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These 47 Black-Owned Products Will Upgrade Any Haircare Routine

by JASMINE FOX-SULIAMAN



PHOTO: TGIN, MISS JESSIE'S, MELANIN HAIRCARE

I spend copious amounts of time searching for new beauty products, specifically, the next best haircare products. Of course, my endless journey of [testing curly hair products](#) is not unique; women worldwide are always in pursuit of the [best styling products](#) for their textures. But the search for products that not only work for my [curl type](#) and fulfill specific styling needs that are also consciously made and align with my values (such as practicing sustainable ethics or being [Black-owned](#)) sometimes leaves me feeling exhausted. Finding the perfect hair product that ticks off all the boxes can be daunting, but luckily, I've done the work and unearthed a few gems in the haircare aisle.

Ahead you'll find the best Black-owned hair brands that have the perfect products to inject into any haircare routine. Whether you rock a weave, locks, [box-braids](#), blowouts, or your natural texture, the ideal Black-owned hair product awaits.

Pattern Beauty


[SHOP](#)
Pattern Treatment Mask (\$25)

We'll be the first to admit we're fans of anything [Trace Ellis Ross](#) does—but that doesn't mean our love for her haircare line, [Pattern Beauty](#), is unwarranted. Not only does the haircare line specialize in products intended to match your curl pattern, but also with products like its treatment mask (which has rice protein in it), you can rest assured knowing that your curl's thirst is getting quenched.

Curls


[SHOP](#)
Curls Blueberry Bliss Reparative Leave In Conditioner (\$12)

Founded by Mahisha Dellinger, the [Curls](#) brand has been a mainstay in women's haircare arsenals since 2002. While the brand specializes in specific styling products for each curl type, its leave-in conditioner is its hero product because its blueberry formula promotes hair growth for all textures.

Kinky Curly


[SHOP](#)
Kinky-Curly Knot Today Leave In Detangler (\$13)

If we're talking about brands that pioneered the natural hair market, then you have to give props to [Kinky Curly](#). Founded in 2003 by Shelley Davis, this brand paved the way for major retailers across the country to make accessible haircare products for women with curls. You can't go wrong with any of its products, but if you're not sure where to start, the leave-in detangler will make yanking out knots a thing of the past.

Kadalys


[SHOP](#)
Kadalys Radiance Precious Oil (\$38)

We love to look to French women for style inspiration or skincare insights, but we should also be looking to them for haircare inspiration (specifically, the French brand, [Kadalys](#)). Founded by Shirley Billot in 2010, the Black-owned beauty brand specializes in sustainable, banana-based products that will change your haircare routine. Just try its green banana precious oil, and tell us your curls don't have that je ne sais quoi.

Sunday II Sunday


[SHOP](#)
Sunday II Sunday Soothe Me Daily Scalp Serum (\$28)

Balancing a regular workout regime with a haircare routine can feel unnecessarily challenging, which is what led [Keenan Beasley](#) to found [Sunday II Sunday](#). With products focused on maintaining your protective hair in between your busy schedule, they're great for anyone with box braids or a weave looking for a scalp serum.

Curls Dynasty


[SHOP](#)
Curls Dynasty Pumpkin Mint Deep Treatment Deep Conditioning Masque (\$14)

For anyone rocking their natural texture, having a weekly to monthly deep conditioning masque you can count on is a must. For me, that is [Curls Dynasty's](#) pumpkin mint masque. Founded by Nickie Nougaisse in 2014, the brand creates all-natural haircare products perfect for anyone transitioning to their natural texture.

Kreyòl Essence


[SHOP](#)
Kreyòl Essence Haitian Black Castor Oil - Original (\$18)

If you're not new to this haircare game, you're very aware of the original benefits of using castor oil in your haircare routine—but finding the right oil that's not diluted, unsustainable, or Black-owned isn't always the easiest. Fortunately, [Kreyòl Essence](#) exists, and the brand produces sustainably-harvested Haitian Black Castor Oil that will keep your braids or curls in check.