

A head for natural haircare

What are the trends and innovations in organic haircare?
We investigate this exciting sector and its key players.

Words by Rebecca Barnes

It seems the trend in natural beauty is going to our heads. Global consumer interest in natural and herbal haircare is driving market growth, brought about by increased consumer awareness on ingredient ill effects, and products with pure, high quality formulations are becoming as desirable as organic skincare.

Ask anyone who has experimented with natural haircare products, however, and they're likely to give you the same answer — when it comes to efficacy and performance, they often don't stand up when compared to mass market formulations.

So fledgling brands take note — get it right and you'll probably be onto a winner.

Aiming high

Interestingly, and in contrast to products traditionally occupying this sector, the latest organic haircare brands are going upscale, with premium packaging and high quality, indigenous ingredients.

"For a long time, consumers have been forced to choose between ethical products which do not work as desired, or which have a harmful impact on the world around us," says Nick Shillabeer, UK managing director of OWAY, a new haircare brand which uses biodynamic ingredients grown on an eco farm in Bologna, Italy.

"We're giving them the choice to reduce their environmental footprint and detoxify from chemical agents, while achieving a salon-quality look and feel," he continues. "We combine the old-fashioned concept of farming all ingredients in one place with modern distillation methods to create products which are both ethically sourced and effective."

Designed to improve the hair structure with every application, OWAY features sustainable glass packaging and

is exclusively stocked in selected high-end salons and online.

Swiss-born skincare brand Ananné's new haircare offering blends herbal ingredients with scientific innovation and aims to deliver quality products with clinically proven results. Claritas Shampoo and Amicio Conditioner were created in collaboration with a local perfumer, with importance placed on purity and superiority of ingredients.

"The Ananné philosophy values an holistic approach to haircare, embracing the purest scents found in nature for a multi-sensory experience," says Dr Urs Pohlman, neuroscientist and founder. "The result is a completely new haircare experience: both mind and body are soothed, balanced and refreshed."

Seven products make up the luxurious Onira Organics range, which is sold at Urban Retreat in Harrods. With a seal of approval from Ecocert, the products are 98-100 per cent natural with ingredients sourced sustainably and organically where possible. Bespoke results can be achieved with The Serum, which contains Tahitian

ginger and can be mixed with the other products.

New to the UK, Natura Siberica haircare was created using wild herbs and flowers from Siberia.

Containing extracts of plant-adaptogens that possess powerful regenerative properties, the beautiful packaging belies a more affordable price point. The unique Oblepikha Scalp Scrub purifies the scalp while helping prevent hair loss by increasing blood flow. Ingredients include Altai sea buckthorn, amaranth oil and marigold.

Diversification and innovation is also energising this sector, addressing both care and



Dry Shampoo was created due to consumer demand — the 99.5 per cent natural and certified organic ingredients include rice silk and hectorite clay to lift and freshen hair.

Clean colour

The natural hair colour sector is a tough one to crack, and up until now there has been just a handful of brands worth talking about. Saach Organics' formulations are based on Ayurvedic traditional recipes, and its all-natural Hair Colours powders contain styling requirements. According to Tints of Nature, dry shampoo has become a staple product but there were few organic, environmentally friendly options on the market. The non-aerosol





a revolutionary Ayurvedic formula that offers lasting semi-permanent coverage.

"Natural beauty is mainstream in India, and botanical ingredients, such as henna, have been used for centuries to not only colour the hair but help create vibrancy, body and health," says Harvinder Parhar, founder of Saach Organics. "We wanted to bring to the UK market products filled with the goodness of natural beauty as you would find in India; a truly natural and organic hair

colouring system that works, and is kind to hair, health and the environment."

Taking it one step further is another Ayurveda-inspired brand Khadi, which offers

hair colours containing only pure plant-based hair colouring agents. Avoiding synthetic pigments (PPDs) which can be found in other natural hair colour brands, Khadi's colouring agents don't enter the hair cuticles, instead coating the surface of each hair, which is less evasive and safer.

"Pravera was seeking a certified natural herbal hair colour for the UK market and Khadi matched our criteria," says Graeme Hume, managing director of Pravera Ltd.

"Khadi is the only brand currently on the market that offers a range of 100 per cent natural herbal hair colours to give long-lasting colour, volume and gloss that is completely free from synthetic colouring agents."

To keep that colour for longer, Leonor Greyl Crème de Soin à l'Amarante's new Conditioning Mask (available from October 2016) maintains vibrancy with natural active ingredients including sacred plant amaranth oil, plus Indian Pongamia oil, an Ayurvedic staple that helps to prevent colour fade.

Formulated with natural and organic plant and seed oils and extracts, Naturtint's Anti-Ageing CC Cream is a restorative treatment that cares for the hair and scalp. Formulated to work alongside the brand's colour, which has recently been reformulated with even more natural ingredients, it delivers seven benefits, including strengthening and reducing split ends.

Pro power

When Tabitha James Kraan opened a pioneering organic salon in the Cotswolds in 1993, little did she know that they had planted a seed in the professional sector.

Says co-founder Dennes James-Kraan: "I wanted to show how easy, effective and satisfying it is to lead a natural and organic life, and became frustrated by not being able to find pure products to work with in order to get the best out of hair naturally.



So I decided to make them myself!

"After extensive performance testing with my salon clients, Tabitha James Kraan Organic products were officially launched in 2015. We haven't looked back! My intention will always be to deliver the cleanest possible options for hair, with professional performance and delicious scents. My certified organic and natural products nourish and feed the hair, and won't harm the planet."

Paul Windle of award-winning London salon Windle & Moodie, is the first to admit that he didn't intend to specifically develop a natural haircare range. The result, a stylish haircare line incorporating high-quality food grade teas, is now used both in the salon and for session work.

"We wanted to make our products the best they can be, and no chemical options were anywhere as good — in many cases, nature provides us with the most effective compounds," says Windle.

Ogario London products are used daily in the Ogario salon, so it was important that the formulas had to match the salon's high standards. Four years in the making, the award-winning products were produced in collaboration with the salon's clients for invaluable feedback from the front line.

The resulting blend contains pro-vitamin B5, proteins, vitamins, antioxidants and essential fatty acids, while the hero Restore and Shine Hair Masque, contains sage, lavender and avocado oil.

It's clear that natural brands are taking a more sophisticated approach in the quest for success, but will this be enough for the mass market to sit up and take notice? Only time will tell.

