

BYRDIE

The Best Briogeo Products Are Worth Every Penny

written by [STEPHANIE MONTES](#) UPDATED JUL 08, 2021



Very few things come close to that feeling of having a *really* good hair day. (The joy of finding cash in a jacket pocket does, but IMO, it isn't as satisfying.) If you're looking to experience that serotonin boost every morning, you'll need to stock your haircare arsenal with products that both work for your specific hair type and give you that back-from-the-salon bounce.

That might seem like a tall order—until you meet Briogeo, a brand that does all of the above and boasts clean and effective formulas to boot.



FAST FACTS

BRIOGEO

FOUNDED: Nancy Twine, 2013

BASED IN: New York, NY

PRICING: \$\$-\$\$\$

BEST KNOWN FOR: Effective hair products free of sulfates, silicones, phthalates, parabens, DEA, and artificial dyes.

MOST POPULAR PRODUCT: Don't Despair, Repair! Deep Conditioning Mask

FUN FACT: The name Briogeo is derived from the words "brio," meaning "vibrant and full of life," and "geo," meaning "of Earth and nature."

OTHER BRANDS YOU'LL LOVE: Dae, Drunk Elephant, Bread Beauty Supply

Nancy Twine founded Briogeo in 2013 after realizing that many haircare products would often skimp on performance with her curly hair texture. "The products on the market weren't hydrating and nourishing enough for my texture," she says. "My mom and I took matters into our own hands and began making our own natural beauty products in our home kitchen from scratch."

She says that's when she first discovered that it was possible to use simple clean, ingredients to create formulas that were effective. Although hair products made from naturally-derived ingredients have long carried a stigma of being ineffective, Briogeo set out to combine carefully curated, plant-based ingredients that deliver serious results. The end result: a 6-free haircare line that skyrocketed in popularity across social and retail channels for its thoughtful formulations, which are loaded with plant and fruit extracts, oils, antioxidants, and hair-healthy vitamins and free of the bad stuff (think: SLS, parabens, sulfates, phthalates, and silicones).

Great formulas are important and Briogeo's are exactly that—but using products that cater to your unique hair type and personal hair woes is vital. Whether you're dealing with split ends or just trying to up the shine on your waves, you'll find products within Briogeo's expansive portfolio that are right for you. Ahead, the best of Briogeo.

01 Don't Despair, Repair! Deep Conditioning Mask

of 10



Briogeo Don't Despair, Repair! Deep Conditioning Mask (\$36)

SHOP

If you're dealing with dry, damaged, or generally 'blah' hair, this weekly treatment repairs and hydrates your strands—making them look healthy and shiny while also protecting your strands from future damage. This deep conditioning mask is formulated with rosehip, sweet almond, and argan oils, and is even safe for color-treated, keratin-treated, chemically-treated, and relaxed hair.

02 Scalp Revival Charcoal + Coconut Oil Micro-Exfoliating Shampoo

of 10



Briego Scalp Revival Charcoal + Coconut Oil Micro-Exfoliating Shampoo (\$42)

SHOP

This shampoo in a jar is perfect for when your scalp is feeling dry, flaky, irritated, or heavy with product buildup. Binchotan charcoal in this shampoo helps draw dirt and oils from the scalp and hair follicle, while vegetable-derived micro-exfoliators scrub away dead skin cells and product buildup. Additionally, it contains peppermint and spearmint oils (which can help reduce itchiness) and soothing tea tree oil (a natural anti-septic).

03 Be Gentle, Be Kind Superfoods Banana + Coconut Hair Pack

of 10



Briego Be Gentle, Be Kind Superfoods Banana + Coconut Hair Pack (\$49)

SHOP

Suitable for pretty much every hair type, this nutrient-rich and antioxidant-packed shampoo and conditioner set cleanses from roots to ends without stripping away your natural oils. Think of it as a juice cleanse for your hair—spiked with fatty acids from fruits and vegetables, vitamins, and minerals.

04 Curl Charisma RiceAmino + Avocado Leave-in Defining Crème

of 10



Briogeo Curl Charisma RiceAmino + Avocado Leave-in Defining Crème (\$20)

SHOP

Formulated specifically for wavy, curly, and coily hair textures, this leave-in cream defines without making your hair look stiff or feel crunchy. Rice amino acids smooth and seal the hair cuticle to basically weather-proof your hair and lock out frizz-inducing humidity. At the same time, avocado oil helps hair retain moisture and increases elasticity to protect against damage.

05 Farewell Frizz Rosarco Milk Leave-in Conditioning Spray

of 10



Briogeo Farewell Frizz Rosarco Milk Leave-in Conditioning Spray (\$20)

SHOP

Infused with Briogeo's lust-worthy blend of rosehip, argan, and coconut oils, this super lightweight leave-in conditioner detangles and tames frizz. This milky formula leaves your hair feeling soft and moisturized while strengthening your strands and making them more manageable and less susceptible to humidity. Spritz it on wet or dry hair for a shine, without the greasy feeling.

06 Don't Despair, Repair! Strengthening Treatment Oil

of 10



Briogeo Don't Despair, Repair! Strengthening Treatment Oil (\$30)

SHOP

If split ends are high on your list of hair concerns, opt for this lightweight oil, which is clinically proven to repair damage, seal split ends, and protect against future damage. The brand claims that a few drops of this treatment oil can help reverse the effects of environmental damage and stressful treatments such as coloring, perming or chemical straightening. Plus, it's 97 percent naturally-derived. Score!

07 B. Well Vegan Omega 3, 6, 9 + Biotin Supplements For Healthy Hair

of 10



Briogeo B. Well Vegan Omega 3, 6, 9 + Biotin Supplements For Healthy Hair (\$38)

SHOP

Beauty starts on the inside and this daily oral supplement uses algae-derived Omega-3 complex, Ahiflower Oil (which has a high source of omega-3-6-9 fatty acids), and biotin for healthy, strong hair.

08 B. Well Organic + Cold-Pressed 100% Castor Oil

of 10



Briogeo B. Well Organic + Cold-Pressed 100% Castor Oil (\$26)

SHOP

Just like your favorite fresh juice, this fair trade-certified castor oil from India is cold-pressed to maintain the highest amount of nutrients. Perfect for nourishing, hydrating and conditioning hair, this magic elixir also works on eyelashes and eyebrows.

09 Don't Despair, Repair! Super Moisture Shampoo

of 10



Briogeo Don't Despair, Repair! Super Moisture Shampoo (\$36)

SHOP

This moisturizing shampoo combines the hydrating benefits of a hair mask with the cleansing benefits of a shampoo. Wash away dirt and product while also hydrating and repairing dry, damaged hair when you lather this shampoo through your strands. Algae extract softens and strengthens hair, panthenol enhances hair elasticity and moisturizes, and biotin strengthens the hair shaft and hair follicle to prevent future damage.

10 Be Gentle, Be Kind Superfoods Hair Pack

of 10



Briogeo Be Gentle, Be Kind Superfoods Hair Pack (\$49)

[SHOP](#)

Inspired by a freshly-squeezed green juice, this duo quenches thirsty strands, adds shine, and provides daily nourishment to the hair and scalp. Kale and apple in this duo hydrates, while fatty acids from fruits and vegetable give you a healthy shine.