

my hair journal

TRU-Balance Hair Care





90 DAYS NO HEAT CHALLENGE

Get Longer, Thicker Hair in No Time.

Health and Well-Being is a Journey.
Join us to transform your hair in 90 days.

Congratulations on starting your Healthy Hair Journey!

What will really increase the chances of your success is your focus and planning.

This book simply gives you steps to help ensure you are still working towards your hair care goals daily, weekly, and monthly.

Consistency is the key.

As you continue to repeat these techniques, they will become a habit for you. It takes 60 days (eight weeks) for something to become a habit. Take it one day at a time and you will get there!

No Heat Challenge - completely eliminate all forms of heat; no direct heat from blow dryers, curling, and flat irons. It's a noble cause to promote healthy natural hair and healthy hair expedites the growing process! No heat at the ends of your hair ensures that there is little to no split ends and little to no breakage overall.

Hair grows a quarter of an inch, on average, per month. For some women, long hair just happens, but for the rest of us, tweaking certain aspects of our day-to-day beauty routine is a must.

You will notice a difference in the texture and strength of your hair.

Get Your Trim — Yes, Really.

If you want long hair that's actually healthy, you must start off with a trim. When you have split ends, the hair slowly splits up the shaft, leading to breakage and slower growth.

Use the Right Shampoo & Conditioner

Clean and stimulate the scalp. For hair growth, start at the source: the scalp. Keeping a healthy scalp helps. Build-up can hinder oxygen and circulation, which can contribute to bacteria and yeast. A chronically inflamed scalp (caused by scalp tension, build-up, stress, and scalp conditions like dandruff) can lead to thinning and hair loss. Inflammation starts to close off the hair follicle, limiting growth, and eventually leading to shedding.

This inflammation will affect the quality of your hair growth. It happens when you have product, dirt, and oil building up around your follicle opening—which is where your hair grows out of—and that build-up starts to suffocate your hair root slowly.

Conditioner

Let's just say your conditioner should be your best friend when you're trying to grow your hair fast. You should moisturize your hair every single time you shampoo. Coloring and heat styling can cause strands to get thinner at the bottom, which can lead to more breakage and shorter lengths.

To get your hair and ends back to good health, load up on conditioner, which helps replace the lipids and proteins inside the hair shaft and seals the outer cuticle. Basically, it's your first line of defense against the damage that threatens your long-hair goals.



Deep Condition

AGAIN MOISTURE - MOISTURE - MOISTURE is key to a healthy head of hair.


Deep conditioning your hair helps to replace moisture lost from everyday wear and tear. Without moisture, hair becomes dry and brittle, making it more prone to breakage.

Even if you don't color or flat-iron your hair often, it is still susceptible to damage. Deep conditioners are heavier, so you shouldn't leave them in for hours and certainly not overnight. So, how long should you keep a deep conditioner in?

The maximum time is about 30 minutes with the minimum being 20 minutes.



*Nothing
Will
Work
Unless You
Do*



Keep it Moisturized.

The hair on your head is probably the driest thing on the body. If you are trying to grow it longer, you need to keep it moisturized. The most common reason you do not see growth is that it breaks before getting to the length you want.

If your texture is naturally drier, it is even more essential to keep your hair hydrated.

Dry hair turns to brittle hair and brittle hair breaks.

If your hair is dry and brittle, you likely have open cuticles. Your cuticle is your outermost layer of hair; it's the protective layer of your strand. When cuticles are open or lifted, it means that they are not sealed down. This allows moisture and nutrients to escape easier.

However, conditioning agents can help seal the cuticle down.

This not only helps lock in moisture and your hair's nutrients, but a closed cuticle means less friction between the strands, which also means less breakage. Everyone's hair needs will be different, of course, so for some, a simple conditioner will do the trick, and others will need weekly hydrating/moisture mask and oil treatments.

Wear Protective Hairstyles.

While any tip on this list is applicable for any hair type, those with textured, natural hair also likely need to wear protective styles from time to time.

The journey of going from short to long hair can feel daunting. Still, protective hairstyles are wonderful for growing hair out or transitioning between two different hair textures (i.e., textured versus straightened). Also, minimizing the daily hair routine, covering the ends of hair, and safeguarding natural hair against harsh seasonal elements and damaging environmental factors.



*You Can't
Finish
What You
Don't
Start*



Recommended Protective Styles:

- Flat twists
- Cornrow
- Finger coils
- Ponytails
- Wigs
- Extensions

Switch these out every two weeks and give yourself breaks between them. Avoid scalp tension, which can lead to traction alopecia, a medical condition in which chronic too-tight hairstyles cause hair loss.

Protective styles can simply help those with kinky, coily hair to prolong their time between wetting and re-styling, so you aren't causing regular damage.

The prep is just as important as the style.

For example, if you have a really tight texture, blow-dry the hair first and load up on leave-in conditioners, so the hair is sufficiently hydrated. If you have a looser curl type, you can style the hair while damp.

TRU-ESSENTIAL HABITS

✓ Eat a healthy diet and avoid nutrient deficiencies.

Know Your Hair - Assessment

Part 1 - WHAT'S YOUR HAIR POROSITY?

POROSITY – IS HOW WELL YOUR HAIR ABSORBS AND RETAINS MOISTURE.

Here are some questions that you can ask yourself to help determine your hair's porosity:

- ☐ My hair gets soaked quickly.
- ☐ Products sit on top of my hair and build up easily.
- ☐ Products absorb into my hair well and I use the amount indicated in the instructions.
- ☐ My hair soaks up products, and I seem to need a lot.
- ☐ When I slide my fingers down a strand of my hair, it feels smooth.
- ☐ My hair feels somewhere between rough and smooth.
- ☐ When I slide my fingers down a strand of my hair, it feels rough.
- ☐ My hair is easy to detangle.
- ☐ My hair requires nominal effort to detangle and stays relatively detangled.
- ☐ My hair is difficult to detangle and keep detangled.

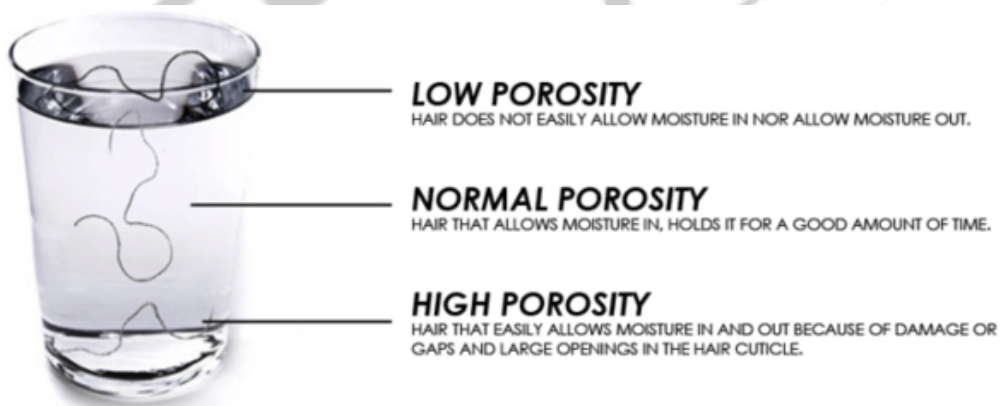
Porosity matters because it will affect how you care for and style your hair.

We tend to think of hair care just in terms of hair type. Or, we may even consider our scalp type or how thick or thin our hair is. But one of the most critical considerations for care is actually porosity—and many people don't know what their level is. No matter your hair woes, it's important to test yours.

LOW - My hair takes several hours to a day or more to dry - This means the hair has a harder time absorbing water, product, or even your scalp's natural oils, and you'll see buildup faster. It also takes longer to dry after getting wet as it's holding all that water in.

MEDIUM - Your hair tends to be less high maintenance.

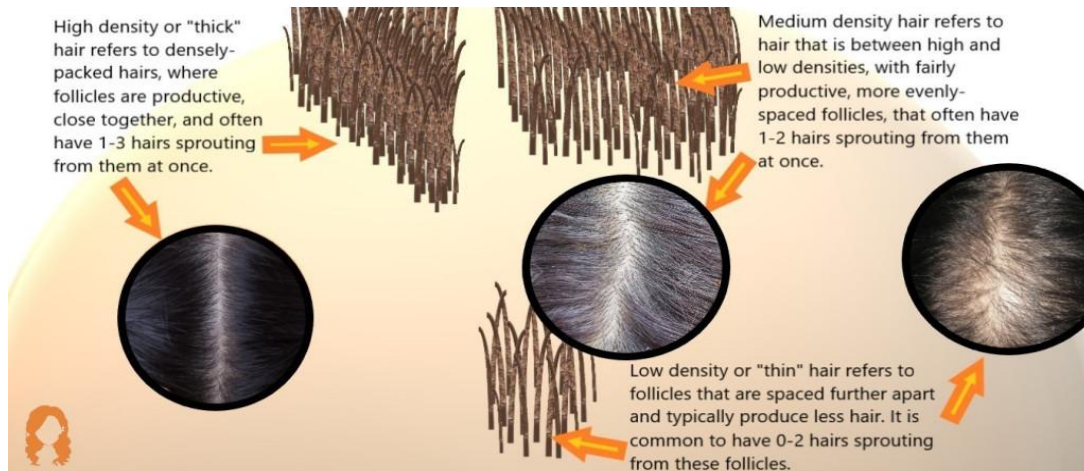
HIGH - So your strand sank. Now you know you have porous hair, in which water tends to flow more freely in and out. So hair absorbs moisture easily, but it also means it evaporates quickly.





Part 2 - What Is Your Hair's DENSITY?

DENSITY - IS THE NUMBER OF HAIRS ON YOUR SCALP



THIN

- A lot of scalp shows when wearing twists.
- Ponytail holders wrap around 3-4 or more times.

MEDIUM

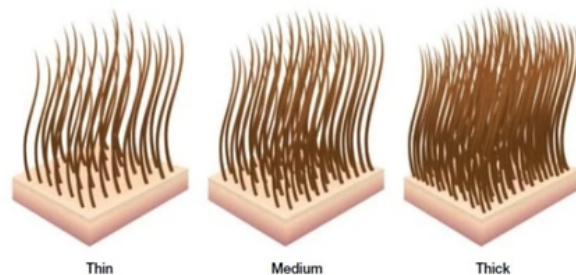
- Some scalp shows when wearing twists. Ponytail holders wrap around 1-2 times.

THICK

- Minimal scalp shows when wearing twists.
- Ponytail holders are hard to stretch around my hair or snap.

Density

The density of the hair is determined by the number of active hair follicles per square inch on the scalp and determines how much color mixture is needed for the color service. It can influence the look of color because it affects the way light is reflected or absorbed.



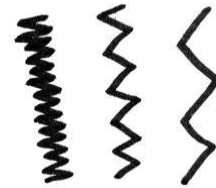
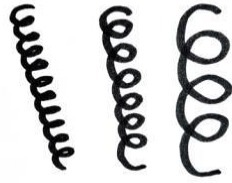
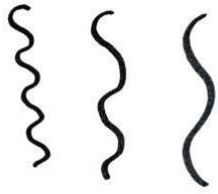
Part 3 - Know Your Hair Type

CIRCLE OR HIGHLIGHT THE IMAGES THAT MOST RESEMBLE YOUR CLEAN HAIR WITHOUT PRODUCTS.

WAVES (Type 2)

COILS/CURLS (Type 3)

ZIG ZAG (Type 4)



True or False? When I wet my hair and allow it to dry loose, it appears to be more than 50% of its true length.

YOUR ASSESSMENTS MAY VARY IN DIFFERENT SECTIONS OF YOUR HAIR. MAKE A NOTE OF IT IF YOU NOTICE DIFFERENT PROPERTIES IN DIFFERENT AREAS.

NOTES

Use your results to build your regimen

Now that you've gotten to know your hair, here are some tips to build your regimen. These tips aren't written in stone - if you find a tip for another hair type that works for you, use it! If something doesn't resonate with you, by all means pass it by. The goal is for you to become the expert on your own hair.

Haircare Goals

BEFORE PICTURE	GOALS
NOTES:	

Weekly Beauty Routine

	HAIR
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

Haircare Routine Tracker

MONTH		WEEK	
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MORNING ROUTINE	M	T	W	T	F	S	S

Night Routine	M	T	W	T	F	S	S

Haircare Routine Tracker

MONTH		WEEK	
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MORNING ROUTINE	M	T	W	T	F	S	S

NIGHT ROUTINE	M	T	W	T	F	S	S

Haircare Routine Tracker

MONTH		WEEK	
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MORNING ROUTINE	M	T	W	T	F	S	S

MORNING ROUTINE	M	T	W	T	F	S	S

Product Reviews

What Products Did You Use

NOTES	1-29 days		
	BUY AGAIN?	YES	NO
	RECOMMEND?	YES	NO

NOTES	30-59 Days		
	BUY AGAIN?	YES	NO
	RECOMMEND?	YES	NO

NOTES	60-90 Days		
	BUY AGAIN?	YES	NO
	RECOMMEND?	YES	NO

Haircare Appointments

SALON APPOINTMENT	SALON	
	DATE:	
	TIME:	

SALON APPOINTMENT	SALON	
	DATE:	
	TIME:	

SALON APPOINTMENT	SALON	
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SALON APPOINTMENT	SALON	
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SALON APPOINTMENT	SALON	
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OUR STORY

TRU-Balance Hair Care, the brainchild of Tracy Brown and Keinya Beasley is a luxe hair care line that focuses on the scalp's health and hair maintenance routines that establish self-care. We use natural ingredients that help women manage, maintain, and care for their hair.

Our mission at TRU-Balance Hair Care is to help you look and be the best version of yourself.

Our entire philosophy stands behind the idea that nature provides ALL of the necessary ingredients for excellent hair care. By sourcing only the purest botanicals, TRU-Balance products provide safe ingredients that are gentle, impactful, and effective for all hair textures.

Why TRU Balance Hair Care?

Developed as a Luxe line, TRU-Balance Hair Care focuses on high-quality ingredients. Potency has been essential to our incredible results. Our products are not "watered down," and you will not see a long list of ingredients used as buffers.

Regardless of hair texture, our products are intended to stimulate hair growth, repair damage, and strengthen your hair. By infusing natural oils, minerals, and herbal extracts into hair follicles, our products help control frizz, tackle dryness, breakage, preserve moisture, and cultivate the overall condition of your hair and scalp to make your hair remarkably manageable.

These are just some of the many benefits gained by using TRU-Balance Hair Care products. We want only the best for our customers. More importantly, we stand by our products and have seen proven results.

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www.trubalancehaircare.com

Questions or comments? Email us at
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