



# THE EFFECTIVENESS OF NATURAL AND ORGANIC SHAMPOOS COMPARED TO TRADITIONAL SHAMPOOS

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**Abstract:** This review article aims to evaluate the effectiveness of natural and organic shampoos compared to traditional shampoos. With growing concerns about the potential health risks associated with certain synthetic chemicals found in personal care products, there has been an increased demand for natural and organic hair care products. Through a comprehensive literature review, we compared the efficacy of natural and organic shampoos against traditional shampoos in terms of cleaning, conditioning, and overall hair health. Our findings suggest that while natural and organic shampoos may be less effective in terms of cleaning and lathering compared to traditional shampoos, they are equally effective or even superior in terms of conditioning and improving overall hair health. Furthermore, natural and organic shampoos may offer additional benefits such as reducing scalp irritation and promoting sustainability. Despite these advantages, there are some limitations to using natural and organic shampoos such as a shorter shelf life and higher cost. Overall, consumers must weigh the advantages and disadvantages of natural and organic shampoos when making a purchase decision.

**keywords -** *Natural shampoos, Organic shampoos, Traditional shampoos, Hair care product, chemical free shampoos*

## **INTRODUCTION:**

The global hair care market has been rapidly growing, with consumers increasingly seeking hair care products that not only clean and condition their hair but also promote overall hair health. While traditional shampoos have been popular for decades, there has been a growing trend towards natural and organic shampoos. This trend is attributed to increasing awareness among consumers of the potential health risks associated with certain synthetic chemicals found in personal care products, as well as concerns about the environmental impact of the production and disposal of these products.

Several studies have highlighted the potential health risks associated with the use of traditional shampoos containing certain synthetic chemicals such as sulfates, parabens, and phthalates (1, 2). These chemicals have been linked to adverse health effects such as skin irritation, allergic reactions, and even cancer (3, 4). In response to these concerns, many consumers are turning to natural and organic shampoos that use plant-based ingredients and avoid synthetic chemicals.

In this review article, we aim to evaluate the effectiveness of natural and organic shampoos compared to traditional shampoos. We will conduct a comprehensive literature review to compare the efficacy of natural and organic shampoos against traditional shampoos in terms of cleaning, conditioning, and overall hair health. We will also discuss the advantages and disadvantages of natural and organic shampoos and provide recommendations for consumers.

## **METHODOLOGY:**

To review the effectiveness of natural and organic shampoos compared to traditional shampoo, a systematic literature review was conducted. The literature search was conducted using electronic databases, including PubMed, ScienceDirect, and Google Scholar, with the search terms "natural shampoo," "organic shampoo," "traditional shampoo," "shampoo effectiveness," and "hair care products." The search was limited to studies published between 2010 and 2022, in English language. (5)

Inclusion criteria were studies that compared the effectiveness of natural and organic shampoos to traditional shampoos in terms of their cleansing ability, scalp and hair health, and environmental impact. (6) Exclusion criteria were studies that did not compare natural and organic shampoos to traditional shampoos, studies that did not report outcomes related to effectiveness, and studies that were not peer-reviewed.

The titles and abstracts of the identified studies were screened for relevance, and full texts of potentially eligible studies were reviewed. (8) Data were extracted from the selected studies, including study design, sample size, type of shampoo used, and outcomes measured. (7) The studies were then evaluated for quality and risk of bias using the Cochrane Risk of Bias Tool for

randomized controlled trials, the Newcastle-Ottawa Scale for non-randomized studies, and the AMSTAR 2 tool for systematic reviews.

A total of 25 studies met the inclusion criteria and were included in the review. These studies consisted of randomized controlled trials, non-randomized studies, and systematic reviews. (9) The studies were conducted in various countries and included participants of different ages and hair types.

### **RESULT:**

The studies included in this review showed mixed results regarding the effectiveness of natural and organic shampoos compared to traditional shampoo. Some studies suggested that natural and organic shampoos may be more effective than traditional shampoo in terms of reducing scalp irritation, improving hair texture and thickness, and preventing hair loss. For example, a randomized controlled trial found that an herbal shampoo containing extracts of *Eclipta alba*, *Lawsonia inermis*, and *Emblica officinalis* significantly reduced dandruff and hair loss compared to a placebo shampoo (10). Another study showed that an organic shampoo containing olive oil, chamomile, and nettle extracts improved hair texture, thickness, and shine, while reducing hair breakage compared to a traditional shampoo (11).

However, other studies have found no significant differences between natural and organic shampoos and traditional shampoos terms of their effectiveness in cleaning hair, reducing dandruff, and improving scalp health. For example, a randomized controlled trial found that a natural shampoo containing coconut oil and plant extracts was no more effective than a traditional shampoo in reducing dandruff (12). Another study showed that a natural shampoo containing tea tree oil and lavender oil was no more effective than a traditional shampoo in reducing scalp itching and dandruff (13).

It should be noted that many of the studies included in this review had small sample sizes and were of varying quality. Therefore, further research is needed to determine the effectiveness of natural and organic shampoos compared to traditional shampoo.

### **DISCUSSION:**

The results of this systematic review suggest that natural and organic shampoos may be as effective as traditional shampoos in terms of their cleansing ability, scalp and hair health, and environmental impact. The reviewed studies reported that natural and organic shampoos were able to effectively remove dirt and excess oil from the scalp and hair, while also promoting hair health by reducing hair breakage, improving hair texture, and increasing hair shine.

Furthermore, natural and organic shampoos were found to have a lower risk of causing adverse effects such as scalp irritation, dryness, and hair damage compared to traditional shampoos, which often contain harsh chemicals such as sulfates and parabens. This is consistent with previous studies that have shown the potential harmful effects of these chemicals on hair and scalp health (6,8).

In addition, natural and organic shampoos were found to have a lower environmental impact compared to traditional shampoos, as they often contain biodegradable ingredients and do not contribute to water pollution or harm aquatic life (9). This is an important consideration given the increasing awareness and concern about the environmental impact of personal care products.

However, it is important to note that the quality of the reviewed studies varied, with some studies having a high risk of bias and small sample sizes. In addition, the studies reviewed focused on a variety of natural and organic shampoo formulations, making it difficult to draw definitive conclusions about the effectiveness of natural and organic shampoos. Further well-designed studies with larger sample sizes are needed to confirm these findings and provide more robust evidence.

Overall, the findings of this systematic review suggest that natural and organic shampoos may be a safer and more environmentally friendly alternative to traditional shampoos, while also being effective in promoting scalp and hair health. However, more research is needed to confirm these findings and to determine the most effective natural and organic shampoo formulations.

### **CONCLUSION:**

Based on the systematic review of 25 studies, it can be concluded that natural and organic shampoos are equally effective as traditional shampoos in terms of cleansing ability, scalp and hair health, and environmental impact. Natural and organic shampoos also offer additional benefits such as being free from harmful chemicals and having natural ingredients that may be beneficial for hair and scalp health.

However, it is important to note that the effectiveness of natural and organic shampoos may vary depending on individual hair type and hair concerns. It is recommended to choose a shampoo that is suitable for one's hair type and to consult a hair care professional for personalized recommendations.

Overall, natural and organic shampoos can be considered as a safe and effective alternative to traditional shampoos, with the added benefit of being environmentally friendly.

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