① 60+ of the Best Couples Halloween Costumes

② The 60 Best Halloween Movies of All Time

③ 8 Best Lower Back Stretches, According to Experts

④ 17 Best High-Protein, Low-Carb Foods

⑤ 38 Pun Halloween Costumes That'll Make You Chuckle

We've been independently researching and testing products for over 120 years. If you buy through our links, we may earn a commission. Learn more about our review process.

Beauty

30 Black-Owned Haircare Brands for All Your Styling Needs

Don't fret, your tresses are in good hands.

BY JACOREY MOON Oct 6, 2022

GIRL+HAIR
NOURISH+
UNDER HAIR CARE
hair rules
hydrating finishing balm
EDEN BodyWorks
curl defining crème
coconutshea

COURTESY

After decades of customers calling for more natural haircare products designed specifically for kinky, curly hair textures, a powerful shift is underway. In recent years, we've seen the emergence of so many new **Black-owned hair companies**. Pioneers such as Shea Moisture and Carol's Daughter have been joined by Black-owned haircare companies like Pattern Beauty, Grace Eleyae and many more in offering an inclusive array of products catering to all hair types.

Ahead, we've rounded up some of the best Black-owned hair products to shop right now (and always). We've included a range of product categories here to address all kinds of hair issues, including hair masks, scalp exfoliators, weave extensions, shampoo, conditioners and serums, from companies like Naturalicious, Bread Beauty Supply, Mielle Organics, LivSo, Girl+Hair and Hairbrella that are making waves in the Black beauty market.

Of course, there are so many great Black-owned businesses to shop, across lifestyle sectors from beauty to fashion. After shopping these Black-owned hair products, you can discover more new brands to try by checking out our favorite Black-owned brands on Amazon, Black-owned clothing brands, Black-owned soap companies and Black-owned gift ideas.

Alaffia

$27 AT AMAZON

ALAFFIA
EVERYDAY SHEA
SHAMPOO
CONDITIONER
VANILLA MINT

AMAZON

Popular product to check out: EveryDay Shea Shampoo and Conditioner, $27

Olowo-n'djo Tchala met and fell in love with Prairie Rose Hyde, and the two created Alaffia, which seeks to give back through empowerment projects. The line uses natural ingredients, and the products are vegan. The EveryDay Shea Shampoo and Conditioner is for normal to very dry hair. It cleanses, moisturizes and protects with the help of shea butter. Alaffia is also a *Good Housekeeping* Sustainable Packaging Award winner.

ALMOND
& AVOCADO
Curl Enhancing Mousse

ULTA

Design Essentials

SHOP AT ULTA BEAUTY

Popular product to check out: Almond and Avocado Curl Enhancing Mousse, $17

Cornell McBride, Sr. launched Design Essentials in 1990 with the goal of infusing its hair products with a balance of vitamins and proteins designed to promote hair movement and manageability. Design Essentials' Natural Almond & Avocado Curl Enhancing Mousse is a lightweight, non-greasy formula meant to control frizz with a shiny finish.

Hairbrella

SHOP AT AMAZON

Popular product to check out: Waterproof Rain Hat, $40

Tracey Pickett, founder and inventor of Hairbrella, started her company as a way to give women peace of mind in rainy weather when it comes to their hair. The Hairbrella waterproof rain hat is satin-lined for a smooth, protective interior. It also has an attached waterproof visor designed to help keep your face clear of any rainwater.

GIRL+HAIR

SHOP AT AMAZON

Popular product to check out: Moisturizing Leave-In Conditioner, $15

Created by dermatologist Camille Verovic after a "big chop," Girl+Hair is designed to provide nourishing, healthy vitamins to damaged hair. This leave-in uses shea butter and tea tree oil to promote a healthy, clean scalp.

Hair Rules

SHOP AT AMAZON

Popular product to check out: Hydrating Finishing Balm, $23

Anthony Dickey is known as the "texture guru." His brand, Hair Rules, features products designed for kinky, curly and wavy hair textures. This Hydrating Finishing Balm features glycerin, panthenol, olive oil and Hawaiian ginger root extract for a shiny yet non-greasy look.

MACY'S

Earth's Nectar

SHOP AT MACY'S

Popular product to check out: Jojoba and Tea Tree Scalp Oil, $11

From the brand's perspective, Earth's Nectar was created to help people repair dry, damaged curls and coarse strands. The brand focuses on using natural ingredients to replenish and revive your hair. This scalp oil is meant to soothe the scalp while also fighting against dandruff.

EDEN BodyWorks

SHOP AT AMAZON

Popular product to check out: Coconut Shea Curl Defining Creme, $10

After suffering a hair-damaging chemical burn when she was 11, Jasmine Lawrence says she started EDEN Bodyworks in 2004 to address the lack of natural haircare products on the market. This curl-defining crème features coconut oil, shea butter, aloe, avocado oil and other moisturizing ingredients that provide a medium hold while also defining your natural curl pattern.

Flora & Curl

SHOP AT ULTA BEAUTY

AMAZON

Popular product to check out: Coconut Mint Curl Refresh Clay Wash, $15

Rose Ovensehei birthed Flora & Curl after making the decision to embrace her natural hair. After years of relaxing her hair, Rose wanted to formulate products that would heal her scalp without any harsh ingredients. This Soothe Me Curl Refresh Clay Wash promises to cleanse and refresh your scalp and hair.

Flawless By Gabrielle Union

SHOP AT AMAZON

Popular product to check out: Repairing Edge Control, $7

The award-winning actress adds another hyphen to her title with her haircare line, Flawless by Gabrielle Union. When it comes to edge control, Union offers a product packed with reparative acai palm oil, while biotin and passionfruit seed oil are meant to combat flakes and build-up.

PuffCuff
FAMILY
NO HEADACHE
NO HAIR DAMAGE
THE Only HAIR CLAMP FOR THICK, CURLY OR TEXTURED HAIR
LIFETIME WARRANTY
30-DAY SATISFACTION GUARANTEE
INCLUDES: 1 ORIGINAL 1 JUNIOR 1 MINI 2 MICRO 2 TEENY
HOW TO USE

THE PUFFCUFF

The PuffCuff

NOW 20% OFF

$40 AT THEPUFFCUFF.COM

Popular product to check out: Family Pack (7 pcs), $8

The PuffCuff is a modern twist on the trusty banana clip. It keeps your hair in place without causing unnecessary and painful pulling and tugging. Ceata E. Lash created the brand after realizing that there weren't enough products for her thick hair.

Kinky-Curly

SHOP AT AMAZON

Kinky-Curly
ORIGINAL
CURLING CUSTARD
NATURAL STYLING GEL

AMAZON

Popular product to check out: Original Curling Custard, $35

Kinky-Curly's cult classic styling gels are beloved by beauty editors from *Essence* and *Cosmopolitan*. The brand's Curling Custard aims to help strengthen hair while also offering a nice hold for styling.

Koils by Nature

SHOP AT AMAZON

Koils by Nature
NOURISHING HAIR & BODY BUTTER
FRAGRANCE FREE
Net wt. 8 oz. (236.5 mL)

Popular product to check out: Nourishing Hair & Body Butter, $18

Created by Pamela J. Booker, Koils by Nature's motto is "blending the essence of beauty with the purest of nature." Born out of Booker's desire to create healthy products for natural hair, check out the brand's Nourishing Hair and Body Butter which is fragrancefree and designed to revitalize dry skin and scalps.

KREYÒL ESSENCE
HAITIAN BLACK CASTOR OIL
SCALP CARE
CONDITIONER
APRÈS-SHAMPOING
SOIN DU CUIR CHEVELU

ULTA

Kreyòl Essence

$22 AT ULTA BEAUTY

Popular product to check out: Haitian Black Castor Oil Scalp Care Conditioner, $22

Kreyòl Essence, founded by Yve-Car Momperousse, was created after Momperousse searched for Haitian black castor oil and couldn't find any to purchase in her hometown of Philadelphia. Now, Momperousse uses Haitian black castor oil to create her scalp care conditioner that uses essential oils like ylang-ylang, sweet orange and peppermint to soothe the scalp.

LivSo
MOISTURIZING
LOTION FOR
DRY SCALP
8.5 FL. OZ. (250 ML)

AMAZON

LivSo

$18 AT AMAZON

Popular product to check out: Moisturizing Lotion, $18

Shari Hicks-Graham, M.D., created LivSo to help others battling difficult scalp and hair conditions. The moisturizing lotion is lightweight with a nutrient-rich formula that helps condition dry scalps.

MAYVENN

Mayvenn

$61 AT MAYVENN.COM

Popular product to check out: Virgin Indian Straight Bundle, $61

Founded by Diishan Imira, Mayvenn seeks to offer top-quality products and a top-notch online purchasing experience. Mayvenn offers virgin Indian straight hair that comes in multiple colors and lengths that'll suit all your weave needs.

MIELLE
POMEGRANATE & HONEY
MOISTURIZING AND DETANGLING
SHAMPOO
SULFATE-FREE

Mielle Organics

$13 AT MIELLEORGANICS.COM

Popular product to check out: Pomegranate & Honey Moisturizing and Detangling Shampoo, $13

Known for deals with celebrities like Megan Thee Stallion, Mielle Organics, founded by Monique Rodriguez in 2014, offers haircare treatments that they say are designed support healthy hair growth. Its Pomegranate & Honey Moisturizing and Detangling Shampoo will help clean and detangle thick, curly tresses.

NaeNae's
Naturals
STEP 6
HAIR BOOST
Hair & Body Butter
For All Curls
9 fl oz (266.17 ml)

AMAZON

Nae Nae's

$40 AT AMAZON

Popular product to check out: Hair Boost, $40

Nae Nae was started by husband and wife duo Terrence and Nevadra (Nae Nae) Johnson, as a way to give women natural and healthy hair products. The Hair Boost formula comes infused with shea butter and essential oils for thicker, moisturized hair.

NATURALICIOUS
MOROCCAN RHASSOUL 5-IN-1 CLAY TREATMENT
STEP 1
FOR TIGHT CURLS + COILS
Net 8 oz / 227 g

Naturalicious

$23 AT ULTA BEAUTY

Popular product to check out: Moroccan Rhassoul 5-in-1 Clay Treatment, $23

Gwen Jimmere founded Naturalicious with a mission to help women acknowledge their own beauty. The Moroccan Rhassoul Clay Treatment works to detoxify, condition and detangle your hair.

OASIS
HAIRCARE
Nourishing Golden Oil
Watermelon Seed Oil, Babassu Oil
Castor Oil, & Lavender Oil
2oz/60ml

INSIDE OUTER BEAUTY MARKET

Nubian Oasis

$35 AT IOBEAUTYMARKET.COM

Popular product to check out: Nourishing Golden Oil, $35

Donnet Bruce launched Nubian Oasis after becoming frustrated with the products on sale at her local beauty supply store. Its Nourishing Golden Oil features castor oil, watermelon seed oil, babassu oil and lavender oil to help get limp hair feeling alive again.

QHEMET BIOLOGICS
COCONUT & GREEN TEA
SOFTENING SERUM
SOFTEN

AMAZON

Qhemet Biologics

$21 AT AMAZON

Popular product to check out: Coconut & Green Tea Softening Serum, $21

This Coconut and Green Tea Softening Serum from Qhemet Biologics by Felis Butler helps to soothe and revitalize dry hair.

tgin
Thank God It's NATURAL
MIRACLE REPAIRx
PROTECTIVE LEAVE IN CONDITIONER

ULTA

tgin

$15 AT ULTA BEAUTY

Popular product to check out: Miracle RepaiRx Protective Leave In Conditioner, $16

Chris-Tia Donaldson founded tgin after coming up short when searching for products that worked well for natural hair. This leave-in conditioner acts as a protectant and helps to restore moisture, softness and shine.

LEAVE-IN CONDITIONER
RICE WATER DEEP CON
IRISH MOSS HAIR GEL

ETSY

TheFroExperts

$10 AT ETSY

Popular product to check out: Sample Box, $10

TheFroExperts offers a sample box that comes with a leave-in conditioner, rice water deep conditioner, Irish moss hair gel and black soap that will help to clean your tresses.

VERNON FRANÇOIS
MIST~
NOURISHING WATER
EAU NUTRITIVE
VF

AMAZON

Vernon François

$16 AT AMAZON

Popular product to check out: Nourishing Hair Mist Amino Acid Treatment, $16

Vernon François is a British-born, Los Angeles-based celebrity hairstylist who focuses on making magic for all hair types. The Nourishing Hair Mist Amino Acid Treatment helps to nourish hair and reduce dryness with plant-based ingredients.

SEPHORA

Bread Beauty Supply

$28 AT SEPHORA

Popular product to check out: Scalp-Serum: Cooling Greens Exfoliating Scalp Treatment, $28

The founder of Bread Beauty Supply, Maeva, created the brand with the intent of offering hair essentials that can be used every day. This exfoliating scalp treatment seeks to cleanse and soothe the scalp.

KOSA

KOSA

$169 AT KOSAPROFESSIONALS.COM

Popular product to check out: Elite 1” Infrared Styler, $169

KOSA means "hair" in Bosnian. Fans of the brand's line of straighteners and blow dryers, like the popular Infrared Styler, say it offers a frictionless experience.

Canviiy
ScalpBliss
Itch-Calming Organic-Based Serum
Long-Lasting Scalp Soothing Sensation

AMAZON

Canviiy

$18 AT AMAZON

Popular product to check out: ScalpBliss Organic Itch-Calming Serum, $19

Canviiy founder Sherrel Sampson had an itchy and irritated scalp, which led to her creating the brand. The Itch-Calming Serum helps to alleviate itching through the use of botanicals like aloe vera, lavender, witch hazel, manuka honey and peppermint oil.

Orange Marmalade
FLAX SEED AND ALOE CURL DEFINER
AN ECOSLAY CONCOCTION
Directions
Ingredients
KEEP REFRIGERATED

Ecoslay

$29 AT AMAZON

Popular product to check out: Orange Marmalade Curl Definer Gel, $29

Since 2015, Adria Marshall has created products for her haircare line Ecoslay. The brand was created with the idea of using ingredients that are good for you and also respect the environment. The Orange Marmalade Flax Seed and Aloe Curl Definer helps to retain curls while also controlling frizz.

AMAZON

Oyin Handmade

$14 AT AMAZON

Popular product to check out: Hair Dew Daily Quenching Hair Lotion, $14

Jamyla Bennu developed Oyin Handmade in 2003 with the idea of making moisture-rich personal care products. This hair smoothing lotion strives to smooth the hair with moisture and reduce breakage.

LOZA TAM

Loza Tam

NOW 44% OFF

$28 AT LOZATAM.COM

Popular product to check out: Orchid Pink Classic Tam Wrap, $40

For those moments when you need a hair wrap during a bad hair day, Loza Tam has an option for you. This turban is satin-lined to reduce friction between the cotton fabric and your follicles.

AMAZON

Tressfully Yours

$11 AT AMAZON

Popular product to check out: FlexiGlide Hair Brush, $11

For those times when your tresses are not working with you but against you, Tressfully Yours offers a FlexiGlide Hair Brush to help detangle your 'do. It works as a brush and a comb and is suitable for all hair textures.

JACOREY MOON

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