

# HAIR CARE ROUTINE

## *From Pre-Wash to Styling*

### STEP 1: Pre-Wash Scalp Exfoliation

Initiate your haircare by exfoliating the scalp to clear product buildup, flakes, and unblock follicles, setting a strong foundation for hair health. Employ a scalp scrub bi-weekly before shampooing.

Product recommendations:

SCALP SCRUB

SCALP MASSAGE BRUSH

← These would be product links.

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### STEP 2: (Bond Building) Shampooing

Thoroughly cleanse your scalp and roots with shampoo to remove oils, dust, and dead skin cells. Avoid your lengths since shampoos can be drying them out. Optional: Use a bond building pre-shampoo treatment bi-weekly to strengthen damaged hair.

Product recommendations:

PRE-SHAMPOO

SHAMPOO

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### STEP 3: Conditioning

Post-shampoo, apply conditioner focusing on the mid-lengths to ends of your hair, avoiding the roots to prevent greasiness.

Product recommendation:

CONDITIONER

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### STEP 4: Deep Conditioning

Once or twice a month, indulge in a deep conditioning treatment. Apply the treatment evenly and let it sit for the recommended duration before rinsing. Gently detangle with a wide-tooth comb or brush, minimizing breakage and promoting even product application.

Product recommendations:

HAIR MASK

COMB

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### STEP 5: Drying & Styling

Opt for a micro-fibre towel to minimise breakage when drying your hair. Before using a heated device (hair dryer, straightener or curling iron) make sure you apply a heat protector.

Product recommendations:

MICROFIBRE TOWEL

HEAT PROTECTION