



The Truth about Sulfates (Sulphate)

Sulfates are cleaning agents and are often the ingredient that creates the bubbles in cleansing products. In shampoo's they act by reducing the surface tension on wet hair. This enables foam to be produced which holds the dirt and grease and carries it off the hair when rinsed ensuring the dirt is not redeposited.

There are many different sulfates and some can have similar names. An example of this is SLS (Sodium Lauryl Sulfate) and SLES (Sodium Lauryl Ether Sulfate). "me&my" uses SLES or MEA-Lauryl Sulfate as they are often gentler in nature than SLS. However, keep in mind a shampoo is not solely made from Sulfate, there are many ingredients that combine to give you the final formula. It is important to note that all sulfates are safe for use in the concentrations contained in shampoos. Sulfates have had a bad rap in recent years due to misinformation, often via the internet.

Other common household products containing sulfate:

Toothpaste

Mouth rinses

Some foods

Hand wash

Shower gel

"me&my" has a high ethical code that means we will only ever tell you the absolute TRUTH! If you have any questions or would like further information please contact us.