

CREATED FOR **CURL LEADERS**

INTRO TO CURL CARE

HAIR CARE GUIDE



BY TY JOHNSON

MEET YOUR GUIDE:

Ty Johnson



Hi! I'm Ty Johnson, and I've been helping people love and care for their natural hair for over 10 years. I know how magical and powerful your waves, curls, and coils are. And I'm here to show you how to celebrate them every day.

I've spent years behind the chair, training, and coaching people on natural hair care, wellness, and self confidence. My approach combines hands on hair education with fun, practical tips, affirmations, and ways to take care of yourself — **inside and out**. I've worked with families, schools, and community programs to help people embrace their identity and feel proud of their natural hair.

I created this guidebook because every curl, coil, and wave deserves love and attention. These pages are packed with advice, reflections, and tools to make caring for your hair exciting, empowering, and easy to understand.

Your hair is your crown, and this book is here to help you wear it with pride. Let's explore, learn, and shine together — **one curl at a time!**

Culture, Identity + Natural Hair

WHAT YOU SHOULD KNOW

Hair is emotional. Not just physical.

Your hair can affect how you feel about yourself, how others treat you, and how confident you show up in the world. Comments in public, social media trends, or even small jokes can stick longer than people realize. Sometimes you begin to believe messages about your hair. Good or bad.

But here's the truth: **your hair type is not something to apologize for.** Your curls, coils, or waves are connected to culture, history, and genetics. They are part of your story. And when you learn to care for them in healthy ways, you are also learning to care for yourself.

SUPPORTING YOUR CULTURAL IDENTITY

- Speak about your hair with respect. Even in your own thoughts. Your curls are listening.
- Learn what your specific hair type needs instead of comparing it to someone else's. Everyone's curls are unique.
- Choose styles that protect and celebrate your curls, not styles that damage or hide them.
- You do not have to loosen or change your curl pattern to be accepted. But it is possible to occasionally straighten curly natural hair in a healthy way, with no chemicals.
- Treat hair care time as self care time. A moment to slow down, breathe, and build confidence.



COILY

Tight, springy coils that are strong and beautiful. Coily hair is a crown that shines with rich moisture, protective care, and love.

Coils thrive with water-based creamy moisturizers, oils and butters for sealing, and protective styles to lock in moisture.



CURLY

Bouncy curls full of life and personality. Curly hair thrives with moisture, gentle detangling, and protective styles.

Keep curls happy with water-based moisturizers and wide-tooth combs to detangle gently.



WAVY

Gentle waves that flow like water. Wavy hair loves lightweight products and shines with a little curl encouragement.

Wavy hair shines with light leave-in sprays or mousse — avoid heavy products that weigh it down.

Product Knowledge

UNDERSTANDING WHAT YOU'RE USING

Using the right products isn't about buying the most expensive brand. It's about understanding what your hair actually needs. Knowing the difference between cleansing, treating, moisturizing, and sealing products helps prevent dryness, breakage, and frustration. [Click here](#) for recommendations.



SHAMPOOS

Remove dirt, sweat & product build up



CONDITIONERS

Restore moisture, softness & slip



TREATMENTS

Strengthen weak or damaged hair



LEAVE-INS

Add daily moisture & softness



OILS & BUTTERS

Lock moisture into the hair



STYLING PRODUCTS

Define curls, hold styles & reduce frizz

Wash Day Made Easy

1

DETANGLE WITH CONDITIONER

Before fully submerging the hair in water, detangle the hair (at least 75%) with leave in conditioner or conditioner. This will make the shampooing process much easier.

2

CLARIFYING SHAMPOO

A clarifying shampoo should always be used first. This step helps rid the hair and scalp of excess dirt and oils. Clarifying shampoos may have words such as "clarifying" or "purifying" on the bottle.

3

MOISTURIZING SHAMPOO

A moisturizing shampoo should be used following the clarifying shampoo. This step will hydrate the hair and allow you to detangle easier while cleansing. These shampoo bottles may say "moisturizing", "hydrating" or "nourishing".

4

RINSE SHAMPOO

Rinse the shampoo out with warm to hot water. Hotter temperatures open up the hair cuticle and will allow the conditioner to be absorbed. Note: Hot water helps cleanse the hair better.

5

DEEP CONDITIONER

After shampooing 2-3 times, follow up with a rich conditioner. You never want to skip this step as it will add well needed moisture to the hair. Note: I recommend wringing out excess water before applying conditioner.

6

RINSE CONDITIONER

Rinse the conditioner out with cold water. Cooler temperatures help seal in the moisture from the conditioner.

THE LCO METHOD

The LCO method is a simple way to keep curls soft and hydrated. First, add liquid/leave-in, then cream, and finally oil. This layering helps the hair stay nourished longer.



LIQUID/LEAVE IN

Start by adding water or a water based leave-in conditioner to your hair. This gives your curls the first layer of moisture they need. Think of it as giving your hair a big drink of water before anything else.



CREAM

Next, smooth on a moisturizing cream. The cream helps soften your curls and makes them easier to manage. It also helps seal in some of the water you just added, so your hair stays hydrated.



OIL

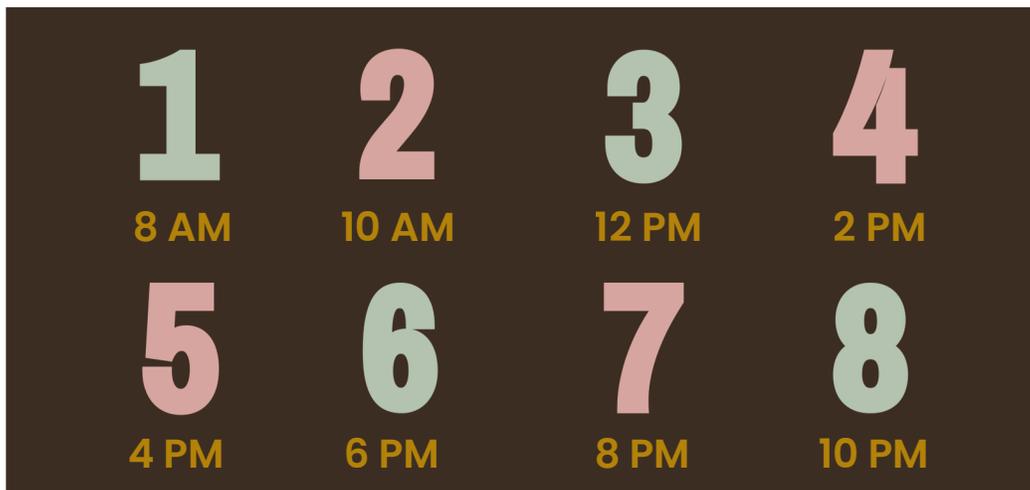
Finally, use a natural oil, like coconut, olive, or jojoba, to lock everything in. Oil acts like a shield that keeps the moisture from escaping. This step is what helps your curls stay soft and shiny for days.

Healthy Habits. Healthy Hair.

WATER INTAKE

Like plants, hair needs water to grow. Water is fuel for your whole body – **inside and out**. When you drink enough, it keeps your skin glowing, your scalp healthy, and your curls soft and strong. Just like your body needs water every day, your hair needs water too. Staying hydrated helps your strands grow, keeps dryness away, and gives your whole body the energy to shine.

Drinking 4-5 cups (below 8 years old) or 8 cups (8+ years old) of water daily will hydrate, strengthen and grow natural hair. Drinking water also helps improve thinning, hair loss and scalp challenges such as dandruff.



2 Liters = 8 Cups



CURLS & CAREGIVERS

FOODS THAT PROMOTE HEALTHY HAIR:

EGGS

Nutrition: PROTEIN + BIOTIN

Benefit: Stronger hair, focused mind

BERRIES

Nutrition: VITAMIN C + ANTIOXIDANTS

Benefit: Boosts shine, promotes growth

SPINACH

Nutrition: IRON + VITAMIN A & C

Benefit: Energy, nourishes scalp

AVOCADOS

Nutrition: HEALTHY FATS + VITAMIN E

Benefit: Natural moisture, focused mind

NUTS/BEANS

Nutrition: ZINC + OMEGA 3

Benefit: Strengthens hair from the inside out



CURLS & CAREGIVERS



OILS THAT PROMOTE HEALTHY HAIR:

OLIVE OIL

Benefit: Rich in vitamin E and antioxidants. Helps soften dry flakes and seal moisture into the scalp.

COCONUT OIL

Benefit: Penetrates the hair shaft to reduce protein loss. Can soothe dryness but should be used lightly to avoid buildup.

CASTOR OIL

Benefit: Thick and rich. Helps seal moisture into strands and encourages thicker looking hair over time.

ROSEMARY OIL

Benefit: Stimulates circulation to the scalp, which can support healthy hair growth. *Dilute before use.*

TEA TREE OIL

Benefit: Keeps hair follicles clear of buildup, creating a healthier environment for growth. *Dilute before use.*



Our Core Programs



INTRO TO CURL CARE (Family Support)

Beginner-friendly session teaching the basics of natural hair care in a **supportive, judgment-free learning environment.**



CURL CONFIDENCE (Ages 5-21)

A dynamic, cultural identity workshop designed to empower youth to love, care for, and celebrate their natural hair. This session blends education and self-esteem building, helping youth understand their hair type, basic maintenance techniques, protective styles, and the history of natural hair in Black culture.

Builds pride, self-care routines, and cultural identity.



ROOTED IN CARE (Caregiver Support)

This culturally responsive training equips caregivers of Black and biracial youth with the foundational skills, tools, and awareness needed to care for natural hair respectfully and effectively. The session includes hands-on product education, maintenance routines, trauma-informed care considerations, and the importance of cultural pride through hair.

Strengthens cultural sensitivity and grooming confidence.



SKILLED HANDS (Ages 9-21)

This immersive workshop is for older youth ready to build confidence and skill with natural hair care as a potential pathway to income and independence. Students will learn beginner techniques like twisting, braiding, parting, pricing services, hygiene, time management, and how to offer basic hair care to others.

Learn marketable skills to generate income immediately after workshop.

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