

ENJOY THE “ME” TIME WITH THIS

EVERYDAY RITUAL FOR DRY HAIR

For begginers! It only takes a couple of minutes

“But Gri, why is
my hair dry in the
first place?”

Dont worry, most people
have a tendency to
dehydrated hair for various
reasons, but today I’ll teach
you how to fix it



1

Wash day is **day one**

When washing our hair, it's not only about the shampoo you use, technique matters too. Apply a generous amount of **SHAMPOO** to one palm, emulsify by rubbing both palms together and deposit the product as close to the scalp as possible. Take your time to massage it in until it lathers generously.

Working the shampoo in thoroughly promotes better absorption of its nutrients and ensures the scalp is properly cleansed, otherwise you're just wasting product. Rinse thoroughly.

**USE A HYDRATING
SHAMPOO IF YOUR HAIR
IS DRY FROM ROOTS TO
ENDS**



**IF YOU HAVE OILY
ROOTS, USE A
CLARIFYING
SHAMPOO ONCE OR
TWICE A WEEK**



**AND IF YOUR HAIR IS
CURLY, OPT FOR A GENTLE
NO-POO CLEANSER MADE
FOR CURLS.**



**Pro tip: practice mindful breathing to stay grounded throughout the ritual*

2

After shampooing, your mids and ends need to be **conditioned**

This step adds extra moisture, helps smooth everything out and makes detangling easier. First, apply the conditioner to your palms, then gently distribute it through the hair, avoiding the root area. Again, massage it in to help the product penetrate.

Use your hydrating conditioner every day, and once a week add a mask. You can alternate between protein and hydration masks depending on what your hair needs.

DEEP HYDRATING MASK:
ONCE A WEEK



IF YOUR HAIR IS NOT
TOO FINE, NOT TO
THICK USE THIS

RICH CONDITIONER FOR
CURLY & THICK HAIR.
LIGHT CONDITIONER FOR
CURLY & FINE



**Pro tip: Only brush your curly hair when is wet*



CHOOSE A SPRAY IF YOU WANNA KEEP IT QUICK AND SIMPLE



3

Time for the LEAVE-INS! aka the products we don't rinse out. First, to keep that hydration going, apply a leave-in conditioner from mids to ends, massaging it in and detangling gently with your fingers. It should start feeling soft, silky, and smooth. Seal the deal with a few drops of your fave hair serum or oil — just enough to lock everything in and add some shine ✨

BETTER FOR CURLY THICKER HAIR



MOUSSES ARE PERFECT FOR FINE WAVY/CURLY HAIR. THEY'RE VERY LIGHT WEIGHT AND MAKE A SOFT CAST



THICK GEL = PERFECT MATCH FOR THE THICKEST, MOST REBELLIOUS CURLS



4

CURLY ANGELS: You need some definition 🌀

Use a curl cream, gel, or mousse to give your curls hold and separation. Scrunch it in or define with your fave curl brush.

You can diffuse all the way, or just hit the roots and let the rest air dry – whatever your hair loves most. Once its 100% dry, break the cast by scrunching softly

HUMID WEATHER IF YOUR CURLS LOVE MOISTURE
DRY WEATHER? CURL GEL FOR HOLD AND FRIZZ CONTROL



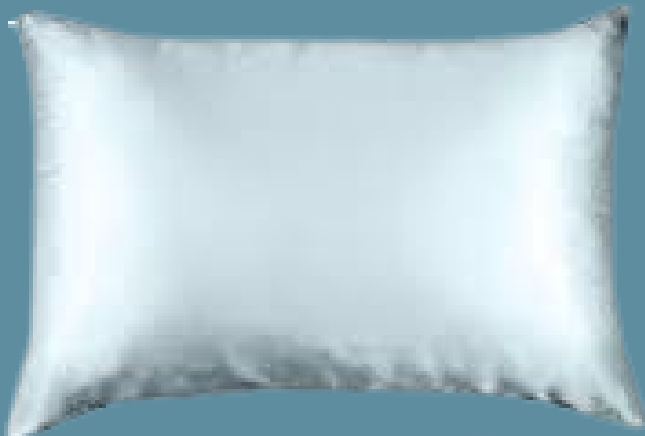
**BOUNCE CURL
DEFINE EDGELIFT
BRUSH**



DENMAN BRUSH



**Your new
best allies**



**A SILK BONNET OR SILK
PILLOWCASE = NON-NEGOTIABLES**

**THEY PREVENT FRICTION WHILE
YOU SLEEP AND HELP MAINTAIN
ALL THE HYDRATION WE WORKED
SO HARD TO BUILD.**

5

LAST BUT NOT LEAST: Before bed, apply a **few drops of serum** from mids to ends to lock everything in.

Always sleep with a **protective style** — braids, a pineapple hairstyle, heatless curls — whatever works for your texture.

Your future self will thank you

A PREMIUM SERUM IS
TOTALLY WORTH THE
INVESTMENT



PINEAPPLE HAIRSTYLE
AND BRAID EXAMPLE

