

The 'DevaDamage' Dubiety

Known for their alternative no-poo shampoo for textured hair, DevaCurl is under blows for not living up to their standards from it's customers worldwide. The major catalysts were DevaCurl ambassadors and professional hairstylists themselves who came out clean to save the curly manes of their supporters.

"Going through the photos of my hair decline, from flourishing and healthy to having to shave it off, breaks my heart all over again." states hairstylist Stephanie Mero in one of her Youtube videos claiming that the brand DevaCurl has been the culprit behind her hair problems.



The DevaCurl No--poo range (no shampoo range)

The DevaCurl History leading to 'DevaCult'

As a brand then dear to many, DevaCurl with its products promises care for textured hair, be it curly, wavy or kinky coils. Founded in 1994 by author Lorraine Massey and hairstylist Denis Da Silva, DevaCurl has full-functioning salons established in New York, US.

Being among the first brands to hit the shelves which catered to curls, DevaCurl became a popular sensation and a trustworthy name in the curl community; to the extent that hair experts recommended their products to the ones starting out their curl transformation journey. To everyone's dismay, the products caused something which can be termed as no less than a nightmare.

DevaDamage Allegations

The word got out when a DevaCurl hairstylist, Stephanie Mero, noticed diminishing effects of the products in her and her clients hair. She justified why people could not question DevaCurl for their hair damage: "I had used them for four years on my clients, on myself with no issues at all. Everyone had super healthy hair, no complaints."

In order to bring the victims together and discuss the signs of damage, Mero created a Facebook support group in August 2019, titled 'Hair Damage & Hair Loss from DevaCurl - You're not CRAZY or ALONE!', which at that point did not get any recognition.

Yet, DevaCurl isn't the first in this list. back in 2015, Wen, a popular hair care brand was forced to go under the Lawsuit much late in 2017 because of the damaging effects of its conditioner on about five thousand customer's scalps throughout US.

At a similar plot, the DevaCurl issue was brought to light only recently in January when curly hair influencer Ayesha Malik explained her reasons as to why DevaCurl damaged her hair. She had been a proud DevaCurl ambassador and said that she promoted the products solely because the products had worked for her hair impeccably in the past years.



My DevaDamage Story

The video which brought the issue to light: Malik sharing her hair damage story by using DevaCurl

She explains her traumatizing 'DevaDamage' story in a Youtube video, which gained over 2.8M views as of August 2020, announcing the termination of her association with the brand. Blowing up of Malik's video encouraged other DevaCurl users to reach out with their concerns as well. As of August 2020, the group has over 60K members sharing their 'before & after DevaDamage' stories.

Annie Vail, a student at Cornell University said she had put all her trust in DevaCurl and has been using the products for the past four years. On the support group, she added her story, saying "My hair is coming off in giant clumps in the shower, and my curls drastically lost their definition.". Vail also added that she had started building a flaky scalp, even though she had never faced any dandruff issues in the past.



Another victim facing dry and brittle hair, Nelkis Torres, opened up by mentioning that she had to keep cutting the frayed ends of her hair, yet considers herself to be in a better condition than other users who inevitably are forced to go for the big chop. She says "I'm blessed that my curls are still here, unlike other girls, but my hair is still damaged," she said.

The situation broiled when DevaCurl addressed the issues on their website, defending their product quality, saying "We're partnering with medical professionals, dermatologists, industry experts, professional stylists, and members of our curl community to better address your needs and concerns." yet ended their statement with **"We don't speculate on why some people are attributing the challenges with their curls to our products."**

With the increasing members of the Facebook group, along with continuous DevaCurl users coming out with their hair damage stories, a Class Action Lawsuit has been filed against the brand.

Common Curl Issues

The DevaDamage victims are facing a snowball effect of desecration from mainly the no-poo range of DevaCurl products. Some of the similar issues women and men have faced are lightning of natural hair color, extreme tangling, dandruff, a wiry appearance and much more. Some of the severe problems noticed were cumulative hair loss, soreness and scalp inflammation, balding spots and prolonged headaches.

A shocking pattern discovered after the creation of the Facebook Group was the damage of hair texture of many DevaCurl users. "I started to realize that all my clients that use DevaCurl,

which was 99% of them - their hair, the texture of it was looking like mine, even if we had totally different hair type” Mero said while being interviewed by NPR (National Public Radio) in February 2020.

For the ones who wish to empathize with the ordeals DevaVictims are facing, Malik stated it aptly: “My hair represented my **personality**...please know what it feels like to have your physical manifestation of your personality being taken away from you without your consent”

What exactly is wrong with the Product?

The damage is caused by continuous usage of the products diligently. A single wash with DevaCurl meant no harm. People who used products other than DevaCurl did not notice any severe damage to their hair.

Speculations have suggested that the ingredients in the product is not to be blamed completely as the plastic used to create the containers may itself be toxic. The contamination may have been caused by poor storage facilities, leading to the exposure of heat and thus, deterioration of the product itself.

The Lawsuit mentions that Propylene Glycol, Cocamidopropyl Betaine, Phenoxyethanol and many more ingredients have been proven as allergens, irritants and harmful for human skin and hair. Another chemical Diazolidinyl Urea, a formaldehyde-releasing preservative when exposed to high heat can change up the formula of the chemical to act as a relaxer, thus changing the curl pattern of the user.



Malik advises everyone to not throw away the product containers, showing her collection of the many DevaCurl products she has used

A major suggestion circulating in the curl community is to not throw out your DevaCurl Products, be an old used up bottle or an unused liability lying on your bathroom shelves. Influencers and former ambassadors like Malik are eagerly asking for a test of these products, and demanding a refund if it does not meet up to the expectations.

What you can do to recover from the damage?

If you have been a victim of the damage caused by DevaCurl Range, then you will be glad to know that recovery is possible.

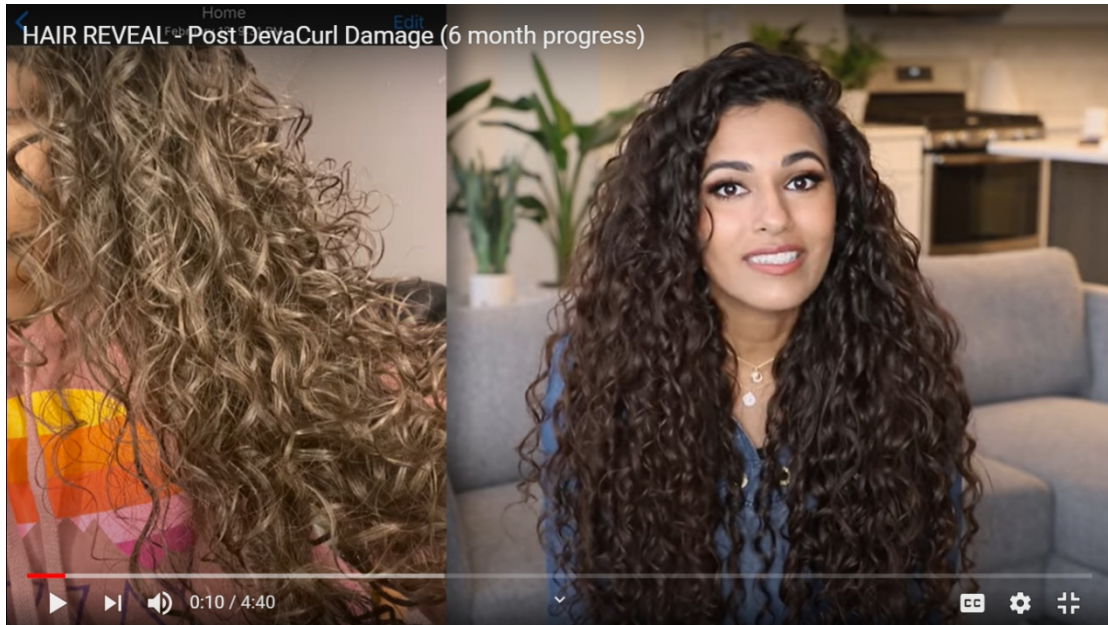
There have been speculations and claims of users believing that the chemicals in the products have damaged their scalp and hair follicles permanently, forcing Mero and many others to shave their heads and start afresh.

"I spend ten years of my life, treating this (my hair) like a bonzai tree...diligence, dedication, discipline. I believe DevaCurl damaged my bonzai tree and now I might have to cut it down" Malik stated.



Stephanie Mero in one of recent videos stating she had to shave her head for her scalp to heal

"If you are not sure if your damage was severe, you're better off assuming that it was." Mero mentions in one of her recent videos. On 1 September 2020, Mero took it to YouTube to share a 'Soothing Hair Bath' formula, and encourages every victim to try it out.



Ayesha Malik's recovery progress from the DevaDamage

Malik resorts to using oils and studying about bringing back her natural hair texture and working on her hair with no days off. Her six-month progress on her curls has encouraged many others to look towards the brighter side of the spectrum. Currently, DevaCurl does not promise much to its former users except for self-help in this ghastly situation, which is a remorseful scenario to look upon.