



# THE MINDFUL CURL CO.



## THE MINDFUL CURL CO. HAIR & PRODUCT GUIDE

Welcome, Curlfriend! I hope this guide finds you happy, healthy & inspired to learn. I have created this hair & product guide with love & intention to help you find the best & most ideal products for beautiful, consistent & long lasting result every time you style your waves, curls or coils.

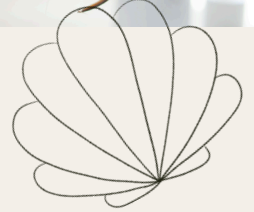
This guide is broken down to help you understand your hair, its needs & how to choose the ideal products for your hair texture, density & goals. I do not align with the popular “curl type” charts that use letters & numbers. There’s so much more to it than that. In my professional opinion, it is important to take into account the unique combination of how tight or loose your curls are, your hair texture (fine, medium or coarse), density (low, medium or high), porosity (high, medium or low), & your hair goals (volume, definition or both). Here are some basic & quick definitions to help you understand what these terms mean, plus why they are more important than a number/letter on some generalized chart:



TEXTURE: HOW THICK OR THIN EACH INDIVIDUAL STRAND OF HAIR IS. THERE ARE THREE TYPES OF HAIR TEXTURE: FINE, MEDIUM & COARSE.

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- **Fine:** narrow, delicate & lightweight strands. Think of strand of a spiders web or a small child's soft hair.
- **Medium:** in between fine & coarse.
- **Coarse:** thick & strong strands of hair. Could be slightly rough even when healthy. Think of a piece of fishing line.



DENSITY: HOW MUCH HAIR IS ON YOUR ENTIRE HEAD. THERE ARE THREE TYPES OF HAIR DENSITY: LOW, MEDIUM, & HIGH.

- **Low:** strands are spread out or not densely packed per square inch of scalp. May or may not be able to see through hair to scalp in certain light. Very small pony tail when all hair is gathered in hands (pencil to dime size pony tail). Needs small amounts of product.
- **Medium:** in between low & high density. Should not be able to see through hair to scalp easily. Dime to quarter size pony tail. Requires a medium amount of product & adequate distribution.
- **High:** very dense amount of hair per square inch on scalp. Difficult to see scalp through hair. Requires a higher amount of product & the most thorough distribution.

POROSITY: HOW WELL YOUR HAIR IS ABLE TO ABSORB & RETAIN MOISTURE. THERE ARE THREE TYPES OF HAIR POROSITY: LOW, NORMAL, AND HIGH.

- **Low Porosity Hair:** has a tightly closed cuticle layer, which makes it difficult for moisture to penetrate. Can take a while for this hair type to get wet in the showers & then also take a long time to dry. This type of hair often looks shiny & feels smooth, but can be prone to product buildup. Responds best to lightweight styling products such as liquid leave-in conditioners, foams, sprays, & light weight gels or lotions.



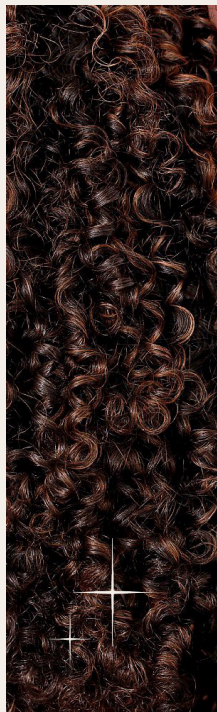




- **Normal Porosity Hair:** Hair with normal porosity has a balanced ability to absorb & retain moisture. The cuticle layer is neither too tightly closed nor too open. Normal porosity hair generally looks healthy & responds well to a variety of styling products. Needs an adequate amount of water while adding stylers to create maximum definition. To maintain its health, it's important to use products that seal in hydration from water without overloading the hair with too much protein or heavy butters or oils.
- **High Porosity Hair:** Hair with high porosity has a cuticle layer that is raised or damaged, allowing moisture to easily enter and exit the hair shaft. This type of hair often feels dry, frizzy, & is prone to breakage. Gets wet fast & dries after the shower quickly. High porosity hair benefits from conditioning masks, regular detox hair masks, styling products such as clean & properly formulated conditioners or creams applied under a high quality gel or styling lotion to help push moisture into the hair shaft, reduce frizz & seal down the cuticle layer, improving the overall appearance, & feel of the hair. This hair type needs the highest amount of water while adding stylers to provide definition & reduce frizz.

## CURL TYPE: HELPS DESCRIBE THE PATTERN OF HAIR IN REGARDS TO HOW TIGHT OR LOOSE.

- **Wavy-** loose spirals or s patters
- **Curly-** medium spirals, s patters & loops
- **Coily/Kinky-** tight coils or zig-zag patterns.



Each different type has a wide array of hair that would fit in each category. More than any curl chart could encompass. Also, It is normal & common for many or all of these patterns can exist on one head of hair.

Now that you know more about your hair's defining characteristics, you can make well informed decisions about what products are going to work best on your hair! I use exclusively InnerSense Organic Beauty products in my salon & on my own hair. I love the intentional formulation of each product, the affirmation on each bottle &, of course, how incredibly well they work for me & my clients. These products are created with care to not cause build up when used properly, allow your hair to heal from years damage & mistreatment, & create gorgeous, long lasting styles that feel as lovely as they look. I have compiled a list of my favorites in no specific order. This isn't a complete list of what InnerSense has to offer, just the ones I reach for the most.

# MY MOST BELOVED INNERSENSE PRODUCTS & WHO THEY'RE GREAT FOR:

## HAIRBATHS:

- [Color Awakening Hairbath](#) & [Clarity Hairbath](#): both of these are cleansing without stripping, & protien/moisture balanced. Compatible with all hair types except high porosity.
- [Hydrating Hairbath](#): lightly cleansing, light protien, highly moisturizing. Best for high porosity & coarse hair types.



## STYLERS:

- [I Create Volume](#): a medium hold styling lotion that resembles a thin, runny gel. Compatible with all porosity levels, all curl types, medium to high density & medium to coarse textures.
- [I Create Curl Memory](#): a medium to strong hold styling gelee that resembles a slippery, marmalade like gel. Compatible with all porosity levels, curly, coily & kinky curl types, medium to high density & medium to coarse textures.
- [I Create Lift](#): a volumizing, light to medium hold styling foam. A favorite of many. Compatible with all hair types, textures, & densities. Best for low to normal porosities. Can be used on top of cream, gel or lotion on high porosity hair.
- [Innerpeace Whipped Texture Cream](#): a light to medium weight styling cream to add moisture & texture. Great for fine & medium texture, all densities, all porosities & wavy to curly hair types.

## CONDITIONERS:

- [Color Radiance Conditioner](#) & [Clarity Conditioner](#): provides great slip, hydrating yet lightweight. Great for all hair types.
- [Hydrating Conditioner](#): provides the most weight of the InnerSense conditioners. Light protien, highly moisturizing. A good option for high porosity & coarse textures.
- [Sweet Spirit Leave In Conditioner](#): a lovely lightweight leave in conditioner with a medium amount of slip. Great for all hair.





- [I Create Waves](#): a salt spray to add texture to fine to medium texture, wavy to curly hair types, low to medium density hair & low to normal porosity levels.
- [I Create Finish](#): a hairspray used as a final styler before drying, after scrunching out the crunch & after refreshing hair. Amazing for all hair types, textures, densities & porosity.
- [I Create Hold](#): a strong styling hold gel. Best for medium to coarse textures, low to normal porosity, medium to high density & all curl types. I prefer to use it as a topper over a light or medium hold lotion or gelee.
- [I Create Definition](#): a strong hold styling foam. The strongest hold product made by Innersense. Best for hair that requires the maximum amount of control & hold. Use sparingly.
- [Serenity Smoothing Cream](#): a mid to heavy styling cream best used for smooth blowouts or to provide extra weight to high density, high porosity, curly, kinky or coily volumous hair. I prefer to apply under medium to strong hold gels.
- [Quiet Calm Curl Control](#): a mid to heavy styling cream best used to provide extra weight to high density, high porosity, curly, kinky or coily volumous hair. I prefer to apply under medium to strong hold gels.

## OILS:

- [I Create Shine](#): I lightweight shine serum with an enchanting fragrance. Amazing for aiding in scrunching out the crunch. Great for all hair.
- [Harmonic Treatment Oil](#): a medium weight oil with a light fragrance. Soothing & hydrating on the scalp & hair. Great for scrunching out the crunch, & smoothing dry ends on high porosity & coarse textures.



## TREATMENTS:

- [Detox Hair Mask](#): a charcoal, kaolin clay & vinegar based detoxifying hair mask to gently clarify your hair, remove build up & create a clean canvas for healthy hair. A favorite for every head of hair.
- [Hydrating Hair Mask](#): a rich, hydrating hair mask for dry, damaged or thirsty hair. Great for all curl types, textures, porosities & densities. Especially necessary for high porosity hair.



# ALYSSA HALHOUB

REALLY HAPPY TO  
SEE YOU HERE.



"NEVER LET  
ANYONE DULL  
YOUR CURLS."

