



*Healthy Curls are easy*  
with the right strategy

## *3 Steps to Healthy Curls System*

Good Products for YOUR Curls

Regular Haircuts

In-Salon Treatments



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# Common Curl Terms

## **Curl Discovery Session**

Initial appointment with Lori. Learn the method, product purpose and how exactly to take care of your curls and get a custom curly haircut and any needed in salon treatments.

## **Sweetheart Session**

Initial appointment with Lori for minors ages 11-17. Shortened version of the Curl Discovery Session with a focus on washing, conditioning and styling to build a solid foundation of curl care.

## **Clarify**

Clarifying or purifying shampoo is used to remove residue and buildup on the hair caused by hair products, hard water, minerals from water, and chlorine. This end of the spectrum will leave hair feeling "squeaky clean"

## **Co-wash**

The other end of the range from clarifying, a co-wash or no-poo shampoo is moisturizing with hardly any clarifying properties.

## **Curl Clumps**

Clumps are simply curls that band together to form a clump of hair. Sometimes referred to as "curl families"

## **Curl Set**

Refers to a wash day where the hair is washed, hydrated, detangled, conditioned, styled and dried in order to "set" the style for longevity.

## **Cuticle**

The hair cuticle is the outermost part of the hair shaft. It is formed from dead cells, overlapping in layers, which form scales that strengthen and protect the hair shaft.

## **Detox**

A clean hair detox removes all the products, chemicals, and environmental pollutants that build up over time in your hair and scalp.

# Common Curl Terms

## Dry Shampoo

Dry shampoos are usually formulated with alcohol or a fine powder to help absorb oil and refresh hair between your normal shampoos. The actual powder could be anything from clay, starches and tapioca to volcanic ash.

*Lori does not recommend dry shampoo. If your hair is dirty, wash it.*

## Fluff

Scrunching out the crunch, styling, or rubbing or using a pick to fluff the roots of your hair for volume and softness.

## PH Level

The pH scale measures how acidic or basic or alkaline a substance is. The pH scale ranges from 0 to 14. A pH of 7 is neutral. A pH less than 7 is acidic. A pH greater than 7 is basic or alkaline.

## Protective Style

A style that requires little to no manipulation. Protective styles keep the ends of your hair protected as they are tucked away reducing the amount of damage the hair is exposed to. Common protective styles include braids, weaves, wigs, and buns.

## Protein Treatment

Deposits protein structures on the hair's cuticles in order to replace the protein that was lost through manipulation, chemical processing and aging;

## Slip

Slip refers to the slippery-ness of your hair. We want it to feel like seaweed when conditioning and styling.

## Shedding

The process of losing a covering, such as leaves, hair, or skin, because it falls off naturally. 100 hairs per day is normal hair loss.