

All the Rage

MUSINGS ON THE CULTURE OF KEEPING UP APPEARANCES

Brazilian Blowout alternative: Natural smoothing products gain ground

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Los Angeles Times blog

Many women have fallen in love with the Brazilian Blowout, the brand-name keratin-smoothing treatment that can tame frizz for months.

But the treatment has been under fire from U.S. and state agencies, cosmetics industry groups and some salons, worried about tests that show the product contains the dangerous amounts of the chemical formaldehyde. The Brazilian Blowout's manufacturer maintains that the testing is faulty and says it is working with the government to show that its solution isn't harmful.

So what's a woman pining for straight hair to do?

Writer Susan Carpenter found that several vegan and other natural products are making inroads in salons, so [more options](#) are becoming available.

For instance, Krystal Riddle, shown above, recently had her hair treated at the Fred Segal Salon in Santa Monica using a Zerran RealLisse product made of plant extracts.

If these new products live up to their claims, that's good news for customers and for hair stylists. And for anyone trying to go green.

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-- Susan Denley

Photo: Fred Segal Salon client Krystal Riddle, before and after her hair-smoothing with a vegan alternative to the Brazilian Blowout. Credit: Anne Cusack / Los Angeles Times

