

#EmbraceYou 

Thick & Kinky Hair: Moisture Is Key The **NATULIQUE** Curl Defining Hair Cream



Kinky, coiled and thick hair gives you a little bit of everything and yet never the same. Every clients' hair will likely be very special, and they probably already have an elaborate hair care routine in place as this kind of hair takes a lot of attention and love. **Moisture is key!** ...But so is styling, health, feel and nourishment. So how about a little upgrade? The **NATULIQUE Curl Defining Hair Cream** is an allrounder that will provide you and your clients with everything needed to tame, style, protect and care for their hair.

Nourishment

Your clients kinky and thick hair tends to be more tolerant than other textures to potential stress factors like heat, a lot of product, hair dye, and heavy oils. This type of hair is also less prone to breakage and split ends when nourished properly, however frizziness, tangles and finding the right source of high value moisturisation that lasts throughout the day could be a big issue for your client. Often people decide to

style their thick hair with gels and pomades to achieve a “wet look”. This definitely looks stunning but leaves a lot of product on the hair and makes it a little harder to maintain and handle throughout the day. So, what your clients need is a way to **lock in moisture that lasts all day and doesn't just sit on the hair but penetrates the follicles**. Additionally thick hair needs to be protected from external and environmental forces like any other hair type. The **NATULIQUE Curl Defining Hair Cream** contains **Hydrolyzed Wheat Protein**, derived from natural Wheat Germ and Wheat Starch, that conditions and **increases the overall strength** of the hair, all the way to your clients' roots. Additionally the product is enriched with **Vitamin B5 and Carbamid**, better known as Urea, which will do wonders for the shine and health of your clients' hair from root to tip.

How does it work?



The **NATULIQUE Curl Defining Hair Cream** has a specially developed formula that supports, protects and nourishes the hair, and **prevents deformation and frizzing of the curls**. The product penetrates deep into the hair and helps lock in the natural form of your clients' texture, hence the 'curl defining' effect.

When kinky hair dries there is not only a lot of shrinkage, but the moisture that was supplied by the water dries down to leave **very dry and vulnerable hair**. We therefore recommend you **generously apply this product when the hair is still damp** to prevent the hair from even entering a state of dryness, in which

case breakage occurs a lot more frequently and drastically. **Thick hair likes to be styled when it's still wet, however for this products towel-dry or damp works best!** If your clients' hair is generally in a very dry condition you may want to try 'pre-pooing' the hair, which is usually a **heavy oil based heat treatment that allows the nourishment from the oils to penetrate the follicles more easily.** This is done before shampooing. If your clients' hair is still a bit too dry after the wash routine you may want to combine the **NATULIQUE Curl Defining Cream with our Nourishing Hair Cream or Argan Oil, both of which mix very well with the original product.**

Other influences



Did you know there are a lot of other influences that need to be considered when caring for thick and kinky hair? **You may want to advise your clients to...**

-...add a leave-in-conditioner to their hair care routine and use a very nourishing conditioner like the NATULIQUE Moisture Conditioner

-...try the LOC method to moisturising hair, which describes the order in which you moisturise your hair (after washing it); liquid > oil > cream. You might need to help them, customise this, as every client's hair will have different needs and therefore react differently to the chosen products. Generally, kinky hair reacts very well to **Sheabutter, Coconut Oil and Aloe Vera** though!

-...**towel-dry their hair after washing it** (we'd recommend a microfiber towel!) and then let it **air-dry** because heat styling this type of hair costs your clients a lot of moisture.

-...**get the right tools for their hair.** Many people make do with whatever comb or brush they have although it might not be ideal for their hair type. You should encourage clients with thick and kinky hair to get a very **wide tooth comb** rather than a brush and make sure to **start with big tools when the hair is still wet and work your way down to smaller ones** if necessary later in the styling process.

-...**sleep with their hair covered. A silk scarf, head wrap or hair net** will protect not only their hair but also their bed. Because thick hair often needs the nourishment of heavy oils and creams there can be some build up and it is likely that your clients will **rub off the excess oils overnight without a scarf and in addition to losing valuable nourishment unnecessarily tangle their hair.** Wearing a scarf also allows for overnight treatments!

-...**not wash their hair too often** as thick and kinky hair tends to not really get greasy that fast and washing it too often can actually promote that. As dry shampoo might not be the preferred solution to this your clients should let their hair regulate oils and moisturising naturally and not interfere too much! 2-3 times a week should be enough.

-...**remember that moisture really is key!** Although they shouldn't wash their hair too often kinky and thick hair definitely can and likes to be wet. Some water can make detangling a lot easier and soften the hair.