



WHAT TYPE OF PRODUCT DO YOU NEED?

Before heading to the hair store, ask yourself:

What am I trying to accomplish with my hair?

1 MY HAIR FEELS DRY



Consider:

- ☐ Clarifying Shampoo
If buildup may be preventing water from reaching the hair
- ☐ Moisturizing Shampoo
For regular cleansing
- ☐ Leave-In Conditioner / Hair Moisturizer
To add moisture after washing

What I need:

2 MY HAIR IS BREAKING OR FEELS WEAK



Consider:

- ☐ Deep Conditioner
- ☐ Hair Mask
- ☐ Strengthening / Protein Treatment
When appropriate.

What I need:

3 MY HAIR BECOMES FRIZZY OR MY STYLE LOSES DEFINITION



Consider:

- ☐ Styling Mousse / Foam
- ☐ Styling Gel
- ☐ Setting Product

What I need:

4 I PLAN TO USE HEAT ON MY HAIR



Consider:

- ☐ Heat Protectant
Use before blow-drying, flat ironing, curling, or other heat styling.

What I need:

5 MY HAIR HAS BUILDUP OR FEELS COATED



Consider:

- ☐ Clarifying Shampoo
A clarifying shampoo helps remove excess product, oils, and buildup so you can start with a clean foundation.

What I need:

6 MY HAIR IS TANGLED AND DIFFICULT TO MANAGE



Consider:

- ☐ Conditioner with good slip
- ☐ Detangling Conditioner / Detangler

What I need:



MY SHOPPING LIST

Before I enter the hair store, I am looking for:

- ☐ Cleanser: _____
- ☐ Conditioner / Treatment: _____
- ☐ Moisturizer: _____

- ☐ Styler: _____
- ☐ Heat Protection: _____
- ☐ Other: _____