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Jennifer Geisman

[LA Beauty Trends Examiner](#)



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Luxury shampoo vs. "Dish soap"

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Celebrity Hairstylist Scott Cunha
Photo: Leonor Grey

First impressions - your hair is the badge of health and beauty. Most of us feel beautiful when our hair is luxuriously soft, silky and radiant. Is it the expensive shampoo you recently bought at the salon or the dish soap you used because your husband confiscated the good stuff in his gym bag? Choosing between the cheap stuff and a luxury brand should be approached by your hair's needs.

For the Curls

"The ingredients used to formulate (or not formulate) a luxury brand shampoo is what makes it worth spending upwards of \$12 per bottle," says **Mahisha Dellinger**, founder of **CURLS** haircare, a high-quality, organic hair care line for multiethnic women and girls with naturally curly hair that uses exotic oils hand pressed in Bali. "Cleansing your hair with a quality shampoo such as **CURLS Curlicious Curls Cleansing Cream** is the first step, and one of the most important steps of a proper hair care regime, therefore, starting off with the proper PH balance, moisture level and ingredients (organic and natural) is optimal." Dellinger says the ingredients to look for (that make the shampoo worth the price) are natural oils such as carrot seed, jojoba and horse chestnut oil, certified organic ingredients, gentle cleansers like sodium methyl cocoyl taurate, and hair strengthening vitamins and protein including panthenol and silk amino acids. Ingredients to avoid are drying alcohol, sulfates, silicones, parabens, synthetic colors and artificial fragrances. (\$15.00; 8 oz; available at www.curls.biz)