

# ELLE

By Kate Foster | April 2019

BEAUTY GREAT HAIR DAY



IT'S A WASH

Can you really cut out shampooing... forever? It's possible, thanks to the latest innovations in co-washing. By Kate Foster

No More Suds

No matter your hair type, there's a co-wash for you.



FROM TOP: R+CO ANALOG CLEANSING FOAM CONDITIONER (\$32); PANTENE PRO-V GOLD SERIES DEEP HYDRATING CO-WASH (\$30); HAIRSTORY NEW WASH (DEEP) (\$40); NEXXUS COLOR ASSURE LONG-LASTING VIBRANCY CLEANSING CONDITIONER (\$22); LOVE BEAUTY AND PLANET SHEA BUTTER AND SANDALWOOD PURPOSEFUL HYDRATION GENTLE CLEANSING CONDITIONER (\$9).

**C**o-washing, or ditching shampoo in favor of conditioner alone, isn't new. "It originated in the textured-hair community," says Wes Sharpton, hairstylist at New York's Hairstory. "People with this hair type realized that many traditional shampoos, full of harsh detergents, made hair dry and hard to manage, so they started washing with conditioner instead to define curls and tame frizz." The trend hit a snag when it became clear that conditioner wasn't designed to sanitize hair. Forgoing shampoo led to smoother locks, but it also resulted in unwanted side effects, like a buildup of product, dead skin cells, and follicle-clogging sebum, says [Anna Guanche, MD](#), a dermatologist at L.A.'s Bella Skin Institute. This buildup can even contribute to hair loss in some cases, adds Sharpton.

Thankfully, product technology has since caught up with the trend, and the newest offerings clean *and* hydrate hair. New formulas have also made it possible for a multitude of hair types to enjoy the benefits

of co-washing. Pantene Pro-V Gold Series Deep Hydrating Co-Wash uses a minimal amount of cleansing agents to avoid damaging coarse hair and includes a special silicone designed to help conditioners, like argan oil and vitamin B, penetrate deeply into strands. Love Beauty and Planet Shea Butter and Sandalwood Purposeful Hydration Gentle Cleansing Conditioner lathers lightly, making it ideal for people with wavy and non-kinky curly hair, who need lighter moisture. Women with fine, straight hair won't have to sacrifice volume for nourishment with R+Co Analog Cleansing Foam Conditioner, a mousse-like formula that uses green tea and nettle leaf extract to strengthen, mend, and add shine to damaged strands. "A co-wash is also ideal for dyed or chemically treated hair, since a one-step wash-and-condition means less dye down the drain," says Amy Mrkucic, a colorist at Vu Hair Salon in New York City. (Try Nexxus Color Assure Long Lasting Vibrancy Cleansing Conditioner.) For an oily scalp, Sharpton recommends a co-wash with more powerful cleansing ingredients—like Hairstory New Wash (Deep), which has apple cider vinegar—to maintain hair and scalp balance.