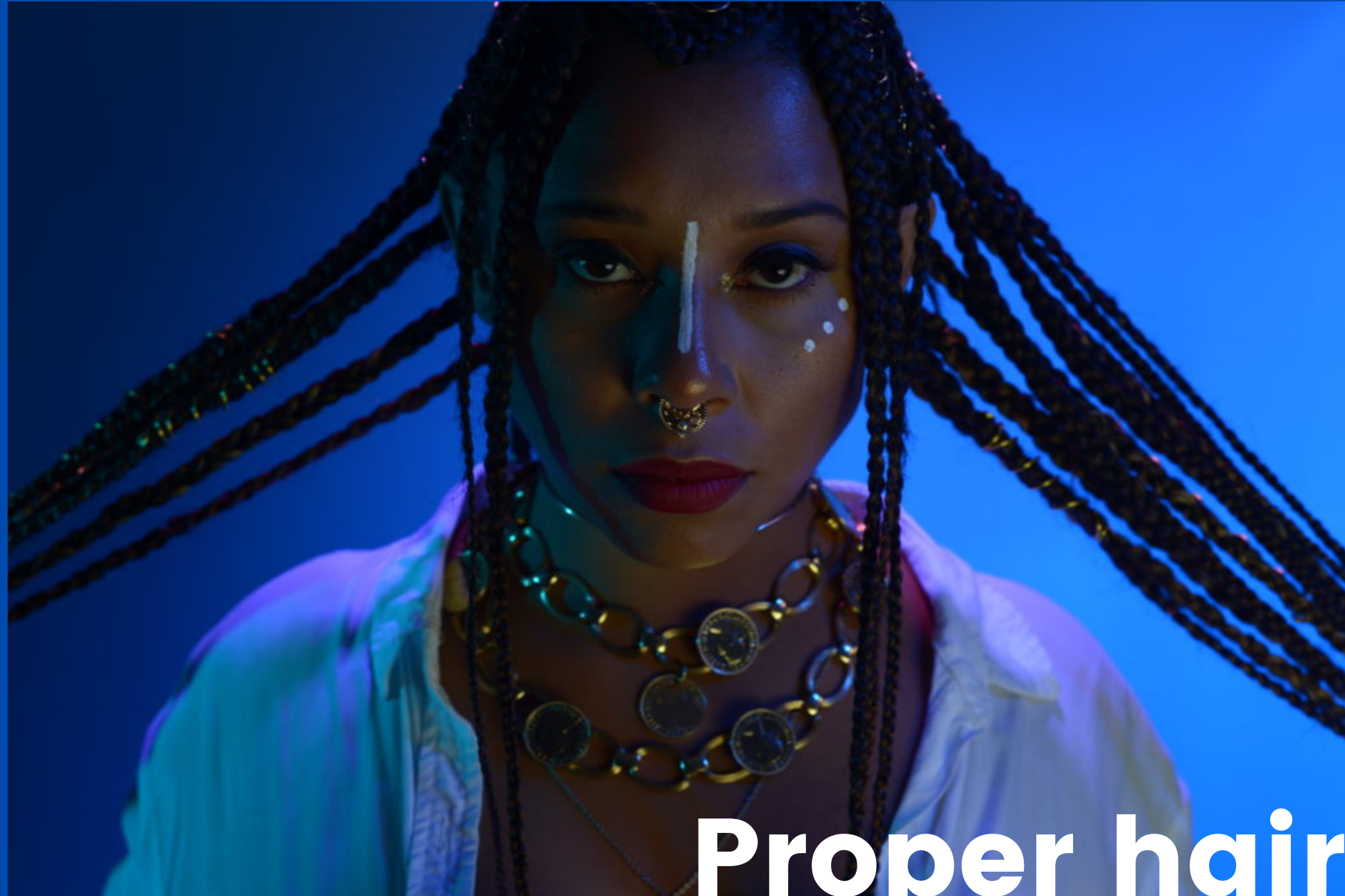


HOW DO I TAKE CARE OF MY HAIR?



Proper hair
maintenance is
key to growing
healthy hair

#HairOnPurpose

Hair Maintenance- Natural Hair

We've broken down this hair guide into specific timely routines that we suggest you adhere to for year round hair maintenance.

Daily

- Moisturize your natural hair daily to avoid dryness
- Comb and/or detangle hair knots to avoid having to wait to wash day to detangle multiple knots
- Drink lots of water to ensure nutrients are able to flow freely through the blood vessels to the scalp which helps hair growth
- Sleep with a silk or satin covering to avoid losing moisture from your hair while you sleep.

Weekly

- Every week, we suggest natural hair should be co-washed to gently remove product build up over the week.
- We suggest every other week (bi weekly) committing to a full wash day that includes a deep cleansing shampoo, conditioner, leave in conditioner and styling aides
- Each week brings a new opportunity to switch up your style hair in unique a fun hairstyles.
 - If weekly is too much, do bi-weekly

Monthly

- Every month we suggest using a deep conditioning hair mask to help with a specific problem area and if you're able to use a steamer for more effectiveness of your selected product.

Quarterly

- Visit your hair stylist for your quarterly trim. Trims are a must to maintain healthy hair. We suggest you go every season (fall, winter, spring, summer)
- Speaking of seasons, it is important to know that you hair will perform differently in each season depending on where you live. Winter months tend to be harsher on natural hair due to lack of moisture and cold temperatures, so winter is always a good time to rock a protective style.

Yearly

- Once a year, we suggest getting a full scalp and hair consultation from a dermatologist. Dermatologists are doctors who specialize in conditions involving the skin, hair, and nails and can share with you if you have any scalp conditions that you should be aware of for healthy hair growth.