

A FREE MINI GUIDE TO SHOPPING GREEN



CHOOSING GREEN HAIRCARE: *Avoiding the Greenwash*

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What matters most to you



Choosing hair care that meets both your needs and values can often feel overwhelming. Use this quick guide to help prioritize your needs and learn what to look out for when shopping, ensuring you make choices that align with your personal and environmental priorities.

When selecting products, it's crucial to understand and prioritize what matters most to you. By clearly defining your top values, you can swiftly navigate through product options, easily identifying and eliminating those that don't meet your criteria. This approach streamlines your shopping process, ensuring you find products that truly align with your needs and values.

Write down the priorities and assign a rank to each (1-6), determining what's most critical to you—whether it's ingredient safety, cost, or the company's ethical stance.



CONSIDER THESE 6 PRIORITIES



Performance: Effectiveness for your hair type.



Ingredients: Safety and health impact.



Packaging: Eco-friendliness and recyclability.



Company Practices: Ethical behavior and sustainability.



Cost: Affordability and value.



Availability: Ease of purchase.



How to quickly decipher product labels



It's tempting to pick products because they have a pretty package, but it's important to read and understand the labels. Here are four key things to check on a haircare label to help you see past the fancy marketing and find out if a product is really right for you:



1 SYMBOLS / CERTIFICATIONS



2 INGREDIENT LIST



3 PACKAGING, RECYCLING, COMPOST, CLAIMS



4 INSTRUCTIONS FOR USE

1.Certifications and Logos: In the USA, we don't have strict rules on ingredients or how products are made, so it's important to look for special certifications that prove a product is organic or made ethically. These certifications come from trusted organizations and show that the product meets high standards.

2.Ingredients List: Ingredients are listed from the most used to the least used. Check where good ingredients like organics are on the list—are they near the top or the bottom? Also, make sure the ingredients you don't want to use are not on the list at all.

3.Packaging Claims: Look closely at what they say about the packaging. Is it made from recycled materials? If it says it's recyclable, check if you can actually recycle it where you live. Most places only take #1 and #2 plastics. Also, see if there are real certifications backing up any claims that the packaging can be broken down naturally or composted.

4.Usage Instructions: Think about how you're supposed to use the product. Eco-friendly items, like shampoo bars or powdered dry shampoos, might need to be used differently than what you're used to. Knowing how to use them properly can help you decide if they're right for you.

Anything else on the label that's not one of these 4 things should be looked at cautiously. Words like "organic," "natural," "non-toxic," and "eco-friendly" should have solid proof to back them up, or they might not mean much. Keep your main goals in mind, look closely at the label, and shopping will be much easier!

Want to explore green beauty products more?

Book a Product Audit service and let me help you find the perfect products that align with your values and needs.

www.TheGreenHairdresser.com/virtual