

StylespeakTM

The men's journal



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FACE TO
FACE with
**James
Earnshaw**

**TOP HAIR
TRENDS
FOR MEN
in 2024**

**Regional
Focus
INDORE**

**The
Men's
Issue**



Curlvolution

Embrace Your Natural Beauty!

Managing curly hair has become a breeze, courtesy a slew of products and solutions that are helping tresses

Words | Bindu Gopal Rao

Curly hair is notoriously difficult to manage. In fact, managing curly hair can be a unique challenge, but with the right approach, you can keep those curls looking fabulous.



Spiral Dilemma

Choose hydrating shampoos and conditioners to ensure that your hair is not dry. Keeping the health of your curly hair requires the essentiality of hydration. Alternatively, choose an air-drying or low setting on your diffuser to maintain the natural nature of your coils.

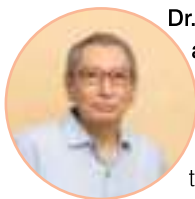
“While detangling, you should be delicate when using a wide-tooth comb to handle your curls. Starting at the ends and ending up in the centre to avoid undue breakages. To create your natural curl pattern, favour products with special curly hair formulations, leave-in conditioners, curl creams, and gels that will help you to intensify your natural curl pattern. Before sleeping, try the pineapple method by pulling the hair lightly into a high ponytail. Regular deep conditioning treatment helps to make them manageable, reduce frizz, and control shrinkage. Get regular trims to prevent the onset of split ends as well as maintain the shape of your curls,” says **Ganesh Kamath, Co-Founder, Earthraga.**

Curl Care

You should consider protective styles such as braids or twists that reduce the amount of daily manipulation and help protect your curls from any damage caused by environmental factors.



By investing in a silk or satin pillowcase, you can reduce the level of friction, and in doing so, minimizing frizz while sleeping. Resist tousling your curls too often because this can alter the curl pattern and cause frizz.



Dr. Dinyar Workingboxwalla, Skin Guru and Co-Founder, Beauty By BiE says,

“Procrastination is a big no-no for moisturising your curls. It is imperative that you always use a thick conditioner to tame your curls. Condition all your hair-not just the ends. You can even apply a leave-in conditioner or a hydrating mask post wash for that extra dose of moisturisation.”

Products Galore

Recent times have helped facilitate formulation of products tailored specifically for curly hair increasingly. This includes shampoos, conditioners, and styling products designed to enhance curl definition, reduce frizz, and provide optimal moisture.

“Sulphate-free shampoos claim to help prevent stripping natural oils from the hair, which is especially beneficial for curly textures, its principle based on the scientific evidence that a healthy scalp is crucial for maintaining the overall well-being of curly hair. Moreover, transparency and clean ingredients have taken up a significant footing within consumer behaviour. There is a growing demand for



transparency in ingredients, and consumers are curious and aware. They're interested to know the components of hair care products, with an emphasis on natural and nourishing ingredients,” says **Anshita Mehrotra, Founder, Fix My Curls.**

Tips & Tricks

Managing curly hair involves a combination of understanding the texture of your hair and the challenges that come with it. “Caring for curly hair entails using gentle practices and appropriate products. Keep your curls moisturized by incorporating hydrating shampoos and conditioners



designed for curly hair. Elevate your natural curls by applying curl-enhancing products like creams or gels to wet hair and utilizing the scrunching technique for enhanced definition,” says **Aankith Aroraa, Founder & CEO, Streamline Beauty India Pvt. Ltd.**



Nishant Gupta, Co-Founder & Director, Renaura Wellness Pvt. Ltd. adds,

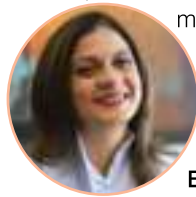
“Go for lukewarm water instead of hot. Hot water usually disrupts the natural oil balance of the scalp, making hair drier and frizzier, a concern that curly hair already faces

more compared to other hair types. Make sure to apply and massage the shampoo on your scalp. Follow through with a defining and deep-conditioning mask. Make sure to apply the mask along the lengths of your hair and leave it on for a minimum of five minutes for best results. End the routine with a protective serum.”

Inclusive Styles

There has been a notable cultural transition towards embracing a variety of hair textures, including curls, coils, and waves.

“This shift is driven by an influx of educational content and resources related to curl care has become readily available. Online platforms and social media have played a significant role in educating individuals about proper curl care techniques. The recent trends in the curly hair care product



market reflect a shift towards embracing natural hair textures, increased education and awareness, product innovation, and an increased focus on ingredients,” says **Rochelle Chhabra, Head Technical Education, Streax Professional.**

Advancements in hair science have come a long way, leading to the development of superior and more sophisticated hair care products.. Make thoughtful choices and you'll see the difference first-hand.**SS**

