



## CURLY HAIR SOLUTIONS



### Curly hair can:

- Go frizzy, fuzzy, fluffy easily
- Very 'flyaway' and uncontrolled
- Lack shine
- Lose it's curl; seems to 'drop out' or flop
- Lose moisture easily; appear dry

### Why:

- Curly hair loses moisture very easily and the more moisture it loses (or the more it dries out) the frizzier it becomes. The solution to this is: **MOISTURE**
- When the hair is wet, it holds it's curl much better and then releases it when it dries. Curls in good condition do this less, but even well moisturised curls will need a little styling support.
- Curly hair cannot reflect light, which causes **SHINE** (light can only reflect off smooth surfaces) so you will need to 'add' artificial shine.

The **Urban Culture** Curl Care range contains **CURLASTIN** (a combination of hydrolysed Elastin protein for elasticity and bounce and natural moisturisers such as Glycerin and Sorbitol) and **NEW GENERATION STYLING POLYMERS** to provide smooth hold and definition for soft curls that are never crispy. These polymers are humidity resistant (prevents frizz) for all day performance but shampoo out easily to avoid build up.

### What you need to recommend is:

#### ○ **Silk Styler:**

- Enough 'weight' of moisturizer to smooth the hair and give definition to curls, without weighing the hair down. Always show them ***how much to use; how to distribute evenly*** and ***where*** on the hair to ***apply***.

#### ○ **Gasoline or Butter Up:**

- Curly hair needs **CONSTANT** moisture renewal. Choose **GASOLINE** for fine to medium hair types or more chemical damage (higher protein levels). Choose **BUTTER UP** for coarse hair types or those needing to 'weigh the hair down' (extreme frizziness and flyaway curls). Frizzy hair is 'crying out for moisture, so, keep doing treatments until it settles down.



- **Curlfriend or Twisted.**
  - Either “Curlfriend’ for soft, gentle control on existing curl or ‘Twisted’ for firmer support which lasts all day. Gently work through while the hair is wet when the curl is at it’s best. Gently diffuse or finger dry or allow to dry naturally. As a general rule; the more you play, the fluffier it gets. Don’t touch!
  
- **Bling**
  - A light spray of Bling shine serum through curls will make the hair look much glossier and healthier and give the shine that curly hair lacks. Also contains UV filter and antioxidant Vitamin E Acetate to protect against UV damage.
  
- **Rockin Curls Shampoo & Conditioner.**
  - Deeply moisturises without weighing curls down.
  - Magnesium adds strength and elasticity to curls while hold ingredients provide support and curl definition.
  - This is good maintenance to get the best results from your treatments. No use doing treatments and then removing all that vital moisture with a harsh cleanser.
  
- **Polish or Phat**
  - For final definition, smoothing and shine, smooth through a small amount of Polish (for medium to coarse hair types which can carry some weight to get extra shine) or Phat for more hold on finer hair types.

## **BRIGHTLY COLOURED/VIBRANT HAIR**

### **Brightly coloured hair can:**

- Fade very quickly and become dull, ‘flat’ and lifeless looking with frequent shampooing
- Loses shine as it fades leaving colour looking ‘washed out’.
- Lose moisture quickly leaving it feeling dry and brittle to touch.
- Lose protein making the hair more porous and weak.



### Why:

- In order to achieve a very bright colour result, it is usually necessary to pre-lighten natural hair or use a product which lifts several shades as well as depositing pigment. The process of lightening natural pigment stresses the hair and the condition can suffer leaving the hair more porous and less likely to 'hold' future colour.
- Also, as we lighten the natural colour, the hair's natural warm pigment is shown. With frequent shampooing, as the 'direct' or vibrant pigment fades away, the client is left with a lighter, brassier shade which is a poor comparison to the original.

The Urban Culture Party Proof System is a complex of protective ingredients which protect the hair from major daily stresses, including UV damage and colour fade, moisture loss, mechanical and thermal damage when styling. This also assists in maintaining a balanced moisture level and strengthens the hair to prevent splitting. **The result?** Hair looks healthier, shinier, smoother and simply more beautiful.

### What you need to recommend is:

- **Dyehard Shampoo & Conditioner**
  - Contains Antioxidant Sunflower Seed extract, which is rich in polyphenols to counter free radical damage by UV exposure. The UV filter (An active ingredient that helps prevent sun damage by absorbing harmful UV radiation) is actually absorbed into the hair and remains after the shampoo or conditioner is rinsed away to provide long lasting protection. When combined with the extra UV protection of BLING; your protection against harmful UV rays is at its peak.
  - Also contains Guarana, Desert Lime extract, Pro-vitamin B5 and the amino acid Glycine for extra moisturising and is Sodium Laureth Sulphate free.
- **Butter up**
  - Premium treatment enriched with cocoa and shea butters to replenish and lock in moisture levels and smooth and soften the hair.
- **Or Gasoline**
  - Providing the intensive moisturising ability without the weight. Containing Glycerin and Mineral Oil this lighter weight formula



penetrates the hair shaft quickly to restore deep moisture levels and protection without leaving a residue. Ideal for finer hair types or those wanting maximum volume.

- **Silk Styler**
  - Your daily leave in moisturiser combined with the extra benefit of supple hold. This light, non-greasy formulation helps to calm flyaway strands, protect against heat styling and leave a gorgeous silky feel while giving you light, natural hold.
  - Perfect to maintain condition and protect against moisture loss, and also maintain the U.V, protection.
- **Bling**
  - Every girl's gotta sparkle! Your essential, light weight shine product to show off your luxurious new colour, and have your hair looking its best with maximum gloss throughout the life of the colour. Shiny hair looks healthy.

### **Remember:**

- “You will only have as good a colour result as the condition and quality of the hair”. Maintain the quality and vibrancy of the hair to help it retain colour and keep it looking good.

## **FINE HAIR**



### **Fine hair can:**

- Appear flat and lifeless.
- Become or look oily very quickly
- Break or split easily. Very prone to any kind of damage; chemical, mechanical (brushing, teasing) thermal (heat) environmental (sun, salt water, chlorine).

### **Why:**

- Each strand is much narrower and generally weaker than medium to coarse hair types. It processes faster, and cannot tolerate much damage before breaking.
- Any extra weight, either in the form of excess length, in natural oils from the scalp or in product will cause it to flop or literally 'fall over'! It simply cannot carry the extra weight of oils or residue from heavy styling products.

### **What you need to recommend is:**

- **Rockin Curls Shampoo & Conditioner.**



- Containing extra protein for maintaining strength without weighing fine hair down.
  - Magnesium adds strength and elasticity, while gentle hold ingredients provide support for finer hair.
- **Gasoline**
  - Fine hair requires adequate levels of protein to maintain its strength but cannot tolerate the extra weight of many moisturising products. Gasoline is ideal. Providing the intensive moisturising ability with Amino Acids (protein) for strength, without the weight. Containing Glycerin and Mineral Oil this lighter weight formula penetrates the hair shaft quickly to restore deep moisture levels and protection without leaving a residue. Ideal for finer hair types or those wanting maximum volume.
- **Lazy Daze**
  - Powered by a synergistic protection complex, featuring Guarana, Aussie Desert Lime, Pro-Vitamin B5, Phytantriol and our unique UV filter for maximum protection on this fine, delicate hair type.
  - As Lazy Daze is light in weight; a little will go quite a long way on fine hair.
- **Silk Styler (natural hold)**
  - As a daily leave in moisturiser combined with the extra benefit of supple hold, this light, non-greasy formulation is perfect for finer hair types.
  - Perfect to maintain condition and protect against moisture loss, and also maintain the U.V, protection.

### **Da Bomb or Hairkraft (when stronger hold is required)**

- Da Bomb: medium to strong hold for messy or more controlled styles
- Hairkraft: 'Super glue' for seriously strong hold on either mainstream or extreme styles
- **Gello**
  - When you need a little extra support at the roots, but not extreme, anti-gravity styling! Rub a small amount (5 cent piece) into the roots, combined with your usual fine hair styler (Silk Styler or Lazy Daze) for a little extra 'kick' where you need it most.



## **Extra tips for fine hair:**

Fine hair can be prone to showing oiliness.

Not because the scalp is actually producing more natural oil, but because any amount of oil is **SO** obvious on fine hair, resulting in a 'lank' or 'wet' look and the style collapsing or even a slightly oily odour on the scalp.

If oiliness is a problem, suggest using only LUKEWARM or COOL water to wash their hair or at least use cold water for the final rinse. Heat increases oil production by stimulating the sebaceous gland to produce more oil, so using hot water might be making this worse.

Also, never leave hair wet and 'flat to the scalp' if it is prone to oiliness or you may find it becoming oilier and even developing an oily smell.

Either dry the roots with a cool to warm drier or give it a good towel dry and fluff or lift off the scalp and allow air to circulate.

## **MEN**



### **What we need to be aware of:**

#### **Men generally:**

- Tend not to spend much time on their hair so their routine has to be quick and simple.
- Don't usually brush their hair so they can be prone to a flaky scalp.
- Many don't use conditioner because they think it takes too long; ends can become frizzy and difficult to manage
- Tend to use heavier 'wax; based products which may build up on the hair to leave an oily or waxy residue.

#### **Why?:**

#### **On flaky scalp:**

- Our scalp, like the rest of our body, exfoliates older dead skin cells, which need to be removed to keep the scalp clean and healthy. Because women generally wash and style their hair more frequently, these cells are removed through this activity. If men do not use a scalp brush before they shampoo, to remove these cells, this can easily build up on the scalp, resulting in obvious white flakes. Without professional advice, they may assume this is dandruff and buy a harsh anti-dandruff product, which may



be overly stripping on their hair, when all they needed to fix the problem was a good scalp brush.

- An ideal scalp brush to recommend is the Urban Culture Paddle Brush as it has a flexible, cushion base to 'give' and move with the scalp as you brush, plus, protective 'baubles' on the end of each bristle to massage the skin's surface without scratching the scalp.

### **On not using conditioner**

- When the cuticle (outside layer) is opened through shampooing (generally due to the gentle alkalinity of the product which opens the cuticle scales) it allows any residue of oils, general dirt or pollution or styling product etc to be removed from the hair. This process allows us to clean the hair effectively.
- However, when the shampoo process is not followed by conditioning, problems can arise. Conditioner is designed to lock down and smooth the cuticle scales to seal in moisture levels and lock out unwanted dirt & pollution. Leaving the cuticle scales open leaves the hair quite rough to the touch and difficult to style as well as allowing the hair to become soiled and dirty far more quickly. To compensate for their hair being unmanageable (caused by not conditioning), many men will use a heavier, waxed-based styling product which easily builds up on the hair, causing more problems.
- The solution is to find the correct weight of conditioner for the hair type, rather than avoiding conditioner altogether.

### **On build up from styling product**

- Heavier 'wax' based product contain higher levels or heavier grades of oils, silicones and beeswax which can create a coating on the hair and are not always removed completely by regular shampoos. The molecular structure of a clarifying shampoo allows it to attract not only natural oils and dirt but also these heavier deposits of silicone and waxes. Unlike many deep-cleanse or clarifying shampoos, Clean Slate is extremely gentle on hair and does not require the use of harsh, foaming ingredients. Completely Sodium Laureth Sulfate free (low irritant), Silicone free (avoid build up) and Cationic Polymer free. (positively charged molecules which adhere to the outside of the hair shaft)

### **What you need to recommend is:**

- **Scalp Brush**
  - Teach your male clients to give their scalp a good brushing with the Urban Culture Paddle Brush to lift off any excess/exfoliated skin cells before stepping into the shower to wash their hair.

- **Clean Slate Shampoo (once weekly)**

- Tough on build up but gentle on the hair. New polymer technology (and micro-citrus oils) allows for superior removal of residues without harsh cleansers and solvents. Ideal to remove build up from waxy styling products and even excess oil. Use once a week for normal levels of build up or more frequently where required.

- **Recovery Shampoo and Conditioner (general daily use)**

- **Shampoo:** Rich and creamy with our full range of moisturising ingredients + Guarana and Aussie Dessert Lime, this luxurious formula allows for gentle cleansing without removing essential natural moisture levels.
- **Conditioner:** Deeply moisturises without extra weight & leaves hair feeling silky smooth & protected. Great for controlling naturally coarse or wiry hair.

- **Gello; Goo; Phat or Polish**

- According to individual styling requirements and level of hold desired.

- **Advice**

- Explain that a shampoo works by opening the cuticle (or outside layer) of the hair, to remove impurities and conditioner will smooth the cuticle scales down again and seal it. Not using conditioner will result in the cuticle layer remaining open, which feels rough and dry to the touch and can result in frizziness and unmanageability.

## OILY HAIR

### **What we need to be aware of:**

- People with oily scalp can be quite embarrassed about it, so be gentle and relaxed.
- People with oily scalp tend to wash their hair constantly, and often with very aggressive shampoos, trying to remove the oil; *BUT* doing this actually makes the problem worse. Stripping the hair of oils aggressively causes the sebaceous glands on the hair follicles to **produce more oil**.
- The temperature of the water your client uses to wash their hair, can actually have an impact on the amount of oil their scalp produces! Hot water stimulates the sebaceous gland, to **produce more oil**.
- Leaving the hair wet and flat on the scalp can encourage oiliness, because air cannot circulate to dry it.
- People with oily scalps may not brush their scalps, for fear of stimulating it to produce more oil, resulting in a build up oil on the scalp. However, the oil build up does need to be washed away.



- Even though their scalp may be oily, if the hair is long, the ends may be dry and need extra attention.

### **Oily scalps can:**

- Develop an odour if left untreated.
- Develop scalp infections if oil is allowed to build up and there are scratches or abrasions on the scalp.
- Be due to health or dietary factors, or hereditary.

### **What you need to recommend is:**

- **Clean Slate Shampoo:**

- Tough on excess oils but gentle on the hair. New polymer technology (and micro-citrus oils) allows for superior removal of excess oils without harsh cleansers and solvents. Ideal to use as their normal shampoo, once or twice per week and alternated on other days with their relevant Urban Culture shampoo and Conditioner or used continually for very oily scalps, with the relevant Urban Culture Conditioner.

- **Scalp/Paddle Brush:**

- Suggest that they give their scalp a good brush before they jump in the shower to lift the oil off the scalp so it can be washed away. Show them how gentle but firm the Urban Culture Paddle Brush is on their scalp and how the protective bristles will not scratch or irritate their scalp.
- Suggest that they use cool water to wash their hair, particularly for the final rinse.
- Suggest that they towel dry their scalp well if allowing their hair to dry naturally.