

Women's Health

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SHOULD YOU SPRING FOR PRICEY HAIR SALON PRODUCTS—OR ARE THEY A RIP-OFF?

THAT SHAMPOO YOUR STYLIST ALWAYS PUSHES IS TEMPTING...BUT IS IT REALLY WORTH THE COST?

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To maintain healthy, shiny strands, it's absolutely crucial to be smart about where and when you buy your hair-care products. And since a recent survey by [PopSugar](#) found that 37 percent of women typically spend \$200 or more annually on hair care, it's not just your hair that'll benefit from a lesson in being a savvy shopper—your wallet will be in better shape, too. So when you go get your hair cut or colored by a professional, do you really need to shell out for the pricey products they suggest you buy at the salon? Here's what the experts want you to know.

Professional stylists are in-the-know about the science and technology behind new and current products and are testing the claims daily, so it's definitely worth looking to them for hair-care recommendations versus buying products elsewhere. "Most product lines [carried at salons] are up to five times more concentrated in the active ingredients than similar products you will find in other retail stores," says [Roman Kusayev](#), a stylist and owner of Roman K Salon in New York City who has worked on Danica Patrick. He adds that since the salons are using the actual product they're selling, you can trust that they'd only use the best.

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That being said, in some cases, stylists can push clients to buy products because they make a commission off the sales. "The stylist should educate you on the product from the beginning of the appointment and use the product [or products] in the process," says [Kusayev](#). "If the stylist doesn't, then he or she could just be looking to make a sale and probably doesn't care if the client needs the product or not." If you get the vibe that your stylist is just not that into you and is just pushing products to make a sale, put the brakes on it pronto, says [Jet Rhys](#), owner of Jet Rhys Salon in San Diego. "If you feel like you're getting pushed, close the door on the conversation by saying something like, 'Thank you for recommending these, I have everything I need at home,'" says Rhys.