

texture!

Image courtesy of DevaCurl



Curl Expertise

Texture today is natural, interesting, versatile and beautiful. Help clients explore the transformative power of their curls with intelligent products, diverse styling options and specialized education.

By ELIZABETH JAKAITIS

THE TRUTH ABOUT TEXTURE over the past couple of decades is that the professional beauty industry has not put enough of a spotlight on the needs of curly clients, and as a result they turned too often to consumer brands and non-professional advice. The problem persists—but is improving—as salon brands and educators have focused attention and innovation on the category. Still, there is opportunity to attract more curly clients to the salon.

Michelle Breyer, co-founder and leader of **NaturallyCurly.com**—a community for curly consumers—says her company's annual Texture Trends research shows that nearly one in four women with naturally textured hair doesn't go to a salon to have their hair done, with almost a third (31%) of women with textured hair visiting a salon at least once every few months vs. 44% of women with naturally or chemically straight/relaxed hair.

"The tighter the texture, the less likely she is to go to a salon more than once or twice a year," Breyer says. "When asked why they stopped going to a salon, many cite the fact that many stylists don't know how to work with their natural texture. Often, styl-

ists were taught how to do relaxers and blowouts, but not how to work with curls and coils."

Fortunately, the situation is at a turning point, with more salon training programs and schools covering texture more thoroughly, more brands offering texture-specific products and more curly clients feeling their needs are being recognized and met.

"The professional still needs to catch up to the consumer, but I think we're finally at a point where we are," says **Shari Harbinger**, co-founder of **DevaCurl Academy**. "Many have felt that smoothing is the only option to look pretty and that's what the media has messaged all these years, but the conversation is shifting, growing and getting louder. I still sense some frustration out there, but less than there was and there are definitely more opportunities to explore natural expression."

To keep this momentum going, Harbinger says that the most important thing is for stylists to understand who their clients are, what their hair goals are, and what they've been through that may have caused them to lose trust in professional stylists. The three frustrations textured clients most often list:

- The stylist cut my hair too short
- The stylist didn't listen to me
- The stylist cut my hair wet, creating a bad result when the hair dried.

To avoid these texture faux pas, education is vital. Stylists need to understand the varied conversations, stories, trials and tribulations of the curly clients sitting in their chairs. Harbinger says that it is this understanding that will set stylists on the path to texture expertise. From there, developing product knowledge and distinguishing how different products behave in the hair is a good starting point.

Even more important is hands-on learning with mannequin heads or live models. Discussions and collaborations with like-minded stylists prepare professionals to have positive consultations with a naturally textured clients that seek them out for expertise.

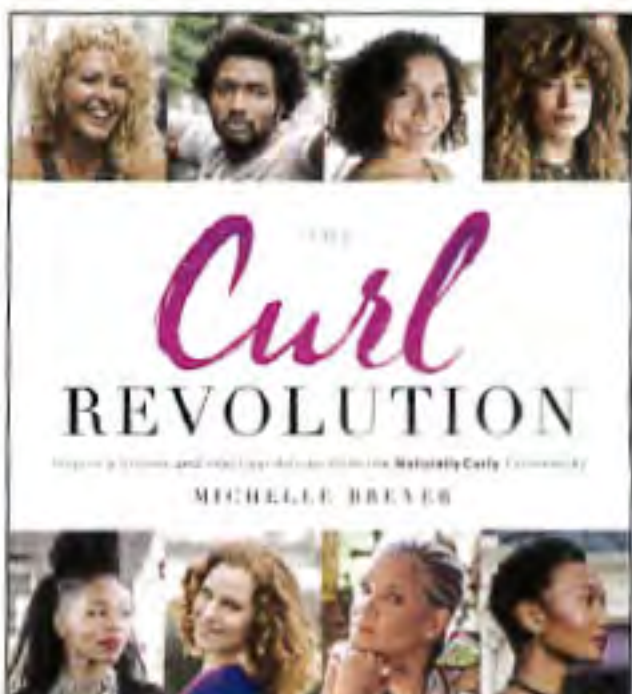
"At this point in time, with where the industry is, stylists who do not understand natural texture are doing themselves a disservice," Harbinger says. "We have to be as adept in texture as we are in every other aspect of our craft."

Cocktailing is Catching On

CURLY CLIENTS HAVE long cocktailed and layered products to get the perfect combination of ingredients to suit their hair. Now, many manufacturers are taking the guesswork out of cocktailing by offering blended product hybrids, such as oil-creams, gel-oils and cream-serums that are designed to give textured clients more curl-care solutions.



1. DevaCurl Beautiful Mess Curl Sculpting Pomade
2. Matrix Oil Wonders Shaping Oil Cream
3. Sebastian Professional Potion 9
4. Shu Uemura Art of Hair Essence Absolue Nourishing Oil-In-Cream
5. Mizani True Textures Twist and Coil Jelly
6. Bumble and Bumble Cleansing Oil Creme Duo
7. Redken Curvaceous Full Swirl Curly & Wavy Hair Cream Serum
8. Oribe Gel Serum
9. Bed Head by Tigi Joyride Texturizing Powder Balm
10. Ouidad VitalCurl Define & Shine Styling Gel-Cream



THE VOICE OF THE CURL REVOLUTION

Learn more from **TextureMedia, Inc.** Co-founder **Michelle Breyer** in her exclusive blog for salon pros on modernsalon.com/texture and from her book coming out this October. In *The Curl Revolution: Inspiring Stories and Practical Advice from the NaturallyCurly Community*, Breyer has curated some of the best information that NaturallyCurly's experts and community members have collected during the past two decades. It tells the story of the curly hair industry and features many of the leading curl innovators.



Michelle Breyer
TextureMedia, Inc. co-founder

Curl Care Starts at the Scalp

By ELIZABETH JAKAITIS

A HEALTHY SCALP IS important to the health of all hair types, but especially textured hair. Many curly clients suffer from product buildup on the scalp that causes a suffocation of the hair follicles, which prevents strands from being able to move and

breathe, and can ultimately lead to hair loss. Additionally, if extensions are worn or hair is tightly braided, there can be tension and pulling that over time severely damages the follicle. For these reasons, stylists should offer scalp care in the salon, beginning at

the shampoo bowl with a clarifying shampoo and scalp treatment. Then, they can educate clients on how to maintain scalp health and send them home with products that will prevent dandruff, soothe irritation and create a healthy environment for hair.



1. DevaCurl Buildup Buster
2. Matrix Biolage Scalp Sync Anti-Dandruff Shampoo
3. Nioxin Scalp Renew Dermabrasion Treatment
4. Keune Care Derma Regulate Shampoo
5. Aveda Pramasana Nourishing Scalp Masque
6. Pravana Hush Scalp Comfort Solution
7. Milk Shake Energizing Blend Scalp Treatment by Z.One Concept
8. Regenesis Detox Hair & Scalp Masque
9. Mizani Scalp Care Calming Scalp Lotion

10. Éprouvage Restorative Scalp Treatment
11. Philip Kingsley Exfoliating Scalp Mask
12. Alterna Caviar Clinical Daily Root & Scalp Stimulator
13. Phyto Phytologist Exclusive Scalp & Hair Concentrate
14. L'anza Healing Nourish Stimulating Hair Treatment
15. Bosley Professional Strength Healthy Hair Rebalancing & Finishing Treatment
16. L'Oréal Professionnel Mythic Oil Serum de Force
17. Paul Mitchell Tea Tree Scalp Care Anti-Thinning Tonic

TRENDING IN TEXTURE

Curly clients are well-informed on the latest and best products for textured hair, and expect their stylists to be as well. Here is a look at new curly collections coming soon.



Biolage R.A.W. Styling & ColorLast Aqua-Gel Conditioner

The Biolage R.A.W. line is expanding with new styling products, coming in fall 2017. They are designed to create smoothness without coating, curls without crunch and body without buildup, and are made with ingredients of 98-99% natural origin and no artificial fragrances, colorants, parabens or silicones. Additionally, Biolage introduces new ColorLast Aqua-Gel Conditioner, which begins building texture in fine hair while cleansing, providing lightweight conditioning as well as a slightly texturized base. Visit matrixprofessional.com.



Sebastian Professional Twisted Collection

The new Twisted Collection, available August 2017, is a range of six products designed to protect hair's elasticity, both in natural and hot-tool-styled curls. The collection taps into underwater plant technology to form an elastic coating around each individual hair strand, resulting in 70% more elasticity, bounciness, moisture, frizz resistance and definition for up to 48 hours. Visit sebastianprofessional.com.



DevaCurl Deep Sea Repair, Melt Into Moisture & Buildup Buster

DevaCurl will introduce two new treatment masks in late July, designed to hydrate and strengthen curls. The Deep Sea Repair Seaweed Strengthening Mask has a lightweight formula that restores and revives curls that are damaged from heat styling or chemical treatments. Melt Into Moisture Matcha Butter Conditioning Mask is a creamy mask that intensely hydrates curls with matcha green tea butter to help retain moisture and seal cuticles. Both masks are ideal follow-ups to DevaCurl's new Buildup Buster Micellar Water Cleansing Serum, a cleansing serum that gently removes buildup without stripping hair of moisture. Visit devacurl.com.



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