




NORELLA

THE ULTIMATE HAIR GROWTH GUIDE

What No One Tells You About
Growing Real, Healthy Hair

IRENE ADEKONOJO
Founder of Norella



“Your Crown, Naturally Nourished”

NORELLA HAIR GUIDE BOOKLET

WELCOME TO NORELLA

Welcome, Beautiful Soul!

At Norella, we believe your hair is more than just strands — it's a legacy, a story, a crown. Born from a deep passion for holistic, plant-powered haircare, our products are crafted to honour textured, curly, and coily hair with kindness and science-backed botanical ingredients.

We blend tradition with innovation — infusing ancient herbs, nourishing oils, and natural proteins to restore, protect, and elevate your hair's natural beauty.

Our Promise to You:

- 100% Vegan & Cruelty-Free
- No Mineral Oil, Parabens, Silicones, or Phthalates
- Ayurvedic + African Herbal Infusions
- Safe for Kids (3+)
- Handmade with Love & Intention

A Note from the Founder

“Every Norella product is a piece of my own journey — from struggling with breakage to understanding my hair's true needs. This brand is for every person learning to embrace their curls, heal their scalp, and grow in confidence.”

— Founder, She Is Taj



KNOW YOUR HAIR

Understanding Your Hair = Empowered Haircare

1. Curl Type Breakdown

- 2A–2C: Loose waves
- 3A–3C: Defined curls
- 4A–4C: Tight coils and kinks

Norella is specially crafted for 3A–4C hair but supports all curl types with the right layering.

2. Hair Porosity Test

Drop a clean strand of shed hair into a glass of water:

- Floats = Low porosity
- Sinks slowly = Normal porosity
- Sinks quickly = High porosity

Why it matters:

- Low porosity = Needs light hydration + heat for absorption
- High porosity = Needs sealing oils + strengthening treatments

3. Texture, Density, and Elasticity

- Texture: Fine | Medium | Coarse
- Density: Sparse | Medium | Thick
- Elasticity: How well hair stretches without snapping = health indicator

4. Scalp Health 101

- Balanced pH = healthy follicles
- Cleanse weekly, exfoliate monthly, mist and massage often
- Use anti-inflammatory, antifungal herbs (e.g., cloves, hibiscus, neem — all in Norella!)

NORELLA PRODUCT ROUTINES

WASH DAY HEROES

1. African Black Soap Shampoo

- Clarifies scalp, removes buildup, hydrates
- Star ingredients: black soap, tea tree, peppermint, aloe
- Use weekly or biweekly

2. Deep Conditioner

- Rich blend with flaxseed gel, onion-infused oil, quinoa protein
- Strengthens and softens without moisture overload
- Apply with heat or steam cap for 15–30 min
- Use weekly or every 2 weeks

MOISTURIZE + PROTECT ROUTINE

3. Leave-In Conditioner

- Runnier formula, deeply hydrating, strengthens hair strands
- Contains: Aloe, hibiscus infusion, oat protein, panthenol, tea tree, shea
- Great for daily or post-wash use

4. Herbal Hair Mist (Spritz)

- Light, nourishing hydration throughout the week
- Infused with: cloves, fenugreek, star anise, hibiscus, chamomile
- Scalp-friendly for braids & protective styles

5. Hair Butter

- Whipped balm-like texture with chebe, batana, pumpkin seed, nettle
- Seals in moisture, enhances growth, protects ends
- Apply as final step (LOC/LCO method)

HOW TO USE EACH PRODUCT

Step-by-Step Guide

Wash Day:

1. **Shampoo:** Apply to scalp, massage gently, rinse thoroughly
2. **Deep Conditioner:** Section hair, apply root to tip, detangle, use heat/steam, rinse after 30 min
3. **Leave-In Conditioner:** Apply to damp hair, section by section
4. **Hair Butter:** Apply to ends to lock in hydration

Midweek:

- **Spritz:** Lightly mist hair and scalp daily or as needed
- **Butter Touch-Up:** Apply a pea-sized amount to dry ends

Kids' Routine (Age 3+):

- Use Leave-In + Mist for daily styling
- Apply Deep Conditioner biweekly
- Avoid heavy butter on scalp — use on ends



INGREDIENT GLOSSARY

Ayurvedic + Herbal Powerhouse:

- **Chebe:** Reduces breakage, length retention
- **Batana Oil:** Repairs damaged strands, rich in antioxidants
- **Flaxseed Gel:** Rich in Omega-3s, adds slip & hydration
- **Hibiscus:** Boosts shine, encourages growth, naturally pink
- **Onion Oil:** Strengthens follicles, combats shedding
- **Fenugreek:** Protein-rich, reduces shedding
- **Ashwagandha:** Reduces scalp inflammation, supports thickness
- **Bhringraj:** Revitalizes hair, improves circulation
- **Star Anise:** Promotes shine, antimicrobial
- **Black Seed:** Reduces flakiness, boosts volume
- **Panthenol (Pro-Vitamin B5):** Strengthens + moisturizes
- **Hydrolyzed Oat Protein:** Improves elasticity, softens texture
- **MSM:** Supports stronger, faster hair growth
- **Shea Butter:** Emollient-rich, deeply nourishing
- **Babassu & Pumpkin Seed Oils:** Seals in moisture, encourages elasticity

FREQUENTLY ASKED QUESTIONS (FAQ).

Q: Are Norella products safe for children?

A: Yes! All products are safe for ages 3 and up. Gentle and free of harsh chemicals.

Q: How often should I use the Deep Conditioner?

A: Once a week or every two weeks, depending on your hair's protein-moisture balance.

Q: Can I use the Leave-In daily?

A: Absolutely! It's lightweight and perfect for everyday hydration.

Q: How do I store the products?

A: Store in a cool, dry place. All products are preserved for a 12–18 month shelf life.

Q: Can I use Norella on locs or braids?

A: Yes! The spritz and butter are excellent for protective styles and loc maintenance.

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YOUR NORELLA HAIR JOURNAL

Track Your Crown’s Journey

Week Products Used How My Hair Felt Growth/Breakage Notes My Goal Next Week

1

2

3

4

Tip: Take weekly photos in natural light to track your curl journey.

THANK YOU + CONNECT WITH US

Thank You for Choosing Norella!

Your support helps us grow a community rooted in self-love, heritage, and healthy hair.

Let's Stay Connected!

- **Instagram:** @norellanaturals
- **TikTok:** @norellanaturals
- **Email:** hello@norellanaturals.com
- **Tag us in your photos with:** #NorellaCrown

Your Hair. Your Story. Your Norella.