

Expert Reveals if this TikTok hair treatment trend can really reverse hair loss

With some videos gaining almost 13 million views, hair loss is a hot topic on TikTok, but with dermatologists warning against 'chemical burns' from one viral scalp treatment, can you really trust the TikTok advice?

Amidst the thousands of videos claiming to have the secret to hair growth, there is one clear theme: hair oiling. With 400,000 people experiencing hair loss in the UK, we decided to ask the experts if this trick actually works.

Hair Oiling History

The treatment has roots in Indian culture and involves applying oils to the scalp to encourage growth, shine and overall hair health. Recently, popular options like rosemary and peppermint oil have been scientifically proven to increase hair growth at a similar rate to hair loss drugs like Minoxidil, so the treatment could provide hope for those losing their hair.

Hair expert Dr Ismail Ughratdar said, "Massaging essential oils into your scalp can stimulate blood flow and encourage new hair growth.

"More research is needed on the scientific benefits of essential oils for your hair. But there are already promising signs in clinical trials for certain essential oils like rosemary oil."

How to use hair oil

The hair transplant surgeon at the popular [Wimpole Clinic](#), Dr Ughratdar advises checking oils with a patch test and using a carrier oil like jojoba or olive oil to avoid scalp irritation.

After applying the treatment directly to problem areas or distributing it evenly throughout the hair, he advises leaving it to sink in for a few hours or even overnight. In the morning, wash your hair as normal, repeating the process once or twice a week.

This treatment can be combined with other popular hair care methods like using satin pillowcases, using protective hairstyles and avoiding heat tools for overall hair health.

Meet the hair oil influencers

One popular hair care TikToker, Taylor Rose or [@thehealthyhur](#), has amassed 12.8 million likes through videos sharing her hair loss journey. In her most popular video, with over 4.4 million views, Taylor credits her hair growth to rosemary oil, revealing thicker roots after only three and a half months.

Alternative solutions

However, whilst oils may work for some people, for others, it might be too late to resort to natural remedies like oiling. Studies have shown that rosemary oil takes six months of consistent use to encourage hair growth and with some men going bald within five years, hair oiling might not be an option.

Dr Ughratdar also states that for those suffering with medical conditions like alopecia or pattern baldness, a hair transplant might be a better solution. He says: “if you have advanced hair loss caused by pattern baldness, a hair transplant clinic could be the right choice for you.

“For many, hair transplants offer a faster and more permanent solution to hair loss.”

So, whilst hair oiling can work for people with the time and patience to combat hair loss, more research is needed before you can rely on it to restore your hair. Also, for people suffering with medically diagnosed or advanced hair loss, a more drastic solution might be required.