydrate Shampoo is a worthy pick to add to your cart right this instant. It makes me feel nostalgic, as this
was the minty fresh shampoo my hairdresser first used on me when I began adding some highlights to my hair in high school. Because its thicker than some other shampoos youll find, a little goes a long way. This proves that the value is there as the bottle will likely last you for six months straight, depending on how often you wash your hair, of
course. Infused with vegan-derived ingredients, its formulation is always one that nourishes and cleanses without a hitch. Its scent is divine as well and its a supreme option that I recommend anyone with dry, heat-damaged hair Getty
Images Shampooing a personal choice for everyone and one size does not fit all, Abramite said. On average, peopleshampoodaily or at least once a week. The decision is typically made on how dirty the hair looks or feels from a build-up of product, dirt or oil in the hair or how physically active someone is at the gym. Though different for everyone,
Fitzsimons recommends looking closely at your hair type. Frequent shampooing depletes your hairs natural oils and dries out your scalp, he said. The average person can go two to three days without shampooing their hair. People with fine or greasy hair should wash their hair every other day in general. On the other hand, those with medium to thick
wavy, curly, coiled or damaged hair can normally go two to four days without washing depending on if your curly hair has product buildup, your scalp is itchy or if you exercise regularly you can swap in co-washing between washes. You should aim to shampoo twice and rinse in between, Fitzsimons recommends. Your hair will get a lot stronger,
shinier, and healthier. Over-shampooing can strip natural oils the scalp produces and can lead to dry, brittle and damaged hair. The proper way toshampoohair is to get it thoroughly wet with warm water to prepare it for theshampoot your hands and
begin to massage the scalp in a circular motion to work it into a lather. If the hair at the scalp doesnt lather right away, a secondshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further to remove. Then, rinse your hair thoroughly, addshampoowill be needed to break the product down further thoroughly, addshampoowill be needed to break the product down further thoroughly addshampoowill be needed to break the product down further thoroughly addshampoowill be needed to break the product down further thoroughly addshampoowill be needed to break the product down further thoroughly addshampoowill be needed to break the product down further thoroughly addshampoowill be needed to break the product down further thoroughly addshampoowill be needed to break the product down further thoroughly addshampoowill be needed to break the product down further thoroughly addshampoowill be needed to break the product down further thoroughly addshampoowill be needed to break the product down further the product 
hair into the massage so the ends get cleansed as well. Rinse thoroughly with warm water and run fingers through hair to check to feel if the hair, Abramite said. For short hairstyles or fine hair, a dime size should be a good place to start. Forlonger orthicker
hair, I recommend starting with a quarter-sized amount and adding moreif needed fora good lather. If the seal has been broken on theshampoobottle and used, it will expire in about a year, Abramite explains. If youre not sure when it was opened, a smell test will do. If the fragrance has a foulness to it, toss it. Apple cider vinegars acidic properties can
help improve chemically damaged hair by lowering the hairs pH level by sealing the cuticles, Fitzsimons recommends. It can also help to regulate the microbiome on the scalp by reducing inflammation and removing build-up, restoring luster and preventing tangling in the hair. A volumizing shampoocreates weightless lift at the root area resulting in
fullness and body, Abramite said. According to Abramite, a densifying shampoofortifies the internal structure of the hair strand by rebonding to prevent damage and breakage, per Abramite. A sampling of some of the shampoos Ive been testing for more than
two years. Victoria GiardinaAfter reviewing dozens of shampoos for more thantwo years, its safe to say I found a testing process that works for me. Heres the criteria I used when testing each one: Viscosity: Before I scare you off with a highly scientific term, this point simply refers to how thick or lightweight the formulation felt in my hands (and then
my hair) once emitted from the tube. Any formulations that were incredibly thick or, on the flipside, far too runny, didnt make the cut. Scent: Whether a shampoo costs $1 or $100, if it doesnt smell good its not worth it, IMHO. I made sure to point out which scents instantly transported me to a salon, among all the shampoos that made the
cut.Longevity: Of course, how often you wash your hair is dependent on your hair type and thickness. However, I had a confident understanding of which ones seemed to make my hair type is a little bit of everything, which made testing
realized I have a dry scalp (which is pure genetics) and find that dandruff shampoos help mitigate severe dryness. However, my hair tends to become oily if I dont wash it every other day. Plainly stated, Im a mut of hair types, which is pure genetics) and find that dandruff shampoos help mitigate severe dryness. However, my hair tends to become oily if I dont wash it every other day. Plainly stated, Im a mut of hair types, which is pure genetics) and find that dandruff shampoos help mitigate severe dryness.
formulas that simply wont work well. The key is to identify the primary challenge with the hair or scalp and specifically target that concern, Abramite adds. For example, if the hair is feeling dry to the touch, a hydrating shampoo will nourish the strands and balance moisture for optimal health. Not only that, but ingredients play a big role. You should
make sure the shampoo is suitable for your hair type and addresses any issues you may be experiencing, such as dandruff, dull and lifeless hair or damaged hair, Andrew Fitzsimons, celebrity hairstylist for Kim Kardashian, Megan Fox, Jennifer Lopez and more, told the Post. Its critical to check ingredients for harmful chemicals to avoid exacerbating
your hair problems further. This article was written by Victoria Giardina, New York Post Commerce Journalist & Content Strategist, who has spent countless hours researching, testing hundreds of products and comparing the latest makeup, skincare, hair and beauty items and trends to determine whats truly worth your hard-earned cash. She
evaluates formulas, textures, ingredients and more, in addition to consulting medical and industry experts. Some of Victorias latest conquests include testing the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market, and a rinse-and-repeat review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums on the market review of the best vitamin C serums of the best
of Technology, has been creating shopping guides for the New York Post since 2021 and previously held positions at Insider Reviews and CNN Underscored. Hunting for a headline-worthy haul? Keep shopping with Post Wanted. Page 2TL; DRF or a truly luxurious wash, we love our overall winner, the Pureology Hydrate Shampoo, a lavender-scented
formula that creates a velvety lather and is super hydrating on dry strands. We also recommend our pick for damaged hair, the Olaplex No. 4 Bond Maintenance Shampoo. Its a Byrdie editor favorite that strengthens and repairs hair, leaving it soft, smooth, and healthy feeling. Forget extensive styling protocols consisting of multiple products or techy
hot tools: Great hair starts in the shower. Choosing the best shampoo (and conditioner!) can help you address your specific hair woes (like boosting growth or combating a dry scalp), extend your style, and preserve any coloring or treatments youve had. "I look for a gentle shampoo that doesn't strip my hair of what it needs to stay strong but instead
delicately cleanses and has moisturizing but not oily qualities," says celebrity hairstylistKristen Shaw. "I don't want to add more buildup to my hair by using shampoo, she like to rotate in a detox shampoo when needed. There are plenty
of good shampoos, making it challenging to identify the best smoothing shampoo for you. To find the best formulas for a wide range of hair pain points (like best smoothing shampoo, for example), we asked dozens of testers with varying hair types to try a selection of good shampoos at home. After using the products for a few weeks, our testers evaluated each
one on ingredients, lather, cleansing abilities, and finish. Armed with their insights, we landed on this list of the best shampoo brands guaranteed to give you good hair days galore. Credit: Ulta$37$26 at Amazon$37 at Sephora$90$72 at Ulta Hair Type: Thick, dry, color-treated | Scent: Lavender | Size: 1.7, 9, 33.8 oz | Cruelty-Free: Yes
Using Pureologys Hydrate Shampoo is a luxe experience from start to finish, which is why it's the best shampoo on our list of best-ofs. Firstly, the velvety richness of the lather is unparalleled, yet it rinses out with no residue left behind. The formula is packed with nourishing ingredients, including jojoba oil, green tea, and sage, to revive parched
strands, and it leaves colored hair vibrant and shiny. Our tester adored the lavender scent, which provides a spa-like aromatherapy moment in the shower. Just remember that a little shampoo goes a long wayapply too much and this ultra-hydrating formula might weigh down fine hair. Credit: Byrdie Credit: Byrdie Kayla, tester with medium-thick hair
I enjoyed the luxe lavender fragrance and the velvety lather this shampoo offers. Credit: Ulta$12 at AmazonView on Ulta$12 at AmazonView on Ulta$12 at Target Hair Type: All | Size: 10, 33.8 oz | Scent: Pink pepper, apple, blonde tobacco, gardenia, white cedar wood, palo santo | Cruelty-Free: Yes Our top choice for the best budget shampoo is this Deep Clean Clarifying
shampoo from Kristin Ess. Made with a proprietary strengthening complex, the formula helps seal split ends as it cleanses the hair and scalp, removing excess oil and product buildup. Our tester loved how lightweight it made her hair and scalp, removing excess oil and product buildup. Our tester loved how lightweight it made her hair and scalp, removing excess oil and product buildup. Our tester loved how lightweight it made her hair and scalp, removing excess oil and product buildup.
the third wash, and she enjoyed the extended day she got between washes after using it. Its light, floral fragrance is also a nice touch. Sheila, tester with hair type 1B: I feel like it cleaned my scalp and hair without over-stripping. Credit: Ulta$32$23 at Amazon$32 at SephoraView on Ulta Hair Type: All | Size: 3.3, 8.5, 17.75 oz | Scent: Fresh | Cruelty-stripping.
Free: Yes The Olaplex No.4 Bond Maintenance Shampoo is a staple within the Byrdie beauty team thanks to its deeply reparative prowesswe truly love this shampoo brand. Like its in-salon treatment counterpart, it contains ingredients that work to repair broken protein bonds in your hair. Translation? Hair becomes softer, smoother, and generally
looks and feels better. The formula is sulfate-free, so it shouldn't strip much-needed moistureyet it still lathers well. It left our testers hair feeling thoroughly cleansed without that squeaky feeling that some (even good!) shampoos leave behind or any lingering spots of oiliness. It does need to be followed by a good conditioner, though, or it might feel and the squeaky feeling that some (even good!) shampoos leave behind or any lingering spots of oiliness. It does need to be followed by a good conditioner, though, or it might feel and the squeaky feeling that some (even good!) shampoos leave behind or any lingering spots of oiliness. It does need to be followed by a good conditioner, though, or it might feel and the squeaky feeling that some (even good!) shampoos leave behind or any lingering spots of oiliness. It does need to be followed by a good conditioner, though, or it might feel and the squeaky feeling that some (even good!) shampoos leave behind or any lingering spots of oiliness. It does need to be followed by a good conditioner, though, or it might feel and the squeaky feeling that some (even good!) shampoos leave behind or any lingering spots of oiliness. It does need to be followed by a good conditioner, though, or it might feel and the squeaky feeling that some (even good!) shampoos leave behind or any lingering spots of oiliness.
little drying. Elena, tester with type 1 hair and type 2 bonded hair extensions (not shown): As far as cleaning my scalp and hair, it did a perfect job. It really helped clean up all the buildup my dry shampoo leaves behind. Credit: Amazon\(^1\)29$27 at Amazon\(^1\)20 ieu on Ulta\(^1\)20 ieu on Ulta\(^1\)
wrong shampoo can cause all kinds of skin issues, from breakouts to weird rashesthats why this pick is so excellent. The dermatologist-designed shampoo is noncomedogenic (so it shouldn't clog pores) and is formulated without a long list of possible skin irritants, including fragrance. But dont worry, it still does a superb job as a good shampoo. Our
tester appreciated how gentle the formula wasit didnt cause any irritation and never left her hair feeling dry or stripped. It lathered beautifully and did a great job removing product buildup, allowing her to stretch the time between washes by a day or two. The shampoo was also hydrating, leaving our testers hair shiny and noticeably less staticky.
One downside is that it didnt entirely clear flakes from her scalp. Allison, tester with hair type 1B: It felt like I had a professional salon wash. The shampoo was very gentle and there was no irritation. I didn't feel like my hair type: All | Size: 3, 10 oz
 | Scent: Rose, bergamot, lychee, white musk, champagne | Cruelty-Free: Yes Ever noticed how your hair feels softer or coarser depending on where you wash it? Thats all down to how hard the water is in your location (hard water contains more minerals and tends to make hair dull and dry). This light shampoo contains clarifying apple cider vinegar
and chelating agents to remove hard water deposits, plus added keratin to strengthen the hair strands. Our tester loved how soft and healthy it left her hair feeling. It also effectively reduced oil and frizz (it's a great smoothing shampoo), so she could extend the time between washes. Using this formula daily might make your hair feel stripped, so
apply it once a week as a complement to another good shampoo. Sophia, tester with hair types 1B: I do workout every day and sweat builds up on top of dry shampoo, so I think this was great at helping to detox my hair. Credit: Sephora$30$27 at Amazon$30 at SephoraView on Necessaire.com Hair Types Suitable for all hair types/textures | Sizes 3.3, 8.4
oz |Scent: Unscented |Sulfate-Free:Yes|Cruelty-Free:Yes When our tester tried out this fragrance-free shampoo from Ncessaire (another shampoo brand we love!), she gave it high marks for its gel-like consistency, great lather, and ability to reduce scalp irritation. Its packed with great ingredients, including moisturizing hyaluronic acid, niacinamide,
and ApiScalp to remove product buildup and reduce thinning (ideal for postpartum moms). After using it, our tester noticed improved softness and silkinessplus, she felt it enhanced her tone, too. Truly a win, win scenario. Credit: Byrdie Credit: Byrdie Credit: Byrdie Donna, tester with thick hair: "After using this for the testing period, I have noticed that my
hair has more bodyit curls more than it did before, which is nice. It feels so much softer, almost like a child's hair." Credit: Ulta$36$35 at Amazon$36 at SephoraView on Ulta Hair Type: All | Size: 2, 8.5, 33.8 oz | Scent: Sparkling cassis, watery cyclamen, and mint leaf | Cruelty-Free: Yes We marked this shampoo highly as our tester said her hair felt
like it had been given a total detox after just one use. If you live in a city or have just been on holiday and your hair feels loaded with product, sunscreen, and dry shampoo, try this formula. It provides the hair and scalp with a deep clean thanks to its key ingredient, sodium laureth sulfate, which creates a rich lather. Our tester loved its mint and cassis
fragrance, which gave her a wide-awake feeling first thing in the morning. Just be sure to follow up with a good conditioner, as it can leave hair more prone to tangles. Chrissy, a tester with hair type 1B: The shampoo was gentle on my scalp, no irritation or itchiness. It didn't leave my hair feeling greasy or weighed down. Credit: Ulta$34 at
Amazon$68$55 at UltaView on Ag.care Hair Type:All textures and hair types |Size:12 oz |Scent: Apple |Sulfate-Free:Yes|Cruelty-Free:Yes If you suffer from oily roots and need to wash your hair daily, this sulfate-free apple cider vinegar shampoo can help. It scored highly in our best shampoo test as it noticeably reduced oil in our hair and left thee
scalp feeling super clean. We particularly loved how it lathered and reduced oily roots while adding both volume and shine with 98% plant-based ingredients, including argan oil, nourishing superfoods, and apple cider vinegar. Its available as a 12-ounce bottle or a larger liter for refills. Yes, its on the more expensive side, but the results make it worth
it. Credit: Byrdie Credit: Byrdie Credit: Byrdie Christine, tester with fine, wavy hair: "It cleansed both my hair and scalp really well. It feels very clean and clean for longer. It's also given my hair a nice shine that is unusual for me this time of year." Credit: Sephora$38$37 at Amazon$38 at Ulta$38 at Target Hair Type: All | Size: 8.5, 33.3 oz | Scent: crisp apple, leafye
green, mint leaf, pineapple, and white woods blend | Cruelty-Free: Yes A dry scalp can feel itchy and look flakey, and its not always easy to treat. Help is at hand with this shampoo from Bumble and bumble, which achieves the difficult feat of clarifying the scalp and hair without drying them out. Quite the opposite; our tester loved how healthy and
 balanced her scalp felt after using this formula. One wash was all it took for an immediate reduction in flakes and irritationplus, her hair was hydrated, shiny, and less frizzy, too. Lisa, a tester with hair type 2B: Not only does it effectively cleanse the scalp and hair, but it also provides hydration, nourishment, and repair, leaving hair looking and
feeling its absolute best. Credit: Amazon$13 at AmazonView on IHerbView on Irliggett.com Hair Type: Curly, color-treated | Size: 3.5 oz | Scent: Natural | Cruelty-Free: Yes Shampoo bars have recently gained traction in the beauty world thanks to their combination of convenience and eco-friendliness (having no plastic packaging to dispose of is
always a plus). The benefits dont stop there. This shampoo bar, which is said to be based on a handwritten formula by J.R. Liggett, is made with olive oil, castor oil, and coconut oil to condition as it cleanses. Our tester found there was a slight learning curve with the bar (the key is to move it around, applying the bar directly to your scalp and strands).
but once her hair was saturated, it lathered well, and a little went a long way. Rinsing the shampoo out was easy, and her hair felt squeaky clean afterward. Despite the nourishing oils, our tester did note that it wasnt moisturizing enough for her curly, textured hair. Keyaira, tester with hair type 3C/4A: It really helped to lift any product in my hair.
There was no trace of anything after I washed my hair with it. That felt great. Credit: Target Hair Type: Bleached, highlighted or bleached hair knows the struggle of keeping brassiness at bay. One easy way to maintain your cool blonde tones
down, and her hair felt more nourished after each use. Best of all, her highlights were refreshed, instantly cooler and brighter. Credit: Byrdie Credit: Byrdie Ciara, a tester with hair type 1C: The shampoo definitely helped to counteract the brassy and yellow tones of my hair. I am due for a highlight refresh, and this shampoo made me feel more
confident and lighter in the last couple of weeks before my hair appointment. Credit: Sephora$39 at SephoraView on Onebioshop.com Hair Type: All | Size: 8.5 oz | Scent: Light fruity | Cruelty-Free: Yes If youve just dropped hard-earned money on a fresh dye at the salon, the last thing you want is premature fading. A color-safe
shampoo like this one from K18 is essential. Its pH-optimized formula contains a proprietary peptide blend designed to protect against protein loss, leaving hair strong and silky. Our tester said it lathered nicely, gently cleansing her scalp and strands and leaving them soft and clean. Between washes, she noticed her hair remained strong and healthy leaving them soft and clean is leaving them soft and clean. Between washes, she noticed her hair remained strong and healthy leaving them soft and clean is leaving them soft 
feeling. Megan, tester with hair type 1B: My hair felt strong and healthy after using it. It didn't dry my hair out at all and really nourished my already-dry hair. Credit: AmazonView on Ulta$24$22 at AmazonView on Ulta Hair Type: Curly, wavy, coily | Size: 8.5 oz | Scent: Floral | Cruelty-Free: Yes Curly hair can require a bit more TLC than straighter
hair. The ringlet shape of the strands makes it harder for natural oils to travel down the hair shaft and provide natural moisture, leaving curly hair more prone to dryness and frizz. Ouidads Climate Control Defrizzing Shampoo offers a curl-friendly wash thats sulfate-free (sulfates are known to cause dryness) and enhanced with hydrating ceramides
didn't weigh down my curls and felt very light on my hair, which made it easy to wash out. Credit: Eva NYCView on Amazon$14 at Ulta$13 at Target Key Ingredients: Red algae, bond technology |Size: 10 oz |Cruelty-Free:Yes Our pick for the best shampoo for smoothing hair is a true lifesaver. It aims to strengthen strands while softening theman
unbeatable one-two-punch imparted by the formula's bond technology and use of red algae (a nutrient-rich ingredient). Other wins: It's a color-safe, clean, and vegan formula. Our tester noticed fewer split ends and less product buildup after incorporating this shampoo into her shower routine. She also loved the subtle scent and how well it suds
considering it's a sulfate-free formula. Amanda Rosenthal, writer with 1B hair:We put our hair through a lotheat styling, environmental stressors, chemical treatments, and more. This strengthening shampoo will nurse your hair back to health. Its packed with red algae, giving it a silky, smooth appearance, and has bond technology to repair weak
bonds. If there were protein powder for your hair, it would be in this bottle. Hair Type-Specific Formulas: We recommend choosing the best shampoo for targeting your specific hair type and concerns. There are formulas for all sorts of issues, whether you need volume, moisture, curl enhancement, oil, or frizz control. Some of the best shampoos offer
strengthening with special botanicals or proteins like keratin. Other shampoo brands offer great combinations of shampoo and conditioners for dry hair to provide a complete hair cleansing system. Scalp-Friendly Ingredients: If you have a scalp conditioners for dry hair to provide a complete hair cleansing system. Scalp-Friendly Ingredients: If you have a scalp conditioners for dry hair to provide a complete hair cleansing system.
it, such as salicylic acid for the former and zinc pyrithione for the latter. Color- and Treatment-Safe: If you color or treat your hair, look for a good shampoo that won't counteract your results. Some shampoo will fade color-treated hair, and others are too harsh to use with treatments like keratin or relaxing. Avoid sulfates, sarcodines (an amino acid)
like sodium lauroyl sarcosinate, and sulfosuccinates in particular. To create this list of the best shampoos, we asked Byrdie editors and professional stylists for their most beloved picks. Then, we asked dozens of testers with varying hair types to try the selection at home for a few weeks, evaluating each formula on ingredients, lather, cleansing
abilities, and finish, including the look and feel of their hair. Armed with these testing insights, we landed on this list of the best shampoo for various hair pain points and scenarios. FAQSome people prefer to use conditioner without shampoo, at least some of the time. This may work for some, especially if shampooing too frequently leaves your hair
dry. Some people use an apple cider vinegar or baking soda rinse before conditioning. However, never using shampoo might leave you with too much oil and product buildup in your hair. "How often one should shampoo is dependent on the individual person, but I typically say every two to three days," says Shaw. "If your hair is on the dry side, wash
less, as most shampoos will take out all the good oils that your hair needs to thrive. For those who exercise more or have an imbalanced scalp, you can wash every one to two days and rinse in between. "Curly hair may benefit from less frequent washing, as the natural oils can help reduce frizz and increase shine. If your hair is fine, washing every
other day can help boost volume. "Apply shampoo to your scalp, start massaging it in, and then hit it with a little water from the shower to activate it more," Shaw explains. "This will help you pull the shampoo to your ends, but not so much that you strip your ends of what they need." She also notes that unless you use heavy products, you probably
don't need to shampoo much more than the hair closest to your scalp. We spoke to an expert to narrow down this list of the best shampoos: Kristen Shaw is a celebrity hairstylist and men's groomer based in New York. Shes a three-times-a-week shampooer
and opts for gentle formulas that wont strip her curly, fine hair of natural oils. Byrdie contributor Melanie Rud has over a decade of experience in the beauty industry, writing for some of the biggest magazines and websites out there. She will try pretty much any shampoo she can get her hands on, which means that there are at least five or six
different options in her shower at all times, including many of the ones featured on this list. Byrdie takes every opportunity to use high-quality sources, including peer-reviewed studies, to support the facts within our articles. Read our editorial guidelines to learn more about how we keep our content accurate, reliable and trustworthy. Blakely K
Gooderham M.Management of scalp psoriasis: current perspectives. Psoriasis (Auckl). 2016;6:33-40. doi:10.2147/PTT.S85330Borda LJ, Wikramanayake TC. Seborrheic dermatitis and dandruff: a comprehensive review. J Clin Investig Dermatol. 2015;3(2):10.13188/2373-1044.1000019. DSouza P, Rathi SK. Shampoo and conditioners: What a
dermatologist should know?Indian Journal of Dermatology. 2015;60(3):248.1BEST OVERALL DRUGSTORE SHAMPOONow 10% OffCredit: L'Oreal ParisProsSafe for color-treated hairHelps strengthen damaged hairSoftens and smooths hairConsSome reviewers dislike the scent This is a good pick overall but especially for those with color-treated or
heat-damaged hair, says Michelle Cleveland, a celebrity stylist, extension artist, and owner of Hair Addict Salon & Extension Bar in Toms River, NJ. The bonding technology can help repair weak strands and cleanse without stripping moisture. What a reviewer says: I saw an immediate difference after my first use, wrote one Amazon reviewer. I have
continued to use with every other wash alongside other bonding products. My hair health is better, frizziness is less, and my ends are way healthier. Size: 6.8 fl. oz. | Key ingredients: Citric acid bonding complex | Hair type: All, damaged | Amazon rating: 4.5/5 stars2BEST VALUE DRUGSTORE SHAMPOOCredit: V05ProsAdds volume to hairEffectively
cleansesEnriched with vitamins and oilsConsSome reviewers reported bottle leakingFor under $2, you can get 15 oz. of volume-inducing shampoo enriched with five vitamins (including vitamin E and provitamin B5) and oils that nourish the hair and add shine to strands. This formula also contains biotin and collagen, which may help strengthen the
hair. Plus, this shampoo has an overall rating of 4.6 out of five stars on Amazon with reviewers raving about the effective cleanse it provides. What a reviewer says: I used to love V05 and used it for years, but you know how it is...we ladies are always chasing the next great thing in hair care..., one reviewer on Amazon wrote. Anyway, V05 is still the
bomb! Smells great, leaves my hair shiny, and with more body than the latest and greatest $18 bottle of shampoo on which I most recently wasted my money! I love this shampoo!! Im so glad to rediscover V05!!Size: 15 fl. oz. | Key ingredients: Vitamin E, vitamin B5, biotin, collagen | Hair type: Fine, flat, oily | Amazon rating: 4.6/5 starsAdvertisement
Continue Reading Below3BEST DRUGSTORE SHAMPOO FOR FRIZZY HAIRNow 11% OffCredit: John FriedaProsHelps tame frizzAdds moistureSuitable for all hair typesConsSome reviewers found that it weighed down their hairChoosing a drugstore shampoo that provides and locks in hydration will be your best bet if you cant seem to tame your
frizz. Dimethicone and silk proteins help to moisturize and seal in moisture, says Rajani Katta, M.D., board-certified dermatologists Guide to a Whole Foods Younger Skin Diet. This translates to a shinier, sleeker look, regardless of your hair texture or thickness. What a reviewer says: I have dry frizzy hair and this ranslates to a shinier, sleeker look, regardless of your hair texture or thickness. What a reviewer says: I have dry frizzy hair and this ranslates to a shinier, sleeker look, regardless of your hair texture or thickness. What a reviewer says: I have dry frizzy hair and this ranslates to a shinier, sleeker look, regardless of your hair texture or thickness. What a reviewer says: I have dry frizzy hair and this remaindance in the same texture or thickness. What a reviewer says is a same texture or thickness. What a reviewer says is a same texture or thickness. What a reviewer says is a same texture or thickness. What a reviewer says is a same texture or thickness. What a reviewer says is a same texture or thickness. What a reviewer says is a same texture or thickness. What a reviewer says is a same texture or thickness. What a reviewer says is a same texture or thickness is a same texture or thickness. What a reviewer says is a same texture or thickness is a same texture or thickness is a same texture or thinkness is a same texture or thinkness is a same texture or the s
shampoo eliminated the need to use conditioner after I shampoo, wrote one Amazon reviewer. This is my go-to shampoo from now on! I love it!Size: 8.45 fl. oz. | Key ingredients: Argan oil, coconut oil, dimethicone | Hair type: Dry, frizzy | Amazon rating: 4.6/5 stars4BEST CLARIFYING DRUGSTORE SHAMPOONow 10% OffCredit: L'Oreal
ParisProsHelps combat hard water buildup from oil and productGentle, color-safe formulaConsSome reviewers dislike the citrus scentThis shampoo is formulated with antioxidants, vitamin C, and glycine to help clarify and remove buildup, says Dr. Luke. It is suitable for all hair types, is sulfate-free, and safe for color-treated
hair. What we think: I dont use many drugstore shampoo for a few months now, and it has quickly become one of my go-to products. I had a difficult time finding a clarifying shampoo that would be safe for my color-treated hair, but this sulfate-free formula effectively gets rid of oils and product buildup and
actually makes my blonde look brighterlikely thanks to how well it combats the hard water that comes out of my shower head. Size: 6.8 fl. oz. | Key ingredients: Vitamin C, glycine | Hair type: All | Amazon rating: 4.5/5 starsAdvertisement - Continue Reading Below5BEST DRUGSTORE SHAMPOO FOR DANDRUFFCredit: DoveProsHelps combat
dandruff with proven ingredient zin pyrithione Moisturizes scalp and hair with almond oilSmooths hair with dimethiconeConsSome reviewers dislike the packagingFor those with a flaky, scaly scalp or dandruff, Dr. Luke recommends this medicated, anti-dandruff shampoo from Dove thats formulated with zinc pyrithione and almond oil. What a reviewer dislike the packagingFor those with a flaky, scalp or dandruff, Dr. Luke recommends this medicated, anti-dandruff shampoo from Dove that some constant and the packagingFor those with a flaky, scalp or dandruff, Dr. Luke recommends this medicated, anti-dandruff shampoo from Dove that some constant and the packagingFor those with a flaky, scalp or dandruff shampoo from Dove that some constant and the packagingFor those with a flaky, scalp or dandruff shampoo from Dove that some constant and the packagingFor those with a flaky, scalp or dandruff shampoo from Dove that some constant and the packagingFor those with a flaky, scalp or dandruff shampoo from Dove that some constant and the packagingFor those with a flaky of t
says: I have very dry scalp issues and get very flaky after showering, one Amazon reviewer wrote. I used this, and it reduced the flakes to almost nothing, and it doesnt feel dry! Ive found a shampoo that works and smells good! Size: 12 fl. oz. | Key ingredients: Zinc pyrithione, almond oil | Hair type: All | Amazon rating: 4.5/5 stars6BEST DRUGSTORE
SHAMPOO FOR FINE HAIRCredit: TRESemmProsHydrates and moisturizesSuitable for fine hairMay add heat protection benefitsConsSome reviewers report packaging issuesThis shampoo from popular drugstore brand TRESemm helps restore, replenish, and detangle hair with a hyaluronic acid-based formula that even provides heat protection that
soft, and healthy, says Associate Commerce Editor, Hannah Jeon. Size: 39 fl. oz. | Key ingredients: Hyaluronic acid, ceramides, biotin, niacinamide, glycerin | Hair type: All | Amazon rating: 4.5/5 starsAdvertisement - Continue Reading Below7BEST DRUGSTORE SHAMPOO FOR 4C CURLY HAIRCredit: SheaMoistureProsDeeply nourishing
formulaGreat for curly/coily hairSulfate-freeConsMay be too heavy for fine hairThis shampoo is specifically formulated for kinky/coily hair and is extremely moisturizing, says Dr. Luke. It is formulated with several key moisturizing ingredients such as glycerin, shea butter, and honey. What a reviewer says: I am 66 years old and have naturally curly
Manuka honey, mafura oil, shea butter | Hair type: All | Amazon rating: 4.5/5 stars8BEST SULFATE-FREE DRUGSTORE SHAMPOOCredit: LOral Paris EverPure line, this moisture-boosting iteration is formulated
specifically for color-treated hair and is free of sulfates. This shampoo is full of glycerin to deeply hydrate strands and even boasts rosemary leaf extract, which may help with hair growth. What we think: I have color-treated hair that gets dry and frizzy at the first dip in temperature, so my seasonal go-to is this sulfate-free moisturizing shampoo from
Loreal. My hair gets INSTANTLY softer after using it, and it doesn't weigh my strands down like other moisture-heavy shampoos, says Prevention Senior Commerce Editor, Charlotte Lewis. I also love the way it smells like a fancy spa, so I get an aromatherapy treatment in my steamy shower, too. Size: 8.5 fl. oz. | Key ingredients: Glycerin, citric acid
rosemary leaf oil | Hair type: All | Amazon rating: 4.6/5 starsAdvertisement - Continue Reading Below9BEST NOURISHING DRUGSTORE SHAMPOONow 34% OffCredit: RedkenProsPleasant scentAdds softness Nourishes hairConsPricey for a drugstore shampooThis nourishing shampoo from Redken effectively cleanses the hair while helping to
increase manageability, softness, and shine. What we think: Ive tried many shampoos (probably upwards of 100 in my time as an editor), says Prevention Deputy Editor, Emily Goldman. This line from Redken truly makes my hair feel so soft, and Ive received so many compliments on how healthy my strands look after my first month of use. It boasts a
light, not overpowering scent, super-hydrating ingredients, and a decent amount of product for the price. My tresses feel nourished and super soft after every wash day. Size: 10.1 fl. oz. | Key ingredients: Glycerin, amino acids, aloe, argan oil | Hair type: All | Amazon rating: 4.6/5 stars 10 BEST DRUGSTORE SHAMPOO FOR SENSITIVE SKINCreditors.
VanicreamProsSuitable for sensitive skin and scalpCleanses without dryingFree from common irritantsConsSome reviewers prefer a shampoo that lathersIf your skin is prone to irritation and allergic reactions to the cleansers and fragrances in many common shampoos, finding a gentle formula is so important. This shampoo is free of the most
common triggers of allergic skin reactions in shampoos, including fragrance additives, formaldehyde preservatives, and methylisothiazolinone (a common preservative), says Dr. Katta. What a reviewer says: My skin is progressively becoming more sensitive as I get older, so Ive recently switched to more products formulated for sensitive skin. I
purchased this shampoo when my scalp was really irritated. It took a little getting used to because this shampoo doesnt suds up a lot nor has a scent, but my hair and scalp feel healthy and calm since I started using this several months ago, one Amazon reviewer wrote. I am going to continue to use and purchase this shampoo probably forever. No
more of those expensive salon products that I used to use. My hair and scalp feel healthier and happier using this shampoo. Size: 12 fl. oz. | Key ingredients: Glycerin, panthenol (vitamin B5) | Hair type: Sensitive, dry | Amazon rating: 4.5/5 starsAdvertisement - Continue Reading Below11BEST DRUGSTORE SHAMPOO FOR WOMEN OVER 50 Credit
OdeleProsMoisturizing formulaHelps strengthen damaged hairVeganConsMay be too heavy for oily hairIf youre looking for a moisturizing, reparative shampoo thats great for all hair types, look no further. Reviewers love how this product helps to tamp down on frizz, aids with detangling, and leads to more silky and hydrated strands. What we think
This sulfate-free moisturizing shampoo is creamy and rich, but it lathers up really well (unlike many other moisturizing shampoos for curly hair leave my hair and scalp super clean without drying it
out, says Health News Room Senior Editor, Gina Way. My fine, curly hair is especially dry in the winter, and I think perimenopause is making it even drier (Im over 50). I noticed that my hair was softer, shinier, bouncier, and more manageable since using this. Size: 13 fl. oz. | Key ingredients: Hydrolyzed rice protein, glycerin | Hair type: All, dry |
increasingly difficult to manage, dull, or brittle. Luckily, there are lots of great options available at affordable priceslike this one from Ion. What we think: Our house was built in 1825, and the well water is full of iron and minerals, even with a water softener installed. When we first moved in, I couldnt get a comb through my hair after I washed it until
I discovered Ion hard water shampoo, says Prevention Research Director, Sonya Maynard. With the first wash, my hair became soft and easy to style, and it smells great too! Size: 10.5 fl. oz. | Key ingredients: Glycerin, citric acid | Hair type: All | Amazon rating: 4.4/5 starsAdvertisement - Continue Reading Below13BEST DRUGSTORE SHAMPOO FOR
CURLY HAIRNow 24% OffCredit: SheaMoistureProsCleanses and moisturizesGreat for thick and/or curly hairAdds softness and shineConsMay be too heavy for fine or oily hairI recommend this one for my curly girls, as its an amazing sulfate-free, hydrating shampoo, Cleveland says. The blend of oils and protein strengthens hair and maintains
moisture. What a reviewer says: I absolutely love the SheaMoisture Curl and Shine Coconut Shampoo! As someone with curly hair, finding a shampoo that hydrates without weighing my curls down has been a challenge, but this product delivers, one Amazon reviewer wrote. The coconut and hibiscus formula not only smells amazing but also leaves my
hair feeling soft, moisturized, and frizz-free. Size: 13 fl. oz. | Key ingredients: Coconut oil, hibiscus, shea butter | Hair type: Curly, dry | Amazon rating: 4.5/5 stars14BEST DRUGSTORE SHAMPOO FOR DRY SCALPNow 18% OffCredit: CeraVeProsMoisturizes dry scalp and hairSuitable for sensitive skinGreat for all hair typesConsSome reviewers wished
and fragrance-free and can help those with dry or sensitive scalps. What a reviewer says: This shampoo seems almost too good to be true, one Amazon reviewer wrote. It sense all of my boxes: Its gentle and fragrance-free, so kind to my eye allergies. Its exceptionally hydrating with hyaluronic acid as an ingredient. Its CeraVe, one of my favorite trusted
brands!Size: 12 fl. oz. | Key ingredients: Ceramides, niacinamide, hyaluronic acid | Hair type: All | Amazon rating: 4.7/5 starsAdvertisement - Continue Reading Below15BEST GENTLE DRUGSTORE SHAMPOONow 39% OffCredit: Maui MoistureProsMoisturizing yet lightweight formulaGreat for all hair typesVeganConsSome reviewers had difficulty for the continue Reading Below15BEST GENTLE DRUGSTORE SHAMPOONow 39% OffCredit: Maui MoistureProsMoisturizing yet lightweight formulaGreat for all hair typesVeganConsSome reviewers had difficulty for the continue Reading Below15BEST GENTLE DRUGSTORE SHAMPOONow 39% OffCredit: Maui MoistureProsMoisturizing yet lightweight for mulaGreat for all hair typesVeganConsSome reviewers had difficulty for the continue Reading Below15BEST GENTLE DRUGSTORE SHAMPOONow 39% OffCredit: Maui MoistureProsMoisturizing yet lightweight for mulaGreat for all hair typesVeganConsSome reviewers had difficulty for the continue Reading Below15BEST GENTLE DRUGSTORE SHAMPOONow 39% OffCredit: Maui MoistureProsMoisturizing yet lightweight for mulaGreat for all hair typesVeganConsSome reviewers had difficulty for the continue Reading Below15BEST GENTLE DRUGSTORE SHAMPOON of the continue Reading Below 15BEST GENTLE DRUGSTORE SHAMPOON of the continue Reading Below 15BEST GENTLE DRUGSTORE SHA
coconut, one Amazon reviewer wrote. Its all-natural/vegan and free of all unnatural ingredients. Size: 13 fl. oz. | Key ingredients: Coconut oil, shea butter, aloe vera | Hair type: All | Amazon rating: 4.5/5 stars16BEST DETANGLING DRUGSTORE SHAMPOOCredit: tginProsGently cleansesSuitable for curly and textured hairDetangles and
moisturizesConsMay be too heavy for thin or oily hairThink of cleansing conditioners (a.k.a. a co-wash) as something in between a shampoo and conditioner also helps detangle which is
important when managing curly hair, says Dr. Luke. This product also contains shea butter and almond oil to help soften and smooth hair and fight frizz. What a reviewer says: I have 4c natural hair, and I cant stop telling people about this product. It works so great on my hair, wrote one Amazon reviewer. It leaves it clean and soft, I could basically
detangle my hair with just this if I wanted. It smells great and is super thick and creamy. I use it with the tgin hair mask and its the best combo ever. Size: 13 fl. oz. | Key ingredients: Shea butter, sweet almond oil | Hair type: Curly, dry | Amazon rating: 4.4/5 starsAdvertisement - Continue Reading Below17BEST PURPLE DRUGSTORE
SHAMPOOCredit: Not Your MothersProsAids with neutralizing brassy tones in blonde, silver, gray, and white hairHelps extend the life of highlightsFormulated with bonding technology which may help strengthen color-damaged hairConsPurple pigment may stain hands temporarily Blonde maintenance can be tricky, especially when your hair color-damaged hairConsPurple pigment may stain hands temporarily Blonde maintenance can be tricky, especially when your hair color-damaged hairConsPurple pigment may stain hands temporarily Blonde maintenance can be tricky, especially when your hair color-damaged hairConsPurple pigment may stain hands temporarily Blonde maintenance can be tricky, especially when your hair color-damaged hairConsPurple pigment may stain hands temporarily Blonde maintenance can be tricky, especially when your hair color-damaged hairConsPurple pigment may stain hands temporarily Blonde maintenance can be tricky, especially when your hair color-damaged hairConsPurple pigment may stain hands temporarily Blonde maintenance can be tricky, especially when your hair color-damaged hairConsPurple pigment may stain hands temporarily Blonde maintenance can be tricky, especially when your hair color-damaged hairConsPurple pigment may stain hands temporarily Blonde maintenance can be tricky, especially when your hair color-damaged hairConsPurple pigment may stain hands to be a supplied to the pigment of the pigment has been also be a supplied to the pigment of the pigment has been also been also be a supplied to the pigment of the pigment has been also been 
tends to turn orange or brassy. The answer? Purple shampoo. This is a purple shampoo that is sulfate-free and neutralizes brassy tones without being too harsh, says Cleveland. What a reviewer says: If you have blonde highlights, this is for you, one Amazon reviewer wrote. Keeps hair looking beautiful blonde color and no brassiness or dull color! Size:
8 fl. oz. | Key ingredients: Amino acids, panthenol (vitamin B5) l | Hair type: Blonde, gray | Amazon rating: 4.5/5 stars18BEST DRUGSTORE SHAMPOO FOR EXTRA-DRY HAIRCredit: OuidadProsIntensely moisturizes dry hairProvides a gentle yet effective cleanAdds softness and shineConsMay be too heavy for fine or oily hairThis is an oil-based
cleanser and can be helpful for those with extremely dry hair. It is sulfate-free, so its less likely to strip the hair of its natural oils but also doesnt leave the hair feeling oily after use, says Dr. Luke. It includes a CR-4 complex, which, according to their website, is a coating of concentrated fatty acids that nourishes hair and scalp and may help protect
curls from brittleness or breakage. What a reviewer says: This shampoo is so rich, delicious smelling, and luxurious, I cant even believe it! And it cleans your hair wonderfully, one Amazon reviewer wrote. My hair has not shined like this in a long time. It is extremely clean without drying out either my hair or my scalp. Size: 8.5 fl. oz. | Key ingredients:
Glycerin, mafura butter, meadowfoam seed oil l | Hair type: Dry | Amazon rating: 4.7/5 starsAdvertisement - Continue Reading Below19BEST DRUGSTORE SHAMPOO FOR PRODUCT BUILDUPNow 25% OffCredit: NeutrogenaProsHelps remove oil and product buildupAdds volume and bodyGreat for fine, flat hairConsMay be irritating on dry scalpsIf
youve noticed your hair getting flat and lifeless, you may be dealing with the effects of product residue, says Dr. Katta. Some of us use so many styling products, and regular shampoos may not remove all of that product residue. You may need an occasional
clarifying shampoo, which makes use of stronger cleansers such as certain sulfates to help remove that residue. This pick from Neutrogena gently buffs away buildup without irritation. What a reviewer says: This shampoo is particularly effective for those with oily hair and scalp. After each wash, my hair feels incredibly clean and refreshed, with a
noticeable reduction in oiliness, wrote one Amazon reviewer. The shampoo does a great job of clarifying the scalp, leaving it feeling balanced and free from excess oil. Additionally, it doesnt strip the hair of its natural moisture, which is a common issue with other clarifying shampoos. Size: 12 fl. oz. | Key ingredients: Grapefruit extract, glycerin, citric
oil and oat milk, this shampoo is gentle and soothes the scalp. What a reviewer says: I tried several other shampoo, My hair is no longer dry and brittle, and my scalp is clear, one Amazon reviewer wrote. I love it!!! And I finally love my hair, too! It feels soft and light and has volume without
anything to weigh it down. It also feels strong! I also like that it is free of allergens. The value for money is amazing! Size: 12 fl. oz. | Key ingredients: Collodial oatmeal, hydrolyzed milk protein, sweet almond oil | Hair type: All | Amazon rating: 4.5/5 starsShannen ZitzAssistant Editor Shannen Zitz is an Assistant Editor at Prevention, where she covers
all things lifestyle, wellness, beauty, and relationships. Previously the Editorial Assistant at Prevention, she graduated from the State University of New York at Cortland with a bachelor's degree in English. If shes not reading or writing, you can probably find her frequenting the skincare and makeup forums on Reddit or hogging the squat rack at the
gym.Watch NextAdvertisement - Continue Reading BelowProsBoth deep cleans and softens hairLeaves hair easy to styleBargain priceConsMay not be nourishing enough for thick, very damaged or textured hairThe refreshing Dove formula (and its corresponding conditioner) was a winner of the GH Beauty Labs hydrating shampoos test thanks to a
  erfect balance of both purifying and lightly softening. The drugstore value-priced formulas rated best for leaving hair clean and easy to style. My hair was fantastic brushable, silky and flowing," a tester reported. Note that it may not be rich enough for thick, very damaged or textured hair. Credit: SuaveProsDeeply cleans buildup and removes oilVery
lightweightBargain priceConsCould be dryingAt less than $2 (!) per bottle, you cant find a better drugstore bargain that really works than this classic clarifying formulas are powerhouse cleansers, delivering the most purification and easily removing
oil and dirt (because of this, they can be drying). This super lightweight formula is the GH Beauty Lab scientists go-to for deeply cleaning hair samples in all of their studies. Advertisement - Continue Reading Below3Best Shampoo for Curly HairCredit: John FriedaProsLeaves strands feeling softMakes hair more manageable Smooths frizzConsScent
can be polarizing Hydration is key for healthy, lush curls and this John Frieda shampoo softened and smoothed strands so well in GH Beauty Lab testing that testers were tempted to skip conditioner. They gave it top ratings for leaving hair more manageable and easy to comb and feeling soft. The formula was also easy to dispense and rinse and while
some testers loved the "pleasant" scent, a few found it too "perfumey." Of the results on hair, one user marveled: "This really works it's helped greatly with my frizz issue in 99% humidity." Another agreed her hair was "much less frizzy." Credit: DoveProsSmooths and softens hairImproves manageabilityEasy to useBargain priceConsMay be too heavy
for fine hairGet strong smoothing and conditioning effects with this protein- and coconut oil-laced Dove shampoo and corresponding conditioner, both GH Beauty Award winners. In Beauty Lab assessment, they received perfect scores for making hair manageable, smooth and supple and rated well for ease of use. Two testers said hair wasnt frizzy
after application. It was easier to style, one noted. Another found it left hair feeling "soft and hydrated." Since the formula is rich and nourishing, it may be best for those with coarse or thicker hair. Advertisement - Continue Reading Below5Best Shampoo for Thick HairNow 72% OffCredit: PanteneProsHighly conditioning Easy to useDeeply cleanses
and lathers wellGood valueConsDoesn't leave hair as manageable as other formulas in the GH Beauty Lab't test, this classic Pantene shampoo is perfect for those with thick or coarse hair. In Beauty Lab testing with the Instron machine, which measures combing force through wet hair, it tied for the highest
level of conditioning (used with its conditioner). Testers gave the formula top marks for being easy to use, having a lush lather and making hair feel clean, but it didn't rate it as well at leaving hair manageable. A GH beauty editor favorite, users also loved its deeply nourishing properties: "The shampoo is so great, I don't need to condition my hair
every time I wash it!" one marveled. Another commented: "My hair is very long and thick; using these products helped smooth it." 6Best Shampoo for Damaged Hair Now 69% OffCredit: L'Oreal ParisProsThoroughly cleansesMakes hair look less damagedPleasant scentConsA tester thought formula was stickyThe skin-hydrating ingredient hyaluronic
acid, used to draw in moisture, is infused into this GH Beauty Award winner LOreal Paris formula with matching conditioner. The pair earned top marks for fully cleansing strands and making hair look less damaged. They also ranked highest for their lasting sophisticated scent; one user thought the texture was "sticky," however. Works wonders: My
strands feel super soft and bouncy and look shiny, a tester raved. Advertisement - Continue Reading BelowCredit: NexxusProsSmooths unruly hair Lasting frizz reductionConsCould make some hair types flatThis protein-infused Nexxus shampoo, a GH Beauty Award winner, tames unruly hair and fends off frizz as you suds up. In a study on hair samples
in 98% humidity, strands had significantly less frizz up to 72 hours after application of the shampoo and its conditioner match. (Be aware that the strong smoothiness and shine was noticeable from the first use, a tester reported.8Best Strengthening
ShampooCredit: RedkenProsStrengthens hair and protects against damageReduces visible split endsMakes hair feel hydratedConsScent can be polarizingThe creamy GH Beauty Award-winning Redken shampoo (along with its conditioner) works to protect and strengthen bonds in hair, shielding against damage. In a study, the
set reduced visible split ends by 82%, and 93% of testers said their hair felt moisturized immediately, according to GH Beauty Lab data analysis. My hair was absolutely gorgeous, results were transforming and long-lasting, and I cant live without these, several testers enthused. (Note that one was put off by the "artificial" citrus scent.) Advertisement -
Continue Reading Below9Best Shampoo for Breakage Now 43% OffCredit: GarnierProsReduces breakageSoftens dry hairGood valueConsMay be too rich for some hair typesBlended with honey and plant oils, Garniers GH Beauty Award-winning shampoo is proven to nourish dehydrated, breakage-prone hair when used with its corresponding
conditioner. They significantly reduced breakage of very dry, damaged strands, GH Beauty Lab data analysis confirmed. "This makes my frayed ends feel much softer and I love the sweet scent," GH's beauty director says, though some users thought it was too heavy for their hair. 10Best Luxury Shampoo for Colored HairCredit: Alterna Pros Protects
hair color against fadingBoosts shinesConsScent was polarizingKeep your salon color vivid with this Alterna shampoo; it scored high for preventing hair color looking "deep, rich and shiny." "It is so luxurious that you only need
to use a little," one commented. "My color still looks vibrant after many washings." Advertisement - Continue Reading Below11Best Shampoo for Thinning HairCredit: PanteneProsBoosts body and volumeDeeply cleansingGreat valueConsA few testers thought it was difficult to rinse outPlump up thinning, sparse or fine strands by sudsing with this
Pantene shampoo: Used with its conditioner, it was top-rated in GH Beauty Lab volumizing shampoo testing for adding body and volume and leaving hair feeling clean, easy to comb and soft. It also earned high marks with users for being simple to apply, lathering well and having a pleasant scent, though two noted that it was difficult to rinse out. "My
hair is getting limp from age and this definitely restored volume," a tester remarked. Two said: "It made my hair full and soft," and "my hair stayed looking freshly-styled for a great deal longer than usual."12Best Lightweight ShampooCredit: Paul MitchellProsDoesn't weigh hair downEasy to useConsNot as softening as other formulas For the most
featherlight feel from a shampoo, look no further than Paul Mitchell. In the GH Beauty Lab's volumizing shampoo and conditioner test, it earned the top score for not weighing hair down and testers gave it high marks for being easy to use. (Because it's so lightweight, though, it wasn't as conditioning as other formulas, so may not be best for those
with dry or damaged hair.) "I'm used to having a residue from other products, but this felt very light I wasn't expecting my hair to feel so clean," a tester marveled. Multiple users commented that they would buy the products, but this felt very light I wasn't expecting my hair to feel so clean," a tester marveled. Multiple users commented that they would buy the products, but this felt very light I wasn't expecting my hair to feel so clean," a tester marveled. Multiple users commented that they would buy the products.
hair Highly conditioning Richest lather ConsDidn't make hair as manageable as other formulas Herbal Essences intensely nourishing coconut and aloe shampoo was the easiest to apply and rinse,
lathered most and effectively cleansed. It was also the most conditioning formula in Lab measurements with the Instron machine, which gauges combing force in wet hair, though it didn't score as well for leaving hair manageable. Made my dry hair much more moisturized, a tester said. Another raved: "My hair was soft as silk." 14Best Volumizing
ShampooCredit: Garnier ProsAdds noticeable volumeSimple to dispenseGood valueConsScent could be too strong for someMake thin or fine strands big and bouncy with this Garnier shampoo, which tied with its matching conditioner for best in the GH Beauty Labs volumizing shampoo and conditioner test. The formula came out on top for visibly
increasing hairs volume in Lab evaluations. It also scored highly for its "wonderful" fruity-floral scent (though one tester called it "a little overpowering") and easy-to-dispense bottle. My hair instantly felt fuller after just one use I was shocked, a user marveled. It "gave that oomph I dont have naturally," another agreed. Advertisement - Continue
Reading Below15Best Shampoo for Colored HairCredit: TresemmeProsPrevents hair color from fadingEffectively cleanses and softens hairBargain priceConsUsers said the bottle was difficult to useThis Tresemme shampoo and its conditioner match won the GH Beauty Labs test of color-preserving formulas with, well, flying colors. Post-use, the color
of hair samples faded least after 20 washes and 10 hours of UV exposure in Lab evaluations. They scored well for conditioning hair is soft and shiny," a fan said. The bottle was a drawback, through, as testers found it heavy and difficult to pick
up and open in the shower. 16Best Thickening Shampoo Credit: KerastaseProsMakes hair look and feel thickerEasy to apply and rinseDoesn't weigh hair downConsUsers said the twist-off caps were difficult to useLuxurious salon brand Kerastases shampoo infused with skincare ingredients like peptides topped the GH Beauty Labs volumizing
shampoo and conditioner test. Used with its matching conditioner, it ranked best for making hair feel thicker and look fuller. It also ranked highly among testers for being easy to apply and rinse, however they didn't like the twist-off caps for dispensing. Tester called it the holy grail that "truly worked" for all-day body." Another agreed: My hair never
felt weighed down and didnt go limp midday. "Advertisement - Continue Reading BelowCredit: Head & ShouldersProsDeeply cleans hair and scalpLeaves strands soft and full Reduces flakingConsA few users though it faded their hair colorIts made with the flake-fighting active ingredient pyrithione zinc, but this GH Beauty Award-winning Head &
Shoulders anti-dandruff shampoo is the gold standard for keeping any hair type and scalp healthy. "I don't have dandruff, but I swear my strands have never looked or felt better bouncier, softer, shinier than when I've used this shampoo," GH's beauty Lab
evaluations have also confirmed its flake-fighting and strand-smoothing abilities. 18Best Shampoo for Blonde HairCredit: Kristin Ess ProsBrightens hair colorNeutralizes brassy tones ConsPurple hue could stain very light hairThis violet-tinted Kristin Ess shampoo is a go-to of GH's blonde editors for toning their strands. The pigments in the sulfate-free
formula help neutralize yellowing and brighten all shades of blonde. (Take note, though, that some users with very light hair said it can stain strands.) Use it every time you wash. Advertisement - Continue Reading BelowGH Beauty Lab scientists evaluate shampoos
along with their matching conditioner both in the Lab with high-tech instruments and on consumer testers. Shampoos are first label-masked to eliminate brand bias and distributed to testers of various hair types across the country to use in their hair routine at home. Consumers then assess the products on their performance, including how well they
cleanse hair, how they make hair look and feel, and ease of use, from dispensing to lather, scent, how well they rinse, irritation level and more. In the Lab, the swatch-wash station is used to regulate water temperature and flow rate, then dispense exact doses of shampoo onto human hair samples of different textures and types. After the shampoo and
conditioner pair are applied and rinsed, the Instron machine (left) is used to determine their conditioning ability in a test of combing force through wet hair. Color-protecting shampoos and conditioners are also tested on dyed hair samples for their ability to prevent hair color fading after 20 washes and 10 hours of UV exposure using a
Spectrophotometer. Finally, both sets of data are collated to determine the winning formulas. In the GH Beauty Lab most recent three shampoo and conditioner tests, 16,063 data points were tallied in total. April Franzino Senior Beauty & Style Director April (she/her) is the senior beauty and style director at Good Housekeeping, Prevention and
Woman's Day. She has over 15 years of experience under her belt, starting her career as an assistant beauty editor at GH in 2007, and working in the beauty, Health and Sustainability Lab at the Good Housekeeping Institute from 2007 to
2023. In addition to overseeing product testing and GH Seal applications, she conducted our annual Beauty Awards selection process and was an active leader in GHs green initiatives, including the Sustainable Innovation Awards selection process and was an active leader in GHs green initiatives, including the Sustainable Innovation Awards and Raise the Green Bar Summit. In addition to earning M.Eng. and Ph.D. degrees in chemical engineering, she also has a
professional certificate in sustainability management from Columbia University. Watch NextAdvertisement - Continue Reading Below
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