

A black silhouette of a woman's head and shoulders, facing right, with voluminous curly hair. The background is a gradient of warm colors, transitioning from a light orange at the top and bottom to a darker, burnt orange in the middle. The text is overlaid on the silhouette and the background.

TRANSITION BACK
TO NATURAL
HEALTHY CURLS

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Embrace Natural State Curls

Our society has cherished long and straight hair for so long. It is now a time where people are starting to ignore the stereotype that black hair isn't athetically pleasing.

Save Time And Money

You'll save time and money from having to go to the hair salon every month to get advice about your hair from someone who doesn't have to work with it everyday



Why Natural?

Learn Your Hair

Its important to know your hair because you are with it more than any hair stylist. No one is around your hair more than you are



Inspire the next Generation

We set the tone for the generation that will come before, and having knowledge about your hair can be carried down to the next generation to be used to learn about their own hair types

This guide walk you through how to maintain your hair's natural healthy curls no matter what state it is currently in. To get started, first it's important to understand your hair.

Understand your Hairs Attributes

First you want to find out your hair's attributes such as hair texture, type and porosity.

Texture

Thready- Has low sheen and bright shine. Gets wet easily and dries quickly

Wiry- Glossy appearance with low frizz and little shine

Cottony- Low sheen and high shine and is usually very frizzy. Absorbs water very quickly

Spongy- Absorbs water like a sponge with high sheen and low shine

Sinky- Has a low sheen and a bright high shine with varying frizz levels but becomes completely wet very easily

Know Hair Type

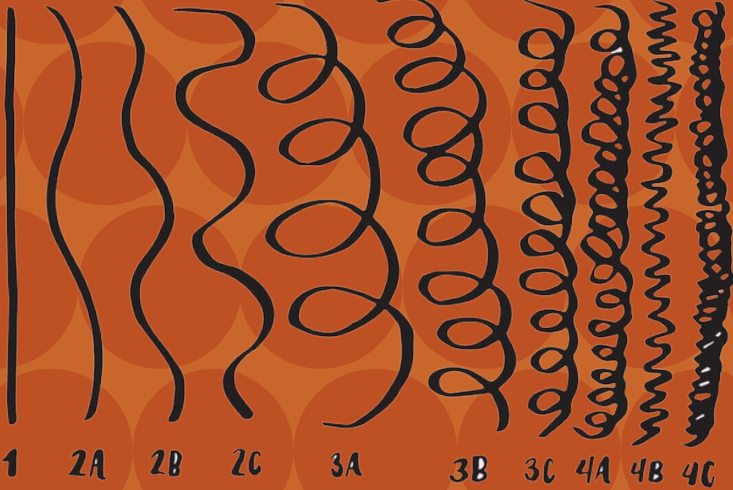
Many products are created for different hair types and patterns

There are different hair types that can be categorized depending on the curl pattern.

Type 2
Wavy

Type 3
Curly

Type 4
Kinky



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Type 3

3A



Big loose spiral curls, the loosest curl pattern. Works best with water based lightweight leave in conditioners rather than heavy curl creams

3B



More voluminous curl typically coarse and dense and have a circumference similar to a sharpie. Work best with lightweight leave in conditioners and curl creams, but very easy to define curls

3C



Tightly packed corkscrews similar to the circumference of a pencil experiencing the more shrinkage where hair tends to grow up rather than down. Also requires lightweight water based hair products to define the curl and eliminate frizz.

Type 4



4A

Spring coils that are tightly coiled with a visible S pattern. The hair need products to keep the curls defined and moisturised.



4B

Soft, fragile and tightly coiled with with bends in sharp angle like the letter z. Needs extra moisture to keep it healthy. May have difficulty defining curls without knowledge of one's own unique hair



4C

Very delicate, soft, wiry and coarse with tight coils that have extreme shrinkage. Hard to find the curl pattern in this type of hair but it loves hair products and the heavier the products the more the hair will elongate and show off the curl.



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Porosity

porosity measures how much your hair absorbs moisture



Porosity Test

1. Fill a glass with room temperature water
2. Place a few strands of clean hair into the water
3. If your hair sinks immediately it has a high porosity
4. If the hair doesn't sink after 4 mins then it has a low porosity

Maintain Healthy Hair

Cleansing / Conditioning Schedule

It's essential to keep the scalp clean to grow long hair, but washing hair with shampoo everyday is a bit harmful. Conditioner washing your hair, to cleanse the scalp more than once a week, is much more healthy for the hair.

Deep Conditioning

Deep conditioning is very important for growing hair and should be done at least once a week. It's important to use deep conditioners that serve the purpose of nourishing the hair.

Protein Strengthening Schedule

Heat and chemicals can breakdown the keratin protein bond in your hair overtime, and protein strengthening can help repair the damage. A protein strengthener is a conditioner that contains protein and should be used between 4-6 weeks depending on hair damage.

Styling Schedule

Styling and handling hair too often can cause knots, split ends and damage. To grow long hair more effectively, it's best to use low manipulation protective hairstyles that can be worn several days at a time without restyling.

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Hair Products



Shampoo

Choose products that are designed to be gentle on the hair, preferably a pH-balanced shampoo to avoid extra dryness and damage



Conditioner

Should be a protein based moisturising conditioner and try to avoid cones and silicones



Water-based Conditioner

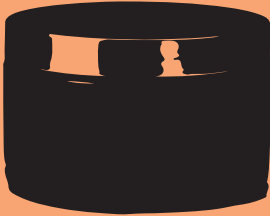
Moisturizes dry hair, and makes it softer, smoother while serving as a detangler, styler, and heat protectant



Leave-in Conditioner

Works like a water-based conditioner but is typically heavier

It's important to know about the hair products that work best for your hair that will help you define and maintain your healthy curls.



Deep Conditioner

These are penetrating conditioners that add moisture and protein to the hair strand



Hair Butter/Gel

Acts as a moisturizing sealant to protect your hair from dryness and breakage



Hair Oil

Useful for dealing with common hair care and styling issues such as dandruff, dry scalp, frizziness, and moisture

** When using the Shampoo and Conditioner it's best to stick with the same brand because they are typically created to complement one another

