What Actually Is In Your
Shampoo Bottle?

Ever try scanning the ingredient list on your shampoo bottle? It looks like English but the words don't resemble anything you know or recognise. We break down the different chemicals most commonly found in off-the-shelf shampoos and tell you what they all mean, with help from TK Trichokare.

COMMON INGREDIENTS

Sodium Laureth Sulfate/ Sodium Lauryl Sulfate

A chemical derived from coconut oil, sodium laureth sulfate or its cousin sodium lauryl sulfate gives you that clean feeling due to the lather it creates. Of course, the two sulfates also contain actual cleaning properties. There has been some contention about whether the sulfate family is actually carcinogenic and many conflicting evidence has risen favouring both camps, but just to be on the safe side, we recommend opting for shampoos that use glucose (sodium lauryl glucose) instead of sulfate.

Coco-Betaine

This innocent-sounding chemical also comes from coconut oil and acts as a foaming agent. Some shampoo bottles list the full name – cocamidopropyl betaine – and in its finished state, it causes no harm to the body, so breathe or shampoo easy!

Amodimethicone

This tongue-twister is a silicone-based polymer used in shampoos and conditioners to seal in the moisture in your hair. Sounds good right? Not really, according to beauty industry chemist David Pollock, who says that sealing the scalp can actually lead to hair thinning.

No point looking good now if you will lose those lustrous locks in the future!

PEG or Polyethylene Glycol

A common ingredient found not just in shampoos but other personal care ingredients, PEGs are actually a class of ethylene glycol polymers that accomplish three objectives: moisturise, stabilise and enhance. These three letters are also usually accompanied by a number to indicate the ingredient's absorbability – the lower the number, the easier the compound is absorbed by your skin. Although PEG itself is not extremely harmful, they are often contaminated with a host of dangerous impurities, such as ethylene oxide and 1,4-dioxane, known human carcinogens, during the manufacturing process.

Fragrances

You're probably thinking what is so sinister about fragrances. It's just a bunch of chemicals helping to make shampoos better-smelling right? Well, thanks to a law that allows companies to protect their trade secrets, these companies are not required to list down the myriad of chemicals that go into making the fragrances in your shampoo bottles. However, in 2002, the Environmental Working Group found out that 54 personal care products (out of 72 items tested) contained phthalates, a chemical linked to birth defects, liver and kidney damage, and infertility. The chemical was not present in the ingredients list of these products.

GO FOR THESE NATURAL INGREDIENTS INSTEAD!

☑ **ALOE VERA:** improves blood circulation under the scalp to deliver nutrients to the hair follicles

☑ **NETTLE:** adds softness and shine to the hair, also improves the strength and manageability of longer hair

☑ **JOJOBA:** regulates sebum (oil) production and prevents the accumulation of toxins in hair follicles

☑ **BURDOCK:** contains anti-dandruff properties, reduces scalp itching and helps prevent scalp allergies

☑ **CHAMOMILE:** can be used to treat inflamed or irritated skin, also adds shine and lustre to long hair

☑ **CHICORY:** commonly used to treat irritated or inflamed scalp

☑ **LEOPARD'S BANE:** also known as Arnica, Leopard's Bane is used for dandruff control and to promote hair growth

Even if you have been subjecting your hair to the ravages of chemicals in generic shampoos, there's no need to worry. What time steals, let nature heals, as TK Trichokare uses natural herbs to restore your crowning glory to its previous lustrous state. The company's philosophy is to carefully analyse and deal with the underlying reasons for hair problems before treatment is recommended. Then, they devise treatments devised from a broad array of natural plant extracts (no chemicals!) to stimulate hair follicles and prevent hair problems from returning.

250ml