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Marie Claire is part of Future US Inc, an international media group and leading digital publisher. Visit our corporate site. © Future US, Inc. Full 7th Floor, 130 West 42nd Street, New York, NY 10036. May 13, 2025 The Good Trade editors endorse products we've personally researched, tested, and genuinely love. Learn more about our methodology and business model here. Soft and clean hair is one of my favorite feelings, right up there with clean sheets day and that first breath of fresh mountain air. And when it comes to personal care products, I feel even cleaner when I avoid shampoos and conditioners with sulfates or other harsh chemicals. But, with my oily hair, it isn't easy to strike the right balance. I want something that isn't stripping but still gets my hair clean enough to not necessitate another way on day two. So, I tested these shampoos and conditioners with natural and organic ingredients to make sure they're gentle yet powerful for any hair type. Nontoxic shampoos and conditioners are great because they leave out harsh chemicals like sulfates, parabens, and synthetic fragrances, making them gentle on your scalp and hair (while reducing the risk of irritation or allergic reactions). They're often packed with natural, nourishing ingredients like plant-based oils, botanical extracts, and vitamins that help strengthen and hydrate your hair, leaving it softer, shinier, and healthier over time. Plus, they're eco-friendly, often coming in biodegradable packaging and made without harmful toxins that can negatively impact the environment. Many nontoxic formulas are also cruelty-free, so you can feel good knowing your hair care routine aligns with ethical and sustainable values. Our editors are big fans of shampoos that are free of harmful sulfates — sodium lauryl sulfate (SLS) and sodium laureth sulfate (SLES), to be precise. These harsh surfactants can strip color from color-treated hair, along with your hair's natural moisture, leaving it drier and more prone to breakage. Sulfates also have the potential to disrupt our hormones, too. We also like to avoid parabens and endocrine-disrupting phthalates, which none of the products on this list have. In general, we like to look for formulations with simple, natural ingredients and no synthetic fragrances. A brand's ethos and sustainability practices are incredibly important to us, too, which is why you'll find B-Corps throughout this list, along with brands that are plastic-free or even certified climate-neutral. Choosing the right shampoo and conditioner comes down to understanding your hair type and its specific needs. If you have dry or damaged hair, look for hydrating formulas with ingredients like argan oil or shea butter to restore moisture and strengthen strands. For oily hair, a lightweight, clarifying shampoo with tea tree oil or charcoal can help balance excess oil without stripping your scalp. Curly, textured, or dyed hair thrives with sulfate-free, deeply nourishing formulas that enhance definition, fight frizz, and keep your locks vibrant. And if you have a sensitive scalp, a gentle, fragrance-free option with soothing ingredients like aloe vera or chamomile is a great choice. Ultimately, picking the right shampoo and conditioner is all about listening to your hair and giving it the care it needs! To those ends, here are a few of our favorite natural shampoos without toxic chemicals on the market right now, each of which has been editor-tested and approved. Read on for more details about these natural shampoos and their conditioner counterparts, and find out which one might be right for you. Our team drew on a decade of experience researching, testing, and corresponding with organic haircare brands to select which were tested for this guide. Our editors have also scoured thousands of online reviews for different hair types to ensure there's something for everyone on this list. I have thin, fine, shoulder-length straight hair that gets super greasy. [UPDATE: I have a lot of hair, but I also have breakage from years of bleaching that I'm currently reversing — I'm growing out my natural color so my hair is dyed brown on the ends and natural brown at the roots.] So when I reviewed the below nontoxic shampoos, each was tested with a double shampoo, because that's always what my oily hair needs! I've noted brands that are geared to different textures and types. The criteria for our selections fall into the below categories, and we regularly update this list with emerging favorites. NATURAL/ORGANIC | Each shampoo is free of sodium lauryl sulfate and other harsh ingredients, many with certifications to back them up like B-Corp or EWG verified. EFFICACY | I personally tested each product for efficacy, and you'll find more details about exactly how each one left my hair feeling. AFFORDABLE | Cost is a number-one factor for a lot of folks, so we've included a range of price points here. They go for over $4 per ounce at the high end to less than $1 per ounce at the low end. SCENT | I'm a sucker for a good scent! I've described the scent of each shampoo below, and noted which ones might be a bit too strong for folks who are sensitive to smell. We've only chosen brands that can ensure their fragrance compositions are also nontoxic. To learn more about natural, clean beauty, check out our lists of natural skincare, aluminum-free natural deodorants, and plastic-free shampoo bars. *Please note that the prices of these shampoos may vary depending on location, sale events, or availability. Table of Contents: American made BIPOC Owned Cruelty free Recycled materials Subscriptions available Vegan Woman owned Best For | Textured hairNatural & Organic | Vegan, no sulfates, silicone, parabens, fillers, or synthetic fragrancePrice Range* | $28 (discounted subscriptions available); $2.80/ounce Vegan hair care line Sienna Naturals made waves when it relaunched in 2020 with a new co-owner, Issa Rae. The brand creates products for textured and curly hair that focus on hair and scalp health and that don't include harsh chemicals. Their H.A.P.I. Shampoo is a foaming cleanser that deeply cleans while delivering moisture that helps detangle and restore natural curl patterns. The product wins award after award, including a Byrdie 2022 Eco Award and a Cosmopolitan 2023 Holy Grail Beauty Award. The brand's matching Untangled Conditioner helps with hydration and easy detangling. My Review | They weren't lying when they called this a "moisture-rich foaming cleanser." It produces a beautiful thick, rich, silky lather that feels cleansing but not at all stripping. While my hair is pretty much the opposite of this product's target hair type, it still worked beautifully on my thin, straight locks — but its rich, velvety lather would be especially great for someone with thick, curly, or coily hair. Its spa-like lavender and geranium scent was subtle and calming. What I Like: The rich, moisturizing lather offered the perfect combination of hydrating and cleansing properties. The all-natural fragrance made my shower feel like a spa! What I Didn't Like: While I don't consider this a con, this shampoo would best suit someone with thick, textured hair. It still however worked wonderfully on mine! Shop Sienna Naturals' shampoo, $28 Sienna Naturals creates award-winning products for hair and scalp health. It worked beautifully on my thin, straight locks — but its rich, velvety lather would be especially great for someone with thick, curly, or coily hair. B corp Climate neutral Cruelty free Subscriptions available Vegan Best For | Personalized formulationsNatural & Organic | Natural ingredients, no parabens, sulfates, or GMOsPrice Range* | $34 (discounted subscriptions available); $4/ounce Since everyone's hair is different, Prose believes everyone's shampoo should be, too. The hair care brand crafts custom formulations depending on your hair type, hair concerns, and even the environmental factors where you live, like UV exposure and humidity. The result is a formula that's 100% yours, with your name on the label. You can opt for individual shampoos or conditioners, or invest in the complete systems, which also come with a treatment mask and oral supplements. Prose is a certified B Corp and Climate Neutral, they formulate with no harsh chemicals, and they bottle everything in their Brooklyn factory. My Review | After I took Prose's test, my hair care system came beautifully packaged, with literature that told me about my customized products. Based on my test results, the shampoo they sent me focuses on volumizing, fiber repair, and color protection. I chose the scent Aura, a limited edition summer 2023 fragrance that I've unfortunately fallen in love with for its breezy, gender-neutral scent with notes of musk and florals. The shampoo lathered well and left my hair feeling freshly clean just like Ceremonia below, but its formulation was a bit thicker. And in the days after, I definitely noticed my hair looking more voluminous than usual! The brand isn't cheap by any means, but it's so worth it — I love how elevated it feels while still staying moderately priced. What I Like: Volume galore! I loved seeing the results of this shampoo after only using it for a few days — my thin, straight hair looked and felt more voluminous. The ability to customize your shampoo formula makes Prose a great choice for all hair types. What I Didn't Like: Keeping up with the subscription can be more on the costly side. Shop Prose's shampoo, $34 Prose creates custom formulations for each customer and is a certified B Corp and Climate Neutral. I definitely noticed my hair looking more voluminous than usual after wash day. 1% for the planet BIPOC Owned Cruelty free Recycled materials Subscriptions available Vegan Woman owned Best For | Plant-based ingredients sourced from Latin AmericaNatural & Organic | Natural ingredients, no parabens, sulfates, or siliconesPrice Range* | $22 (discounted subscriptions available); $2.60/ounce "Growing up as a Latin American immigrant in a homogenous country like Sweden, I never found myself represented in mainstream media and the products I consumed," says Ceremonia founder Babba Riviera on their website, so she set out to make a hair care brand that focuses on Latinx heritage. They source ingredients from Central and South America, and the brand offers three different shampoo/conditioner sets for different hair types — one for thick and dry hair, one for fine and thin hair, and one for damage repair and color protection. All products come in beautifully chic packaging with pumps. My Review | I opted for the Champú de Yucca for Fine/Thin Hair. The formula was surprisingly runny compared to other shampoos I've used, but it lathered up well. And despite not having the most intense lather ever, it made my hair feel super clean, literally — as I washed out my second shampoo, my fingers could feel how clean my strands were, leaving my hair feeling super lightweight. I especially loved the scent on this one: Citrusy, musky, floral, and expensive-smelling, with a touch of eucalyptus. This is the brand I've stuck with for the long haul. I love their fine hair product, and it's one of the most affordable on the list. Plus, it's easily available at Sephora. What I Like: This product smells luxurious! I also love how it doesn't weigh down my hair and truly makes my scalp feel clean. For the features, addictive smell, and chic packaging, I find this shampoo comes in at a great price. There's a shampoo option for every hair type. What I Didn't Like: If you're sensitive to scent, this product can come off as a bit too strong. Shop Ceremonia's shampoo, $22 Ceremonia smells expensive and left my strands feeling clean and lightweight. We love this one for being woman and BIPOC-owned, too. American made B corp Cruelty free Eco friendly packaging Gives back Recycled materials Subscriptions available Vegan Best For | A shampoo for the whole familyNatural & Organic | Vegan, certified plastic-negativePrice Range*| $26 (discounted subscriptions available); $3.25/ounce A Good Trade fave, Ursa Major is a B-Corp based in Vermont that specializes in no-frills skincare. They have a tight lineup of bodycare products, too, including deodorant, soap, shampoo, and conditioner. The brand calls its products, infused with natural ingredients, "super refreshing," and "wildly effective." They're super transparent about sustainability, too — they're certified plastic negative, they use FSC-certified paper for most of their secondary packaging, and they produce 90% of their cartons at a carbon neutral facility. My Review | Another beautifully scented product, Ursa Major's shampoo smells like Christmas trees. It worked into a fairly rich lather that didn't feel too stripping — lots of shampoos make this claim, but I think this "Go Easy" shampoo is truly designed for all hair types. It was lathery enough to remove product buildup, yet gentle enough on my fine hair, leaving it feeling bouncy and hydrated. The balsam scent was the cherry on top, making this stuff a shower staple for everyone in the family, no matter their hair type. What I Like: I love the clean, all-natural ingredients and eco-conscious packaging of this shampoo. The gender-neutral scent and gentle, yet hardworking formula makes this a great shampoo for the whole family. What I Didn't Like: Due to its clarifying properties, I can see this shampoo potentially being too drying if you wash your hair daily/have a dry scalp. Ursa Major is lathery enough to remove product buildup, yet gentle enough on my fine hair, leaving it feeling bouncy and hydrated. The brand is a B Corp that uses eco-conscious packaging — love. Cruelty free Plant trees Plastic/Pfas free Vegan Best For | Most affordableNatural & Organic | Vegan, EWG-verified Price Range* | $13; $0.81/ounce Known for their EWG-verified laundry detergents, Attitude has ventured into the space of cleaning your hair, too. The brand creates high-performance cleaning products and personal care products that run the gamut from air purifiers to toothpaste to face serums, and much of their packaging is designed to reduce plastic. The most affordable products on this list (by far!), their shampoos are still made with 98% naturally sourced ingredients, and you can usually find their products at places like Whole Foods and Walmart. My Review | This is pretty much your standard drugstore shampoo, but with a fresh, invigorating orange scent and 98% natural ingredients for peace of mind. It has a thick formula that was easy to apply (unlike those runnier ones) and it foamed up a ton. Note that it's not sulfate-free — it uses sodium coco-sulfate, which is a milder alternative to the common sodium lauryl sulfate, but it's still not a product I would use on my hair every day. This is a great affordable, basic option, as long as you don't use it every day or have super dry or damaged hair. What I Like: The price makes this shampoo a wonderful nontoxic choice on the accessible side! It leaves a clean feeling and long lasting scent in my hair. What I Didn't Like: The ingredients include a mild sulfate, which may not be ideal if you'e trying to avoid them. Attitude is a cleaner version of your drugstore shampoo. This is a great affordable, basic option, as long as you don't use it too frequently or have super dry or damaged hair. B corp Cruelty free Eco friendly packaging Gives back Plant trees Plastic/Pfas free Vegan Best For | Shampoo bar, minimal packagingNatural & Organic | B-Corp certified, plastic-free, cruelty-free, palm oil-freePrice Range* | $47 (shampoo & conditioner bundle) New Zealand-based B-Corp Ethique is revolutionizing the haircare space with a full lineup of plastic-free bar shampoos and conditioners, and their sustainability initiatives don't stop there — they plant a tree for every online order, and they donate 2% of their sales to charity. They offer shampoo bars for all sorts of concerns, from frizz to oil to curls, and they carry some face and body products, too, like deodorant, body wash, moisturizers, and lip balm. My Review | This was my first-ever shampoo bar experience, and it didn't disappoint. I've always been worried a shampoo bar wouldn't give me enough lather to thoroughly cleanse my oily hair, but this one absolutely did. It took a minute or two of rubbing between my hands, but it was all worth it when it worked up a rich, citrus-smelling lather that fully refreshed my hair — a little too well, actually, since it left that extremely clean feeling some hard bar soaps leave on your body. A little goes a long way with this one, and note that it also has sodium coco-sulfate. But some of their other bars don't have sulfates, giving you a more balanced, moisturizing cleanse at a super affordable price and with no plastic. What I Like: The innovative shampoo bar is something I didn't expect to be as effective as it was! It left my hair feeling squeaky, clean. I've had this shampoo bar for a while now — a little goes a long way. What I Didn't Like: The shampoo bar contains sodium coco-sulfate. The squeaky clean feeling may not be preferable for some. Ethique was my first time using a shampoo bar! It's a great option for a more balanced, moisturizing cleanse at a super affordable price and with no plastic. Budget friendly Cruelty free Recycled materials Vegan Best For | Plant-forward formulations Natural & Organic | Certified organic ingredients, no chemical preservatives, artificial colors, or fragrancesPrice Range* | $24; $3/ounce California-based 100% Pure is cruelty-free and uses all-natural ingredients in their hair care formulations. They offer a range of different shampoos, conditioners, and hair treatments targeting different hair types and concerns, all with botanical-forward ingredients like a "restorative" system with honey and a "healthy scalp" set with neem. The company is Green Business Certified and offers skincare, body care, and makeup products, too. My Review | I tested the Kelp & Mint Volumizing Shampoo, a hydrating, gently purifying formula. I loved its fresh, minty scent, and its ingredient list is super clean — it's made almost exclusively of plant extracts and oils. It didn't foam up as much as most cleansers, so while that made it super gentle on my hair and dye job, it might not be the best option when your hair has a ton of product in it. But I loved how invigorating its scent was in the morning, and it comes in huge, cost-effective sizes. What I Like: The formula is very lightweight and left my hair feeling clean without much stripping. This shampoo perked up my senses! It's perfect for an invigorating morning shower. What I Didn't Like: This shampoo is the mildest one of them all! It may not offer as deep of a clean, but can be great for daily use. Shop 100% Pure's shampoo, $24 100% Pure has a fresh, minty scent, and its ingredient list is super clean — it's made almost exclusively of plant extracts and oils. Cruelty free Gives back Gluten free Vegan Woman owned Best For | Sensitive skin typesNatural & Organic | Fragrance-free, vegan, cruelty-free, no pore-clogging oils, free of sulfates, silicones, phthalates, dyes, and parabensPrice Range* | $29 (discounted subscriptions available); starting at $3.09/ounce Created by a dermatologist, SEEN targets their products to folks with sensitive or acne-prone skin, treating hair care like part of your skincare (because shampoo can kind of get everywhere). They carry two shampoos — one with scent and one without — both of which were clinically proven to be non-comedogenic. In a study, 70% of participants with acne saw an improvement in body acne and 52% saw a reduction of face acne, while 93% of participants with flaky scalps saw improvement. Combine those stats with a formulation that's designed to reduce frizz and deeply clean without stripping, and you're left with both healthier hair and skin. Their fragrance-free option is even backed by the National Eczema Association Seal of Acceptance. My Review | This one lathered up just as well as a clarifying shampoo — perfect for my fine, oily hair — leaving my hair feeling clean but not dry or brittle. I loved it! I tested out the fragrance-free version, and while I'll admit I am prone to the occasional eczema flare-up along with acne on my face and body, I did miss the scent. The scented version is supposed to be just as effective for treating acne, so I think it'd be a perfect shampoo for me. And the next time I have an eczema flare-up, I'll reach for my unscented sample! What I Like: This shampoo works wonderfully — it deeply clarified my oily strands, left my scalp feeling clean, and my hair looking luscious. The unscented formula is perfect for sensitive scalps. What I Didn't Like: Though many may prefer an unscented formula, I do miss having a nice smelling shampoo. Thankfully, SEEN has scented shampoo options! SEEN's shampoo is great for treating eczema and acne-prone skin. It lathers up well and is a perfect pick for those with oily scalps. BIPOC Owned Cruelty free Fair trade Gives back Woman owned Best For | Dry hair typesNatural & Organic | Fragrance-free, Fair Trade, cruelty-free, free of sulfates, silicones, phthalates, dyes, and parabensPrice Range* | $16 (discounted subscriptions available); starting at $2.01/ounce Another unscented option, Alaffia's EveryDay Shea shampoo is handcrafted with Fair Trade, unrefined shea butter. Formulated for dry hair types, the shampoo also has shea leaf and virgin coconut oil, and it comes in a few different scent options, too, including lavender and vanilla mint. And Alaffia has some impressive ethical specs, believing that it's their "moral responsibility to ensure African resources empower African communities." They use exclusively fairly traded shea and coconut products to ensure trade partners are paid equitably, and they're partnered with the Global Alliance for Community Empowerment to execute projects in West Africa aimed at women and the environment. Their shampoos are some of the most affordable on this list, made with a small list of simple ingredients. The brand also makes goods like cleansers, balms, and curl products. My Review | While the price point and company ethics of this brand make it a fantastic product in my opinion, my hair is just too fine and straight! The shampoo had a subtle lather — great for folks with super dry hair, but not cleansing enough for mine. While it's not the right fit for my hair, especially in comparison with other products on this list, it still left my hair clean, soft, and silky. What I Like: This shampoo is a great value for its pure formula. 32 fl oz. for just under $16 is a steal! I love the ethics behind the brand. Alaffia supports and empowers their trade partners and African communities. What I Didn't Like: Though I loved the price and ethics of the brand, this shampoo did not work for my fine, straight hair. If you have dry hair, this one is a winner. Also available at: Thrive Market Alaffia's shampoo is a bang for your buck, especially if you have dry and brittle locks. The addition of shea leaf and coconut oil leaves each hair strand feeling soft and smooth. Cruelty free Natural materials Subscriptions available Vegan Best For | Stimulating hair growthNatural & Organic | VeganPrice Range* | $38 (discounted subscriptions available); $4.75/ounce A holistic haircare brand, Vegamour uses only the highest quality ingredients in their shampoos, conditioners, and serums. Their products are not cheap, but they formulate with a science-driven approach, using ingredients that can be effectively absorbed and synthesized by the body. The products are 100% vegan, and they often use Karmatin, a vegan alternative to keratin. All products are clinically tested, so you know they really work, and they target different concerns like hair growth, hair damage, and dandruff. Don't just take my word for it — our other editor also reviewed and loved Vegamour for hair regrowth. My Review | I was pleasantly shocked at how much this one lathered up! The bubbles were silky and smooth, and it has a gorgeous floral scent that's powdery and jasmine-y — not everyone will love it, but I definitely do. It had a funky screw cap that did make dispensing a tiny bit difficult, but they've updated that in more recent versions. It also gave a little too much lather for comfort, which checked out when I realized it uses the same cleansing agent as the clarifying shampoo I use every few weeks to reduce buildup. As much as I loved this one, it'll be a special occasion-only product for when I want a luxurious scent and clean-feeling locks — or to treat specific concerns around hair loss. What I Like: This product is vegan! Using vegan ingredients in a shampoo that promotes hair growth is a game changer IMO. It has a beautiful, floral scent that lingers long after my hair dries. What I Didn't Like: This shampoo offers a deep cleanse and has tons of lather. These elements may make this a shampoo one that you only use as needed. Vegamour is a special occasion-only product for when I want a luxurious scent and clean-feeling locks — or to treat specific concerns around hair loss. Organic haircare products can be worth the price — especially if you're someone who values ingredient transparency and scalp health. While they might cost a bit more upfront, organic shampoos, conditioners, and treatments often skip the harsh chemicals like sulfates, parabens, and synthetic fragrances that can dry out your hair or irritate sensitive skin. Instead, they're packed with nourishing plant-based oils, extracts, and gentle cleansers that work with your hair's natural biology. Many people find that over time, their hair becomes more balanced, shiny, and easier to manage. So if you're looking to simplify your routine and minimize exposure to questionable ingredients, investing in organic haircare can definitely be worth it. In addition to the long-term benefits for your hair and scalp, there's also a "less is more" mindset with many organic formulations. Because the ingredients tend to be concentrated and free from unnecessary fillers, you might find that you need less product per use — which means it can last longer than conventional options. (Shampoo bars are a great example of this!) And if you've struggled with scalp sensitivity, flaking, or buildup from synthetic ingredients, switching to organic might be a game changer. There's peace of mind in knowing what's going onto your body is as safe and nourishing as possible. Organic haircare is generally better for the environment. These products are often made with sustainably sourced ingredients, biodegradable formulas, and eco-conscious packaging, which means less pollution and waste throughout the product's life cycle. What sets organic brands apart is their commitment to sustainability throughout the supply chain. From farming without synthetic pesticides to using recyclable or refillable packaging, many of the companies producing organic haircare are mindful of their environmental impact. Some even partner with carbon offset programs or regenerative farming initiatives that help rebuild healthy soil and capture atmospheric carbon. Plus, avoiding synthetic chemicals reduces the risk of toxic runoff entering waterways during rinsing, which helps protect aquatic ecosystems. Many organic brands also prioritize cruelty-free practices and work with ethical farms or cooperatives to support a more regenerative approach to agriculture. While not all organic brands are created equal, supporting those that are truly invested in sustainability can amplify the positive effects of your purchase far beyond your bathroom shelf! Natalie Gale is a Boston-based freelance journalist. Since 2022, she has been reviewing the top sustainable home, wellness, fashion, and beauty products, sharing her honest opinion on the best finds. When she's not writing about art, food, or sustainability, you can find her biking to the farmers' market, baking, sewing, or planning her next Halloween costume. Say hi on Instagram! How we test clarifying shampoos:The GLAMOUR team has collectively reviewed hundreds of clarifying shampoos from a variety of brands. When it comes to testing, we keep in mind various hair types and textures, assessing each formula on things like efficacy, value for money, ingredients and packaging.In the rare instance where we can't personally test something, we make sure to consult our little black book of experts, as well as consumer reviews, to bring you a truthful and informed review nonetheless. Read more about how we test here.What kind of hair needs clarifying shampoo?Those of an oily haired disposition, clarifying shampoo is for you - it's perfect for removing excess oils and product build up, leaving your hair uber clean and swishy.But even if you don't have oily hair, you can still benefit from a clarifying shampoo. Stephen Buller reveals that a clarifying shampoo on any hair type will lead to healthy, shiny hair and help to boost volume. And we'll take that any day of the week!With this in mind, you can expect to notice less breakage, a brighter colour, and your scalp won't get as oily as quickly. In short? Using a clarifying shampoo is always a win.Does a clarifying shampoo remove colour?If you've just got a fresh colour done at the salon, step away from the clarifying shampoo.Although clarifying shampoos aren't designed to remove colour, they are still potent cleansers that can remove your colour alongside product build-up and grime.If the grease just won't cease and you need to use a clarifying shampoo, you can - but bear in mind that constant use will cause your colour to fade.What are the benefits of clarifying shampoo?"Clarifying shampoos are usually more concentrated than regular ones and feature higher pH levels, making them more effective at cleansing the hair," explains Katy Grimshaw."While both types of shampoo aim to clean your hair and scalp, clarifying shampoo is stronger and much more effective. The deep cleanse of a clarifier is specifically designed to get rid of residue, dead skin cell build-up and excess oils. They're also great for removing product build-up before colouring hair. It's often recommended to use a clarifying shampoo if you use a lot of hair products, suffer from an oily scalp or hair, have very hard water or if you're a swimmer with a greenish tint from chlorine buildup. "How often should you use a clarifying shampoo?That being said, it's not exactly the best idea to deep-clean your hair with a clarifying shampoo every time you wash. Clarifying shampoos have harsher ingredients, which, if used too regularly, can dry hair and scalps out."This is a product that means business. So, use it wisely and have a conversation with your stylist first," muses Stephen. "Generally, I wouldn't recommend using a clarifying shampoo regularly – you should introduce it alongside your current hair care routine. I would recommend two-three times a month, alongside your regular shampoo. If you overuse a clarifying shampoo it can dry out the scalp and irritate it further. So go easy!"What to look for in a clarifying shampoo:Ana likes to pick "sulphate-free and naturally derived ingredients" as they're "both kind to your hair and the environment," but Jack Merrick-Thirlway says sulphates can be helpful – they're lathering cleansing agents that remove build-up."If you have dry or colour-treated hair, prioritise a gentler clarifying shampoo – look for formulas with hydrating ingredients like aloe vera or glycerin. If you have oily hair, you can opt for a more traditional clarifying shampoo with sulphates for a stronger clean," he explains.Ultimately, there's no one-size-fits-all answer. Stephen says you should pick whichever ingredients are "suitable for you".Katy recommends looking for exfoliating ingredients like salicylic acid, which can help to control sebum production. "Some clarifying shampoos can dry out your scalp and cause cells to produce more oil though, so watch out for that," she adds.Looking for more hair products? Head this way for the best shampoos for all hair types and over here for conditioners to pair with them. We've also got hair masks, purple shampoos, soothing shampoos for sensitive scalps, the best shampoos for curly hair and the best shampoos for greasy hair.For more beauty and wellness content from Glamour UK Commerce Contributor Humeara Mohamed, follow her on Instagram @humeara and TikTok @humearaa. Nice clean products. The sun screens are expensive, so I only aim to purchase in the sales, but are so much kinder to my skin. Most products are great for my sensitive skin, excema prone skin but some don't quite hit the mark considering their cost (some serums, moisturisers and mascara). Overall, I use Green People as my go-to for kind skincareDate of experience: 01 May 2025Thank you for your positive review! We are please you are finding our products kind to your sensitive skin.I love these products. The sun cream is particularly good and I actually get a proper tan too! I have never had a bad experience. Date of experience: 02 May 2025Thank you very much for your positive review! We are happy to hear you enjoy using our lovely sun lotions!Updated Review:I'm updating this to note that I was eventually refunded, and I appreciate that. I've increased my rating slightly to reflect that resolution. However, I shouldn't have had to fight so hard to get there.I had an allergic reaction to this company's product and contacted them immediately. Despite clear evidence and concern for my health, they initially refused to issue a refund simply because I was one day outside their return window. That kind of rigid policy—especially in a situation involving health and safety—is unacceptable. A responsible company should prioritize customer well-being over strict timelines.To compare, I once had a similar issue with a Chanel product, and they refunded me without hesitation—even weeks later. That's the level of customer care I expect.While I appreciate that they replaced a lost package (which I'm also disputing with Royal Mail), the handling of my allergic reaction left a lasting negative impression. Though I did get my refund in the end, it was only after I mentioned this and said I'd begin a chargeback process with my bank. I won't be ordering from them again.Date of experience: 02 February 2025Hello,Thank you for your review update. I'm glad that we were eventually able to resolve this matter and issue you with a refund. Once again, apologies for the miscommunication you received initially. We take all queries and issues raised by our customers seriously, particularly where reactions are concerned, and so your comments will be taken on board.Best wishes,Green PeopleProducts are not bad, HOWEVER I was shocked when I received my sun screen and then loads of plastic rubbish inside the same carton box!!! They call themselves GREEN people and then send unnecessary amount of plastic? Not buying again. Date of experience: 19 March 2025Hi Marie, thank you for your review.We use compostable packing chips made from biodegradable non-GMO corn starch.These packaging chips can be dissolved in water. Simply rinse them in water and watch them vanish. They can also be added to compost heaps or placed in your food waste bin.We hope this was of some help to you. -Green PeopleDespite being a long term customer I am shocked by the appalling customer service I've received from Green People. I frequently buy their 'Fragrance free' face cleanser, however the last two have had a distinct strange 'Indian spice' smell to them. This is not normal and it has NEVER smelt like this in the years I've been buying it. I contacted Green People who said two other customers had said the same and they were now 'investigating it' and that they had smelt it in house and agreed it didn't smell right. They offered to send a 'new batch' to me which would be due on 17th Feb. I agreed to be sent one from a new batch - hopefully one that didn't smell of Indian spices! To my surprise I suddenly received a new cleanser in the post, however I looked and it was the exact same batch number as the other one that smelt. I opened it and guess what - it smells exactly the same and as revolting as the previous one I complained about. I contacted green people to tell them however no one bothered to reply, I emailed again and someone finally replied saying how they had had 'no other complaints' but that they were waiting for it to be investigated! This person was clearly lying to me as initially I was told that there had been other complaints. They've now offered to just refund me as an easy way out. I'm totally shocked by their lack of care of trying to resolve this and for the fact they are still sending out this 'dodgy batch' to people despite it being (supposedly) investigated.The batch number for the dodgy smelling cleanser is: 092411 for anyone else who may be concerned they're washing their face with this cleanser.I absolutely won't be purchasing from Green People again, as clearly they don't care about their loyal customers and worse still, they like to send you items that are being investigated!Date of experience: 10 February 2025Hello Rebecca. To update this review following our conversations, this issue was fully resolved. I hope that your replacement Scent Free Cleanser and reimbursement met your expectations.- Green PeopleWhen I started using this product my skin was in very bad condition: dehydrated, dry and very irritated. I generally have very sensitive and problematic skin so it is very difficult for me to choose the right products but this product did a great job without irritating my skin. I have only been using it for two weeks but it looks promising. Thank you.XxxDate of experience: 21 December 2024SCENT FREE CALMING SERUMFirst time I have changed from my usual brand of scent free serum and I was very worried that my extremely sensitive and reactive skin would break out or become irritated . It has not at all . I have been using it for over a week now and my skin feels calm and soft . This has been a great discovery for me and I would recommend anyone with reactive skin to try it . Date of experience: 01 December 2024Thank you very much for your positive review. It's great to hear how well our Calming Serum is doing for your skin!Great products and fast delivery. What's not to like?Date of experience: 07 December 2024VERY IMPRESSED! I have bought all kinds of high street mascara's (expensive, cheap, sensitive etc) always leave me wanting to pull my eyelashes out halfway through the day and leave my eyes itching at the end of the nightI paid £18 for this Volumising mascara and it's worth every penny. Not felt a tiny bit of irritant all day. I didn't have high hopes because I just thought my skin was so sensitive I couldn't wear mascara anymore. Nope. Very very happy with my purchase ☺Date of experience: 06 December 2024I used to like this company's products a lot and bought them for many years. However, recent changes to ingredients don't work for me. Most products are not available in larger sizes, which could help reduce waste. They only publish a selected proportion of reviews, which strikes me as less than transparent. Date of experience: 28 August 2024Excellent UK company. Great loyalty scheme and discount codes to keep costs affordable and customers returning. Good quality, clean products. Great customer service. Have used for over 10 years and although the packaging and marketing isn't as eye catching as competitors like tropic etc, value for money and consistency is there. My daughter has special needs and such a sensitive body this is the only company who's products I trust to put on her skin. Date of experience: 14 November 2024Lovely products, though quite expensive. Good to know the products are natural, ethical and ecologically mindful. Now my go to for skin care. Date of experience: 01 October 2024Superb quality products easy to order and delivery is very prompt. I have been using their scent free sunscreen for many years and will continue to do so Date of experience: 18 October 2024A decent company with good customer service and a large range of organic productsDate of experience: 24 October 2024Great products and service, will continue buying from GP and recommending to friends and familyDate of experience: 22 October 2024It can show you how long I have been with Green People in that I started out with them in my youth, then middle age and now I am in my 80's. I have had to change my skin products over the time because of ageing, but Green People have all the products you need, and are organic which is beautiful so you know you are in harmony with the earth and environment, but they have everything to suit your needs. This is such a good Company! Such quality, excellent customer service, and their points system is really great. I have saved money over the years with these points and able to purchase new products with it. Definitely 5 stars. I would give 10 if I could.Date of experience: 12 October 2024Thank you so much for your generous review! We are so pleased to hear that after so many years you are still enjoying using our products and that our customer service and points system has been a huge positive for you! We sincerely appreciate your feedback! :)I started using green people products because I have sensitive skin & because they are GREEN! In particular their sun products that Do Not irritate my skin! & their tinted moisturiser for me I wouldn't do without as it's a 3 in 1 product Moisturizing with an SPF15 & the tint is perfect for my Olive skin tone which gives me an added glow! So when I'mon the run that's all I need!!Date of experience: 12 October 2024Thank you for taking the time to write a positive review!Great to hear you are loving our products as much as we do!Easy to use website and loving the products. Date of experience: 26 September 2024Thank you for your 5 star review! We appreciate your comments.Green People products are the only one's I trust and use . I have extremely sensitive skin and eczema and use the fragrance free products and have never had a reaction to them so that's absolutely brilliant after reacting to so many ' others ' . I won't use anyone else's now so hope Green People keep going !!! Thank You !Date of experience: 05 October 2024The scent free face cleanser is a lovely product and very gentle on my rosacea prone sensitive skin. It arrived quickly and well packaged.Date of experience: 29 September 2024 Skip to main contentAll products are independently selected by our editors. If you buy something, we may earn an affiliate commission. Learn how we test.A new wave of the best natural shampoos is here, offering an organic (and often vegan and vegetarian-friendly) alternative to your typical hair products. And just like with regular shampoos, there's a flurry of options out there to suit every hair need, type and length, whether you're looking for something that's volume-boosting, moisturising or clarifying.While there's no clear and settled definition as to what makes a shampoo 'natural', the difference often lies with their formula. As you may have already guessed, natural shampoos tend to use… well, natural ingredients and often make a very conscious effort to avoid man-made ingredients things like parabens (a synthetic preservative), silicones (a synthetic smoothing ingredient) and sulphates (which are synthetic cleaning ingredients).The best vegan beauty brands *everyone* should know about20 PhotosBy Elle Turner, Sheilla Mamona and Fiona EmbletonFor example, you might find that many plant-based natural shampoo formulas contain ingredients such as coconut oil, tea tree oil and aloe vera, which offer a perfectly viable way for cleansing hair without irritating sensitive skin or even harming the environment once the product gets washed down the drain.Best natural shampoos at a glance – our top picks:One of the biggest culprits that natural shampoos almost always avoid is sodium lauryl sulphate, more commonly known as SLS. It's an ingredient that's commonly found in shampoos, conditioners and soaps, as well as some other hygienic products, because it makes it easier for the product to lather up into suds to wash away grease and build-up. However, some say that this is not always a good thing, considering it can often rid your hair and skin of their natural oils. Plus, it's been known to irritate sensitive skin and cause itchy scalps too.Of course, the jury is still very much out on synthetic chemicals. While preserving the environment alone is a good enough reason to avoid them, many dermatologists still stand by ingredients such as SLS since they are clinically proven to be safe. Then again, if you can avoid them by using natural alternatives, why not give it a try?To help you make the switch easier, we've put together a full edit of the very best natural shampoos that meets all your haircare needs, whether you have thin hair, thick hair, curly hair, oily hair and everything in between. Below, you'll find bestselling products, as well as our firm favourites and some premium and affordable options too.After more styling tools and haircare content? Check out our guides for the best hair straighteners, best curling wands and foldable travel hair dryers. We can also help you pick the best hair conditioner and best hair serums. Alternatively, you can also check out our guide for building a skincare routine.For more shoppable beauty content from Glamour UK Commerce Writer Denise Primbet, follow her on Twitter @deniseprimbet and Instagram @deniseprimbet.Scroll down for our edit of the best natural shampoos that your hair will love…Green People Scent-Free Shampoo, £15, Green PeopleWhy we love it: This contains 83% organic ingredients including green tea to strengthen hair and add shine, alongside pineapple extract to gently exfoliate any flakiness away. It's SLS-free, silicone-free, gluten-free and unscented to ensure it's super kind to sensitive scalps.We Are Paradoxx Volume Shampoo, £16.20, AmazonWhy we love it: Hops and nettle extract help to create volume and bounce, while Babassu oil, matcha green tea and carrageen moss extract nourish and provide that healthy looking shine. Even better, the packaging is 90% plastic free, reusable and recyclable.Ethique Pinkalicious Shampoo Bar for Normal Hair, £12.99, BootsWhy we love it: Ethique's shampoo bars are made using biodegradable, renewable and naturally-derived ingredients with minimal chemical processing. This means their bars are safe for the environment when they exit our plugholes. And, because they're 100% plastic free, the brand has already saved 6.5 million bottles from heading to landfill. Pinkalicious – the shampoo bar designed for normal hair is packed with organic, virgin, fair trade coconut oil and cocoa butter as well as grapefruit and vanilla oil.Save when you shop for natural shampoos with these Boots discount codes.Dr. Organic Moroccan Argan Oil Shampoo, £6.99, Holland & BarrettWhy we love it: Packed with exotic ingredients, such as baobab, patchouli and rosewood, this moisture-rich shampoo is a total bargain. With an oil base, this is best used as a treatment shampoo once or twice a week if you're prone to oily roots. But if your scalp is dry, slather it on and don't hold back – you'll thank us later.Klorane Aquatic Mint Shampoo, £9, BootsWhy we love it: This natural hair shampoo works just like a cleanser by neutralising toxins damaging free radicals from pollution particles (which can cause hair to become dull and oily). Instead, this clever plant-based formula removes oil, restores shine, and leaves hair minty fresh.Save when you shop for natural shampoos with these Boots discount codes.Dr Organic Ant-Dandruff Shampoo, £7.99, Holland & BarrettWhy we love it: Blended with organic coffee bean extract, purifying ginger, cool peppermint oil and a clinically proven anti-dandruff active, this helps to clear flakes and gently cleanse irritated scalps. Plus the coffee, patchouli and cedarwood scent will help put a pep in your step.Odylique Gentle Herb Shampoo, £13, OdyliqueWhy we love it: If your scalp is easily irritated, this shampoo takes things back to basics. It's free from all sulphates, silicones, salts, fragrances and artificial preservatives and is pH balanced to soothe scalps prone to psoriasis, dermatitis or eczema. The gentle blend of strengthening horsetail, conditioning coconut oil, soothing chamomile, balancing nettle, shine-inducing rosemary and hydrating aloe vera leaves hair looking ultra healthy. Plus, it's the first vegan and organic shampoo to ever receive Soil Association approval.Innersense Pure Harmony Hairbath, from £9, InnersenseWhy we love it: Designed to leave hair soft, shiny and balanced, pumpkin seed, shea butter and coconut oils help to purify, cleanse and hydrate strands. It's free from SLS, scented with uplifting orange flower and leaves hair feeling light and full-bodied.Champo Pitta Volumising Shampoo, £18, ChampoWhy we love it: This Champo is specifically formulates for fine hair experiencing thinning or loss. It's infused with haritaki fruit (used in Ayurvedic medicine for strengthening and nourishing) along with coconut extract and fatty acids to help thicken hair while gently cleansing. And, the weightless formula offers an extra volume boost as well.Rahua Color Full Shampoo, £36, NaturisimoWhy we love it: This colour-preserving shampoo is infused with a plant-derived colour complex to enhance coloured hair. The army of antioxidants provided by rahua, morete and flaxseed oils, alongside gardenia and lavender essences, encapsulate each strand to prevent colour fading and bestow protection for all shades of colour-treated or highlighted hair.