



Shampoo Goes Sustainable — In The Form Of Shampoo Bars, Powder Shampoo, And Eco-Friendly Haircare Lines

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This Earth Day, you may be doubting your current efforts towards sustainable living. Well, don't. We're not here to judge how much trash you generate a week, but if you'd like to adopt more eco-friendly, green practices in your daily life, here's a start. Activewear made from ethically-sourced or recycled materials, refillable beauty items that reduce packaging waste, and sustainable haircare ranges. Baby steps, really!

More and more beauty brands are making great strides in the name of green, clean beauty, whether we're talking about vegan formulas and ethical ingredient sourcing, or opting for plastic-free — or in some cases, zero — packaging when it comes to housing their precious formulas. Ahead, we look at the shampoo bars, powder shampoos, and more, and why these good-for-you forms of shampoo will make a difference, in our lives as well as planet Earth's.

POWDER SHAMPOO

Most of us associate 'powder shampoo' with dry shampoo, the kind you use to freshen up your hair in between wash days or after the gym. What if we told you there's a powder shampoo that lathers and foams as well? This is a new category that homegrown beauty brand, The Powder Shampoo, is pioneering, and they hold the title of being the world's first foaming vegan powder shampoo. The powder-to-foam formula transforms into a cleansing foam when in contact with water, providing the lather and cleansing power you'd expect from a liquid shampoo.

1. The Powder Shampoo





<https://www.nylon.com.sg/2022/04/shampoo-goes-sustainable-in-the-form-of-shampoo-bars-powder-shampoo-and-eco-friendly-haircare-lines/>

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It's not just the plastic-free packaging they've got going on here — try, zero water. Local brand The Powder Shampoo is straightforward about their planet-first philosophy, with water-free, power-to-foam shampoos that save five litres of water per bottle; removing water also means they can pack 100 washes or more per bottle, making one product last three times longer than regular liquid shampoos. Each shampoo is also housed in a recyclable aluminium bottle, so picked in order to minimise plastic waste with a material that can be recycled multiple times.

While being a new category of shampoo, we can be assured that the ingredients are familiar and very welcome for our hair and scalp — the brand uses more than 20 plant extracts across the range, with the key ingredient being Thyme-Capsuled™ technology, which promotes hair growth, present in every formula, no matter your hair concern.

\$39.90, available online at thepowdershampoo.com.