

#olewhairtips

Thank you for purchasing Olew!

I would like to invite you to join me on a 30 day heat free hair challenge.

To take part, you will need to follow olewhairtips below. It will take some time and faith to let go of your previous hair habits. Here's what you need to do:

1. Washing your hair- when shampooing only concentrate on your scalp. I mean really massage the shampoo deep into your scalp. I would recommend applying the shampoo twice. Then add conditioner to the whichever areas you feel are dry, for example, if you suffer from a little dandruff/dry skin on your scalp add a little there. In my case, I always find the top part of the back of my hair suffered from dryness, so I always make sure to apply some there. Conditioner will not make your hair greasy if your hair is dry and needs the nutrients. Next, brush your hair while the conditioner is in (do not brush after this). Once you have finished, ring your wet hair out apply Olew (*depending on hair type apply 2-6 drops of olew onto your palms, rub together and apply where necessary. Remember Olew is 100% natural & free from chemicals. Meaning there is no need to use much to see the results!*) and wrap your hair in a cotton t-shirt for around 30minutes. This will help define your curls/waves and also allow your hair to absorb the nutrients from olew (towel drying can cause frizz and your curls to clump together); and then apply a little more olew and allow to air-dry.
2. Allowing your hair to dry naturally. It is best to allow your hair to dry during the day rather than sleeping on it. This will affect your curl pattern, as it causes them to stick together rather than separate and find their own path. If this is the first time in a long time for you to do this I would suggest twisting small sections of your hair in order to remind your hair of its natural pattern as the heat damage will have affected its memory. Also, do not touch your curls while they are drying; this is a crucial time for them to be developing. To help avoid this temptation use a headband to keep the hair back off your face (this also helps with boosting your roots).
3. Once dry you can add more olew to wherever you feel is necessary. If you twisted your hair you can separate or keep it the way it is, whichever you prefer.
4. When going to bed twist your hair into a bun on the top of your head to keep it from tangling. Be sure to not pull it too tight at the front as this will disrupt the curls, waves and volume at the top of your head. Wrapping your hair in a silk scarf will also help protect your hair while sleeping.
5. When taking my hair out in the morning I found that my curls had become a little looser, which made it look longer. If you want this then just add a little olew to lock in the curls, OR spritz some water and olew to bring back the tighter curls.
6. The day after washing or as the days continue, just add olew and water to your hair. You can spritz, dampen OR put your hair under the shower and completely wet it and then add Olew. Rather than washing, to freshen it. You will see that this will create more definition to your curls.
7. Curly hair doesn't really like being too clean!! I know, this will take some getting used to but, just add some water to your hair along with olew and let it dry naturally. You can do this for the next 3 days, no washing, just adding water and olew. I'll let you in on a secret, I go without washing my hair for 7-14 days! If this is your first time trying this or if you are used to washing your hair every day, you can start by not washing for 3 days and instead just adding water and olew to your hair. Remember curly hair helps disguise your roots, so even if you think your hair is a little greasy nobody else can see!!

On the second week of your 30 day challenge, I would advise using the deep conditioning method I shared on #olewhairtips. For this, I brushed my hair out, put it into a braid and smothered by hair with olew. Keep this style for 24- 48 hours ideally. Alternatively, if you really do not want to set foot out of the house with this style, you can put a shower cap over the braid and olew you have applied, sleep in it and then take it out the next morning. For those who have heat damaged hair the way the braid will leave your hair, and reintroduce your curls pattern is a great way to introduce yourself to your curly hair *(I remember when I first started to wear my hair curly, it took me a while to get used to looking at myself in the mirror with it. ...enjoy it, it's a good way to add another day of not washing!)*

I would love to see how this hair journey goes for you. Please share your questions or pictures of your progress at every step of the way with the hashtag #Olew30daychallenge. My hair and I have been through each stage and we understand what you will go through- so any questions I am only a message away!

Remember it is a journey. If you have been using heat on your hair to keep it straight, it will take a few attempts at this before your curls find their way back. These steps are little like going to the gym. You will see the wonderful results with repetition.

Elinor your curly hair guru
@olewhair
#teamolew
#Olew30daychallenge