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A *Hairy* Situation for Well-Known Hair-Care Brand: DevaCurl

BY [JANNAH EICHENBAUM](#)/ ON APRIL 19, 2021



Photo from Ayesha Malik

Anyone with curly hair knows that using the right haircare products can be the difference between a good hair day and a bad hair day. Ordinary drug store products often do not cut it because they can contain harsh chemicals that dry out the hair and damage curls.¹ As such, those concerned with providing the upmost care for their precious ringlets look for products specifically advertised to contain just the right ingredients, optimal for their unique curl type.² Many are even willing to pay top dollar for products that promise to deliver luscious frizz free locks.³ However, when these products do not work as advertised things can get well – a bit *hairy*.

Such was the case in January 2020 when YouTube influencer, Ayesha Malik, posted a now viral video titled, “*Why I Stopped Using DevaCurl.*”⁴ In the video Malik described the excessive dandruff, hair loss, hair dryness and the straightening out of her curls that she experienced while using DevaCurl products, a leading line of hair care products designed for curly hair, which she was formerly paid to promote.⁵

Soon after Malik’s video, thousands of others took to social media to come forward with their “DevaDamage” stories.⁶ Victims even came forward with personal accounts and pictures on

various Facebook support groups like, "*Hair Damage & Hair Loss from DevaCurl – You're not CRAZY or ALONE!*" which now has close to 60,000 members.⁷ The Facebook account details DevaCurl users horror stories from using the products sharing side effects ranging from itchy scalps to misshapen curls to balding.⁸ Some members even discuss chopping off their hair in hopes of one day recovering their curls.⁹

In addition to taking to social media, some victims decided to pursue legal action. Several class action lawsuits were filed against Deva Concepts, LLC,¹⁰ in New York, California, and Florida.¹¹ The lead plaintiffs allege that DevaCurl's product advertisements are misleading.¹² Specifically that their "No-Poo" and "Low-Poo" cleansers which are advertised to be free of "sulfates, parabens, and silicones," ideal for maintaining healthy curls, are not as gentle on hair as the products labels claim.¹³ The plaintiffs further allege that the packaging of the products lists no warning label to alert purchasers of the potential side effects that many of its users experienced.¹⁴ Moreover, aside from the physical damage to their hair, some of the class members claim they have faced severe emotional damage and embarrassment from the hair loss they experienced as a result of using DevaCurl products.¹⁵

In response, DevaCurl has assured customers that their products "meet the requirements of the Independent Cosmetic Ingredient Review and are proven to be safe."¹⁶ The company added that after an investigation by outside experts that they can confirm that their products are not to blame for these complaints.¹⁷ The company went so far as to say that giving birth, stress, losing weight, or dandruff may explain why some customers are experiencing these side effects.¹⁸

Unfortunately, this is not the only class action lawsuit of its kind. A similar class action lawsuit was filed in December 2015 against another hair-care brand, WEN, created by celebrity stylist Chaz Dean, with users similarly claimed caused hair loss and scalp irritation.¹⁹ Like the claims against DevaCurl, the WEN plaintiffs alleged that they experienced these side-effects after using the brands sulfate free hair cleanser and that the product labels failed to warn consumers of these possible side effects.²⁰ In 2016, the WEN lawsuit was settled out of court for \$26 million and could result in the payment of up to \$20,000 for some affected class members depending on the number and types of hair products used.²¹

Therefore, given the similarity of the claims we can probably expect a similar outcome for members of the DevaCurl class actions. As of now, the parties agreed to mediate the case prior to DevaCurl's January 2021 deadline to file a motion to dismiss.²² While the legal battle moves forward hopefully the only other thing getting *straightened* out for the victims is the amount they will be awarded in damages!

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**to
pursue a career in litigation upon her graduation. As a former DevaCurl user Jannah is open to
suggestions for new products!**

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