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Beauty

The 27 Best Hair Styling Products and Tools of 2022

For curling, straightening, and just about everything else.



By [Hannah Dylan Pasternak](#)
July 19, 2022

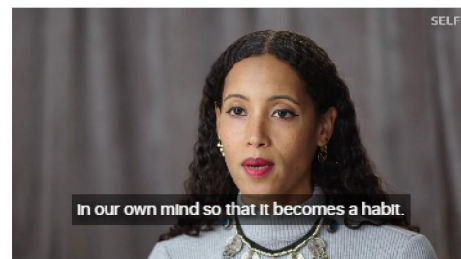


Chelsea Kyle. Prop Stylist, Jocelyn Cabral.

Sure, shampoo and conditioner set the stage—but, unfortunately, hair doesn't transform via telekinesis, and you'll need the right styling products and tools if you're really hoping to shapeshift your locks in any direction: bigger, flatter, curlier, straighter, smoother, stronger, or otherwise. Exactly what you'll need, of course, depends on what you're starting with (your hair type) and what you want to land on.

Lucky for you, we put together an excellent guide of which ingredients each hair type should look out for based on advice from a panel of dermatologists—you can read that [here](#). Even better, we also did the work of pulling together the best products of the year that meet that criteria as part of our 2022 Healthy Beauty Awards—and guess what?! You can find them all below. (Don't forget to check out the rest of our 2022 Healthy Beauty Awards [here](#).)

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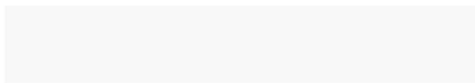
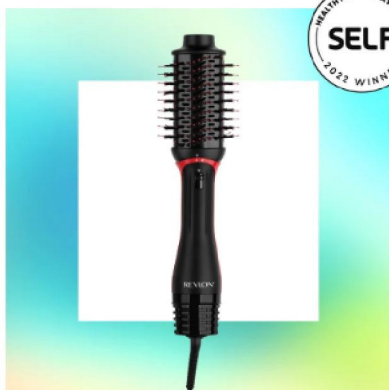
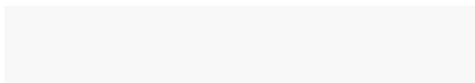


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Reviews have been edited and condensed for length and clarity.

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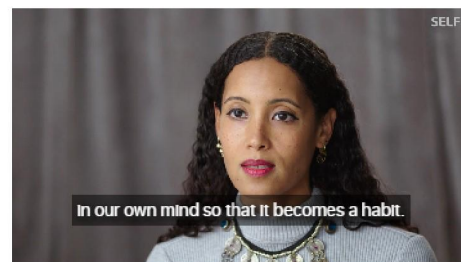
Best Blowout Brush: Revlon Oval One Step Volumizer Plus

\$75 \$67 AMAZON
\$68 TARGET

Say goodbye to the clunky, heavy blowout brushes that stormed the Internet in 2019—this sleeker, handier option from Revlon is here to blow you away, pun totally intended. With its oval-shaped head, you can get even closer to your roots for a beginner-friendly at-home blowout. The brush head also detaches from the handle, which makes it way easier to tote on the go. At \$79 it's not the lowest-cost item on the market, but we think it's worth it—especially when you consider how many salon visits it can save you down the road (and how expensive alternative blowout brushes are).

One tester said: "I love this hair dryer! I'm not skilled when it comes to hair, and yet I can use this to give myself a really solid blowout in 10 minutes. I actually own the predecessor to this device, and the new one is terrific with its slightly smaller brush and additional heat setting options—this one has a

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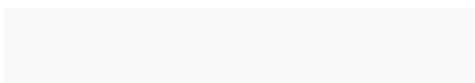
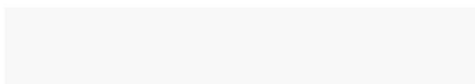
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2

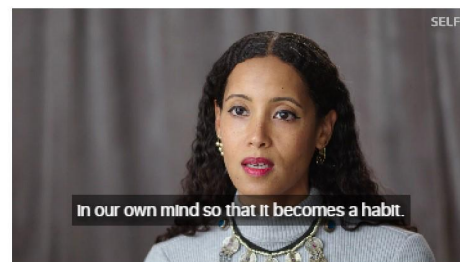
Best Flat Iron: Aesty Dual Heater Flat Iron

\$349
AMAZON

Finding the perfect flat iron is not as straightforward as it seems. Many of them simply fry your hair; some take several passes to work, and others don't run smoothly over strands. This one from Aesty is a luxury product indeed, but it also has the tech specs to justify it. It's cordless and made with titanium plates that balance and maintain heat better than other materials. Users can toggle the temperature from 285 to 410 degrees Fahrenheit depending on their hair texture, and if you're ever in a pinch and find yourself out of charge, you can use the iron while it's plugged in too.

One tester said: “Wow, this made me realize how my current flat iron fries my hair. Somehow this one made my hair softer when I used it. It straightened really easily, I only had to go over things one or two times, and it improved the texture and appearance of my hair. I am pretty impressed with it. I will say, I've had flat irons that I love (and are expensive) that stop working way too soon, and I will continue to use this one to see if that's the case here. Otherwise, I highly recommend this one.”

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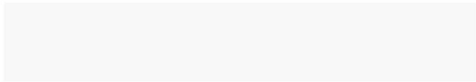
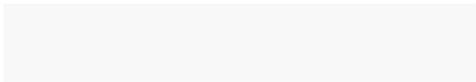
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3

Best Diffuser: DevaCurl DevaDryer & DevaFuser

\$175
ULTA

DevaCurl entered the chat over 25 years ago—and they're still producing quality goods today. While more standard diffusers are available in most drugstore aisles, people looking to protect and maintain curly styles may opt for a higher-end attachment system like this one. The DevaFuser arm is shaped like a hand with extended “fingers” that reach much longer than a usual spiked diffuser, allowing you to dry and zhuzh your roots and mid-lengths at the same time. Use it to break your cast or quick-dry before you step out and about—and don't forget a little bit of product (and heat protectant!) beforehand for a smooth, frizz-free look.

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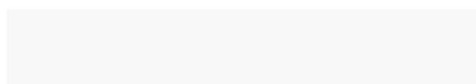
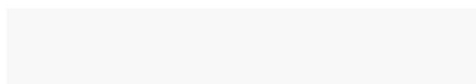
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By Christa Sgobba, C.P.T.

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One tester said: "A curly hair hair dryer!! Why have I never owned this before?? Extremely easy to use, love the neon green color, and perfect for us curly-haired folks who want to dry their hair but not dry it straight."



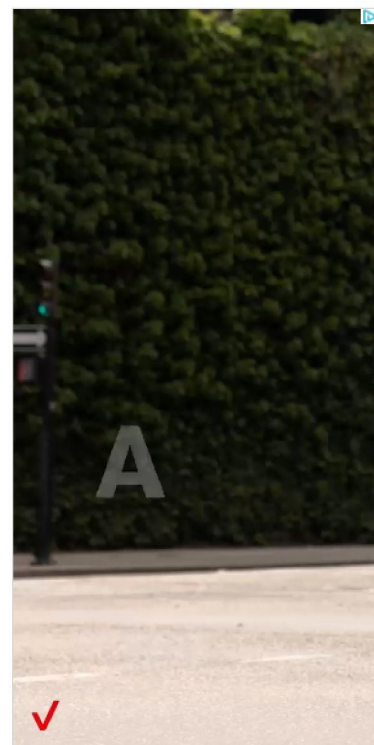
4

Best Blow-Dryer: Conair's InfinitiPRO by Conair FloMotion Dryer



A blow-dryer is a beauty staple practically anyone can benefit from having on hand—and our testers will be the first to vouch for this Conair option. It comes with both a diffuser and a precision attachment, making it versatile for many hair types. TL;DR, if it ain't broke, don't fix it: Conair is a hair-tools legend, and they continue to prove their stature with the latest Infiniti Pro hair dryer.

One tester said: "I've been without a blow-dryer for two years—and I'm really questioning why I didn't replace mine sooner after using this. This dried my hair super quickly—maybe around five minutes or so, which I was surprised by considering that it's so affordable. Afterwards, my hair looked super smooth, which definitely doesn't happen when I air-dry."



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5

Best Curling Wand: GHD Curve Thin Wand

\$199

AMAZON

Curly- and straight-haired folks alike will have a great time with this toy. Wands that are one-inch in diameter (or larger) can be used to create looser waves and curls. A thin wand, like this one, rarely gets its day in the spotlight, but it should—there's so much you can do with it! You can wrap hair around it tightly and multiple times for a tighter curl, or use it to strategically bend hair for a more celeb-inspired look. The world is your oyster with this GHD wand in your arsenal.

One tester said: "This was fun! I've wanted a thin-barrel wand for a really long time and haven't come across many. This is great for filling in my curls on days when they dry unevenly—it gives your curls (if you do have curly hair, like me) a really natural-looking effect. It's also fun to make your hair super coily and curly. When I tried it the latter way, to amp up my whole head, my hair got so curly that it literally shrunk in length by five inches. Brush it out for a super editorialized look. It's another fun tool to have in your closet."

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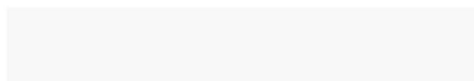
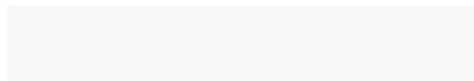
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was starting with my natural hair or using it after straightening. This is definitely going to be my go-to styling tool from now on."



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7

Best At-Home Hair Tool: Dyson Airwrap Multi-Styler Complete Long

\$599

SEPHORA

What can we say about the Dyson (which, yes, colloquially goes by just "the Dyson") that hasn't already been said? The multistyler hair tool's newest iteration, which [launched in June](#), is the gadget of all beauty gadgets. That said, it can take a few (or more) attempts to perfect one's technique—whether you're hoping to achieve waves, bouncy curls, or a sleek blowout with any combination of its various attachment heads—but once you do, you'll be hooked. If you're looking for a true at-home salon experience, this is it.

One tester said: "It lives up to the hype, it really, really does. It's mostly just cool and fun to use, and makes doing your hair a real self-care activity. It's like, okay, I'm going to set aside time to Dyson my hair, and I basically need to pencil it into my schedule like I would a blowout, but I'm saving money and the results are amazing. It definitely has a learning curve—I've at this point studied my fair share of TikTok tutorials—but once you get the hang of it and figure out a technique that works best for you, it's really

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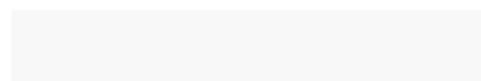
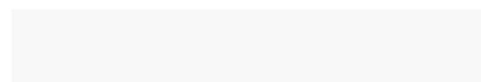
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8

Best Paddle Brush: Goody Go Gentle Strength Infusion Paddle Hair Brush

\$9

TARGET

Paddle brushes are generally recommended for anyone with long or thick hair because they're so good at working on a large amount of hair at a time. However, anyone can truly use or benefit from one, particularly if you're looking for effective detangling power. The Goody paddle brush will do the trick with its blend of vegan boar and nylon bristles.

One tester said: "This brush is great for anyone with frizzy hair. I'm able to comb through my strands with hardly a break or snarl. It really feels like it's gliding while giving me a nice scalp massage. I noticed my hair looks smoother after a few brush strokes. It's easy to hold and I haven't noticed any bristles pop off."

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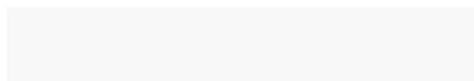
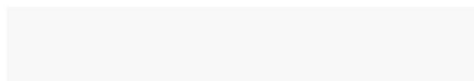
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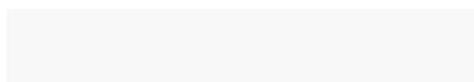
Best Round Brush: CHI Eco Round Brush

\$25

BED BATH & BEYOND

Now that bouncy blowouts are back, you'll need a round brush that'll help you achieve the '90s-level volume you desire. Enter CHI's Eco Round Brush, which uses gentle nylon bristles to help brush through hair without all the breakage.

One tester said: "This is a great round brush! It comes in three sizes, but I mainly used the medium size for my straight, thick hair. The bristles are flexible but gentle and didn't snag, as promised by the description. The best part about the brush is how lightweight it is. It was very easy to hold/brush in one hand while blowing out my hair. The hollow barrel allowed for good airflow to prevent any overheating too."



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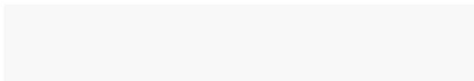
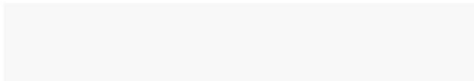


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10

Best Brush for Curly or Natural Hair: Wet Brush Go Green Curly Detangling Hair Brush

\$20

TARGET

Curly and natural hair types can both be prone to breakage. At the same time, they both can get tangled or knotty, which is where the great brushing balancing act comes in: It's hard to find a hair tool that can take on all your snags and knots without completely breaking your strands in half. This one from Wet Brush comes in a unique hand-like shape with gentle, tiny nylon bristles that move with your hair while doing the work.

One tester said: "I have thick 4c hair, so I am very picky about the kinds of hair tools I use to detangle my super tight curls. I was skeptical about the Wet Brush Go Green Curly Detangler doing a good job, and I was pleasantly surprised! Not only did it make detangling my hair a breeze, but I also noticed less breakage overall compared to some other detanglers I've used previously."

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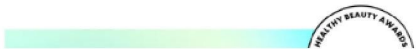
Best Scrunchie: Slip Pure Silk 12-Piece French Rose Minnie Scrunchies Set

\$39

AMAZON

Silk scrunchies are a go-to for protecting your hair from breakage and leaving it creaseless. This pack of 12 little guys from Slip will ensure you always have one on hand (in your bag, in your bathroom drawer, in the car) and is also ideal for thin or fine hair types that might usually not be able to hold a silk scrunchie in place.

One tester said: "I have a lot of hair so I was only able to use these teeny guys on small braids, but I love how the silk doesn't snag my hair. My braids felt secure but not too tight. I lent the scrunchies to my mom who has thin, fine hair, and they're now her favorite hair ties. She normally can't wear scrunchies because they become too loose and fall, but these are small enough to secure her ponytails and they don't leave a crease behind."



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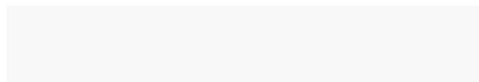
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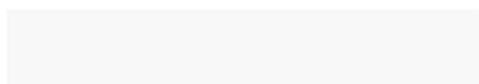
13

Best Hair Towel: TO112 Bamboo Hair Wrap

\$39
TO112

If you're the type who's previously shrugged off the difference the right towel can make on your hair day, then prepare to be converted. Drying your hair with a specific hair towel leads to benefits like less frizz and breakage *and* a faster drying time. It's especially recommended for folks with wavy, curly, or kinky hair. While most options on the market are microfiber, which is made from plastic, this one from TO112 is made of bamboo. It's smooth, antimicrobial, and up to three times as absorbent as microfiber. Need we say more?

One tester said: "I will never use a regular towel on my hair again! When I first unwrapped the towel, I was worried it was too small to fit all of my hair. But my hair fit perfectly and the towel is super easy to use and secure—I like the little button/fastener on the back. I never had to worry about the towel falling off. The material is super soft and absorbent, so it did a good job of removing moisture fairly quickly."



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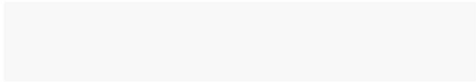
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14

Best Shine Spray: Amika Top Gloss Shine Spray

\$27 AMAZON
\$27 SEPHORA

Did we hear a perfect 10? Yes, we did—that's how much our testers loved Amika's Shine Spray. A good Shine Spray should give hair a smooth, glossy, frizz-free effect without any stickiness or crunch. Amika's achieved holy grail status for making users' hair look as healthy and well-coiffed as if they just came back from a trip to the salon.

Bonus points, per the experts: The powerhouse ingredient in this spray is sea buckthorn, a plant derivative that contains omega 7 fatty acids that add moisture back to hair.

One tester said: "The shine spray I've been looking for! I love the gloss this spray offers without adding any additional hold or weight. The nozzle gives a direct spray, making it easy to use. The fragrance is not super perfume-y, which is always great. And the bottle design from Amika is always fun and vanity-table worthy!"

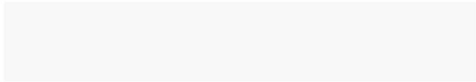


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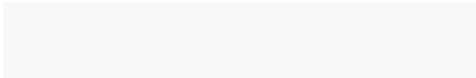
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Did we hear a perfect 10? Yes, we did—that’s how much our testers loved Amika’s Shine Spray. A good Shine Spray should give hair a smooth, glossy, frizz-free effect without any stickiness or crunch. Amika’s achieved holy grail status for making users’ hair look as healthy and well-coiffed as if they just came back from a trip to the salon.

Bonus points, per the experts: The powerhouse ingredient in this spray is sea buckthorn, a plant derivative that contains omega 7 fatty acids that add moisture back to hair.

One tester said: “The shine spray I’ve been looking for! I love the gloss this spray offers without adding any additional hold or weight. The nozzle gives a direct spray, making it easy to use. The fragrance is not super perfume-y, which is always great. And the bottle design from Amika is always fun and vanity-table worthy!”



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volume. (You can feel the protein doing its job to strengthen!) Seriously, I just love it. Leaves no residue, easy to use, and really freaking works whenever my hair feels out of whack, unbalanced, or like it's going through a phase where it's not doing what I want it to do.



16

Best Mask for Natural or Curly Hair: Carol's Daughter Goddess Strength Repairing Cocoon Mask

\$12 AMAZON
\$12 TARGET

Carol's Daughter says love is their first ingredient—is that why our testers couldn't stop raving about this mask? Or is it the castor oil and protein? We may never know (just kidding—we know, it's the awesome ingredient list that does the job) but we love it all the same.

Bonus points, per the experts: Castor oil increases moisture and may even improve hair growth and health. Protein helps fortify your hair, especially when it's dry or damaged.

Just so you know: Castor oil can create buildup and acne with overuse, so test out this mask in moderation at first.

One tester said: "The second you open this product you can smell the luxury! It smells and feels amazing and delivers the second you put in on your head. It's thick, sweet, and incredibly moisturizing. Depending on how thick your hair is, you might only need a small amount. I have fine, natural curls and a dollop

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you can stretch the luxury. It shines and feels amazing and delivers the second you put in on your head. It's thick, sweet, and incredibly moisturizing. Depending on how thick your hair is, you might only need a small amount. I have fine, natural curls and a dollop does plenty! Applying it to each strand of hair feels silky smooth, and once you rinse it out your hair feels incredibly soft and strong. Curly girls, get ready...this will define each and every curl! Highly recommend this for those who either want to define their natural hair or repair and deeply moisturize damaged locks. Either way it's a must-have for your shower!"



17

Best Dry Shampoo: Living Proof Perfect Hair Day Advanced Clean Dry Shampoo

~~\$33~~ \$21

AMAZON

Dry shampoo works in magical ways: Just a spritz of powder and your oil and grease is absorbed and gone! We know it's not always that easy, though. Many dry shampoos leave a stubborn, visible residue; others make hair feel stiff and even dirtier. Living Proof's upgraded Perfect Hair Day formula will have none of that, thank you very much. Push off wash day by a day or two or three—we dare you.

One tester said: "I'm impressed with this dry shampoo! I've used the original Living Proof Dry Shampoo for a long time, and this one seems even better. I noticed myself not having to wash my hair as often."

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day by a day or two or three—we dare you.

One tester said: “I’m impressed with this dry shampoo! I’ve used the original Living Proof Dry Shampoo for a long time, and this one seems even better. I waited until my hair really needed some refreshing, and it definitely degreased, plumped it up, and somehow made it softer. It also didn’t leave the typical obvious white powder in my hair like other dry shampoos do. It was easy to brush out any residue. I’m a big fan.”



18

Best Hairspray: R+Co Bleu Reflective Shine Hairspray

~~\$39~~ **\$27**

AMAZON

Hairspray isn’t what it used to be—it’s so much better, and we love it. This winner from R+Co helps your sleek styles last while giving hair a healthy dose of moisture and shine so it won’t feel sticky (or be smelly), officially ushering hairspray into the 21st century. It’s an outstanding solution for anyone looking for a product that does what hairspray is supposed to do without all of the, you know, overpowering fumes and 1980s nostalgia.

Bonus points, per the experts: With glycerin and amino acids, R+Co’s hairspray doesn’t just hold hair in place—it moisturizes and strengthens hair too.

Just so you know: This product contains alcohol, which can be drying for some.

One tester said: “I have a hate-hate relationship with hairspray, but as I start to experiment with more blowout and sleek looks (thanks to my Dyson) I

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which can be drying for some.

One tester said: "I have a hate-hate relationship with hairspray, but as I start to experiment with more blowout and sleek looks (thanks to my Dyson) I realize that I need something to hold my styles in place. If you, like me, have that bad relationship with hairspray, this hairspray is for you. It's the hairspray for people who hate hairspray, if you will. It keeps your frizz in place and creates an awesome shine, but it doesn't leave you feeling sticky and gross. Love."



19

Best Mousse: Ouidad Curl Therapy Lightweight Protein Foam Treatment

\$38 ULTA

Overuse of protein can start to weigh curly hair down—but with this mousse from Ouidad, you'll feel light as a feather. Testers reported better curl definition, longevity, volume, and texture thanks to this mousse.

Bonus points, per the experts: We said it above, and we'll say it again: Hair that is damaged—along with hair that needs a lot of moisture, i.e. curly hair—loves protein! This product is also free of silicones, which can also weigh down hair. Va-va-voom is just one wash day away.

One tester said: "It definitely added nice definition to my curls. I liked the container, it came out easily and



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glycerin, cetearyl alcohol, coconut oil, sunflower seed extract, castor seed oil, and grape seed oil. You'll also find various types of protein to keep hair strong.

One tester said: "I LOVE the Twist by Ouidad Stretch Seeker 3-in-1 Curl Stretching Cream. I prefer to use it as a styler for twists-outs and braid-outs, as it gives your curls a nice soft hold without any crunch or white residue. This cream also protects your hair from frizzing up in humidity if that's a concern. If your hair needs a lot of moisture like my 4c mane, I recommend using a leave-in before this product so that your curls or coils stay deeply hydrated for days on end."



21

Best Curl Cream: Bread Beauty Supply Hair Cream

\$28

SEPHORA

Many curly folks are familiar with the "scrunch out the crunch" method: applying a hard, sticky gel to your hair, letting it dry and harden completely (for however long that might take), and then using your hands or a towel to scrunch hair until the stiff, crunchy texture is broken and curls become softer and more mobile. For some, that method works great—but no one likes to sit around with flat, sticky hair that makes them temporarily resemble a wet poodle. The right curl cream can help you skip that step, avoiding the unpleasant textures and awkward in-

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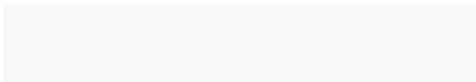
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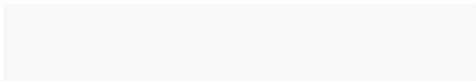
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Bonus points, per the experts: Bring on the moisture with cetearyl alcohol, glycerin, castor seed oil, mango butter, shea butter, grapeseed oil, and argan oil.

One tester said: “I’m obsessed with this leave-in hair cream for my 2b curls! It’s like a leave-in conditioner and hair gel all in one. I use it straight out of the shower, working it into my hair in sections, crunching and twisting my curls into place. It has great hold but also keeps my curls hydrated for days. The large tub makes my curly-girl heart happy. I found my new holy grail leave-in treatment and it’s everything I wanted it to be and more.”



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23

Best Scalp Treatment for Dandruff: First Aid Beauty Anti-Dandruff Scalp Serum With 2% Salicylic Acid

\$27

AMAZON

If you're feeling like your dandruff shampoo isn't cutting it, you may want to consider a separate scalp treatment like this one from First Aid Beauty. The brand is well-loved for their skin-care products, and your scalp is part of your skin after all—so to us, using this serum to combat dandruff is a no-brainer.

Bonus points, per the experts: The salicylic acid in this serum exfoliates the scalp to clear out flakes, while aloe and colloidal oatmeal soothe discomfort and irritation.

One tester said: “I like the concept of using a scalp serum so you don't need to use a dedicated dandruff shampoo. This contains salicylic acid which is recommended for dandruff, as well as aloe. The product is easy to use and I did notice that it helped with the itchiness and flakes I had. I would buy this over dandruff shampoo in the future.”



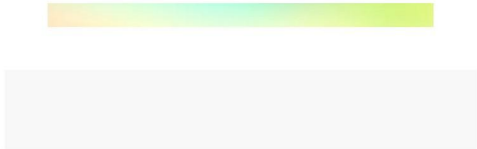
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24

Best Detangler for Natural Hair: NOU No Damage Detangler

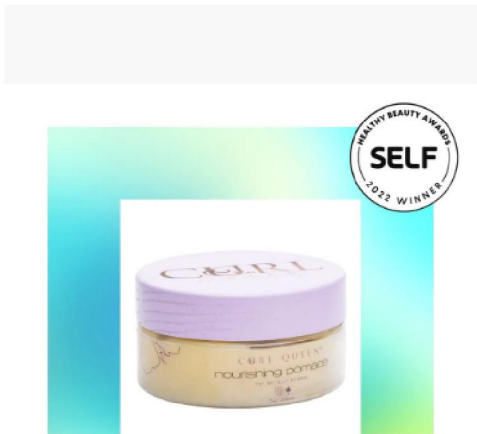
\$7

WALMART

Made specifically for 3a to 4c hair, new brand NOU's detangler provides all the slip you need. Say goodbye to matted spots and tangly knots—all you have to do is apply a little bit of this, wait a couple of seconds for your hair to absorb the product, and you'll be good to brush or comb away without breaking your hair or, even worse, ripping it out of your head. Because no one likes that, do they?

Bonus points, per the experts: This product detangles by shooting a boatload of moisturizing ingredients into your hair, making it so slippery that knots no longer hold. You have dimethicone and coconut oil to thank for that.

One tester said: "The product comes in a thin bottle, so I was easily able to squeeze out the product. The texture was extremely silky, resembling a thick serum. My hair is extremely curly and prone to matting, but the detangler immediately loosened any knots and left my hair feeling like butter. I like it because it left my hair feeling moisturized, and I did not have to put water in my hair before using the product, as the detangler contains enough water to soften my hair on its own. (That being said, the product itself does not seem watered-down). This was my favorite hair product that I tested!"



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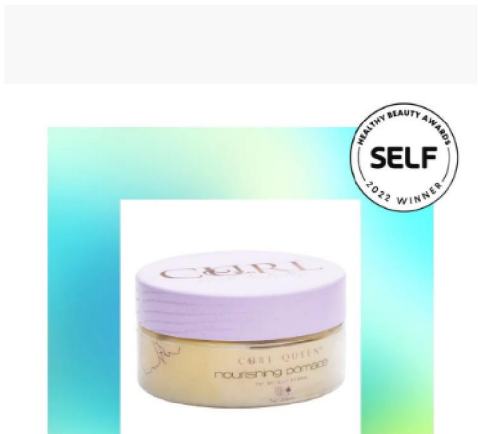
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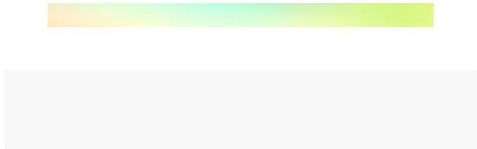
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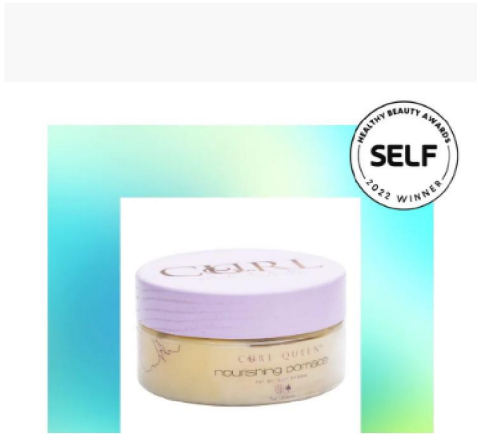
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product did impress. I liked the smell and smoothness of this pomade without overly weighing down my hair. I first used this as edge control/taming with my blowout. I then experimented with using this pomade to hold my curls and tame frizz when wearing my hair in a twist out. I have 3c/4a curls and this product was a good match for me. I love the rich moisture and shine that it added to my curls. I would definitely highly, highly recommend and add this product to my must-haves for curl care. My hair and scalp thanks Curl Queen!”



26

Best Heat Protectant: Uncle Funky's Daughter Three-In-One Shine Booster

\$14

AMAZON

We can't emphasize this enough: Please use heat protectant before styling your hair with a blow-dryer, flatiron, wand, or hot tool—and please use this one! Coming to you from Black-owned business Uncle Funky's Daughter, this three-in-one booster keeps your hair healthy when styling while also adding sleek shine. This spray is suitable for use on wet or dry hair—and even if you don't need heat protection on any given day, you can still use a spritz to seal your ends and add that shine.

Bonus points, per the experts: On top of heat-protecting ingredients, this product also contains 11 different oils that moisturize and smooth hair.

One tester said: “One of my new favorite products! This is a great heat protectant and styling serum for Black hair. I used this after coming from under the dryer as my pixie was wrapped. Before using a

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One tester said: "One of my new favorite products! This is a great heat protectant and styling serum for Black hair. I used this after coming from under the dryer as my pixie was wrapped. Before using a flatiron, I applied just a few drops of this serum and my hair slid right through the plates. I have a tendency to burn my hair if not thoroughly coated before applying heat, and this one did the job as promised. My hair came out shiny and straight with no burnt ends. Love it. The smell is also great!"

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27

Best Protective Hair Wrap: You Go Natural Midnight Pleated Sleep Turban

\$48

YOU GO NATURAL

Always use protection! This sleep turban is a step above the rest when it comes to style. (You'll likely want to wear it out of the house too.) Even more so, its silk lining will keep your hair protected through all of your tossing and turning. A real treat is that this hair wrap comes with an adjustable elastic strap, so you can tighten (or loosen) it to your liking.

One tester said: "I've been sleeping with satin headwraps for years but had never tried silk. I was a bit hesitant due to the style of the product. It was a little complicated to figure out how to put it on. But once I did, it was great. It really protected my hair and looked stylish. I liked the turban style a lot."

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