

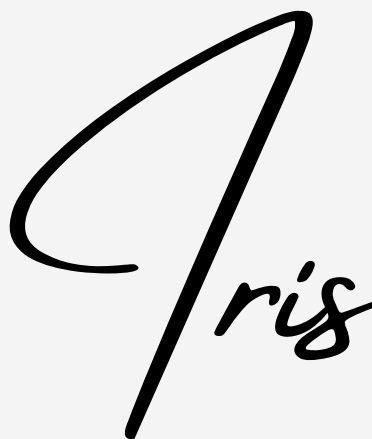


Breaking the Cycle

Why Your
Natural Hair
Isn't Growing

Introduction

For generations, we have been conditioned to believe that African hair cannot grow long—that length is a privilege reserved only for European or Middle Eastern hair textures. We are here to shatter that myth and reframe your perspective. The truth is simple: all hair grows. Whether it is kinky, coily, or straight, the only difference is the texture, not the potential.



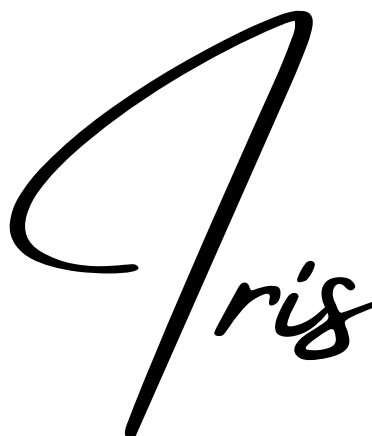
LUXURY HAIR

THE STRUCTURAL DIFFERENCE

One of the biggest differences between straight hair and African type 4 hair is the structure of the hair strand itself. While straight hair grows in a relatively smooth, continuous path, Type 4 hair forms tight coils, bends, and zigzag patterns. Each bend acts as a structural weak point, making the strand more vulnerable to stress. Because of the twists and turns, the scalp's natural oils (sebum) struggle to travel down the hair shaft. This leaves the lengths and ends chronically dry and fragile. Because of its tight coils, Type 4 hair easily wraps around itself.

Activities like washing, styling, or sleeping often cause strands to knot, leading to breakage—an issue rarely seen with straight hair. To make matters more challenging, Type 4 hair can shrink by up to 75% of its true length, putting extra tension on the hair shaft every time it is stretched and manipulated.

Excessive brushing, combing, or pulling places excess strain on Type 4 hair, causing it to snap at its natural curves. Contrary to popular belief, Type 4 hair is not inherently weak and grows at the same rate as other hair types. However, its tightly coiled structure makes natural scalp oils struggle to travel down the shaft, resulting in intrinsic dryness and a higher risk of breakage. By prioritizing moisture, delicate handling, protective styling, and low manipulation, you can prevent damage and achieve remarkable length retention and strength



LUXURY HAIR

IDENTIFYING YOUR UNIQUE TYPE 4 HAIR

Type 4 hair features the tightest, most intricate curl patterns in the natural hair spectrum—often celebrated as coily or kinky—and is divided into three subtypes: 4A, 4B, and 4C.

Type 4A Hair

- Has a clearly defined curl pattern.
- Curls form small, springy "S"-shaped coils.
- The circumference of the curl is often about the size of a crochet needle.
- Usually retains curl definition even without styling products.
- Can experience shrinkage, but typically less than 4B and 4C.

Characteristics:

- Soft texture.
- Visible curl pattern.
- Good moisture retention compared to other Type 4 subtypes.

Type 4B Hair

- Has a less defined curl pattern.
- Hair bends in sharp angles, creating a "Z" shape rather than an "S" coil.
- Appears fluffier and less curly than 4A.
- Shrinkage can be significant, often 50–75% of actual length.

Characteristics:

- Dense appearance.
- Can feel cottony or fluffy.
- More prone to dryness because of the bends in the hair strand.

Type 4C Hair

- The tightest and most densely packed curl pattern.
- May have little visible curl definition in its natural state.
- Often shrinks dramatically—up to 75–90% of its stretched length.
- Individual strands can form tiny coils, zigzags, or a combination of patterns.

Characteristics:

- Very versatile for styling.
- Most fragile subtype because of numerous bends and twists along the strand.
- Benefits greatly from regular moisturizing and gentle handling.

IMPORTANT THINGS TO NOTE

- Multiple Patterns Are the Norm: It is highly common to have two or even three different textures on a single head (e.g., Type 4A coils at the crown, Type 4C coils at the edges).
- Curl pattern Doesn't Dictate Health: Knowing your curl type tells you what your hair looks like, but it doesn't reveal its thickness, density, or overall health. Two people with identical 4C hair pattern can have completely different textures and require entirely different products.

The Core Pillars of Hair Care

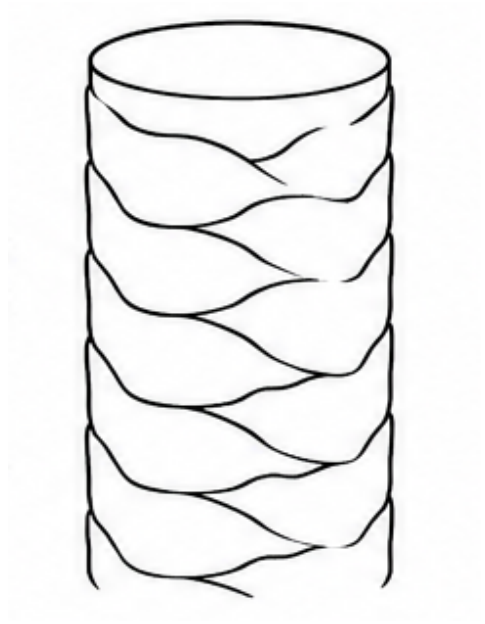
To truly understand what your hair needs, you should focus on three foundational physical traits:

1. Porosity

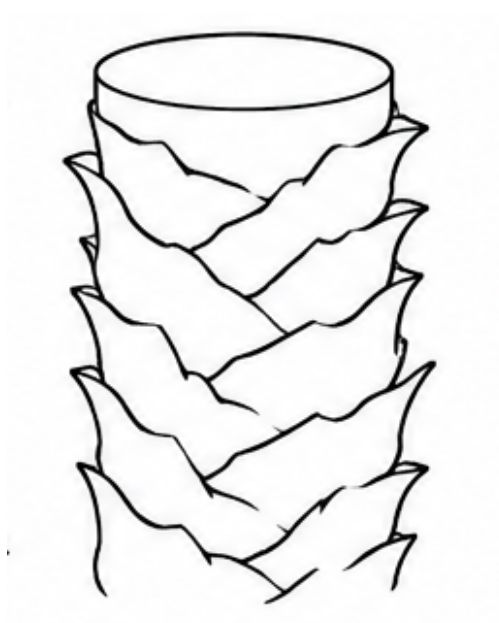
Porosity is a term used to determine how open or closed your hair cuticles are.

- Low Porosity: Cuticles are tightly shut.
- High Porosity: Cuticles are raised.

Low Porosity



High Porosity



2.Density

This is simply the number of individual hair strands on your scalp, determining your overall volume (low, medium, or high).

- Low-density hair can get easily weighed down by heavy creams, whereas high-density hair requires thorough, section-by-section product application to properly coat every strand.

3.Strand Thickness

This measures the circumference or width of each individual hair (fine, medium, or coarse). This trait determines how fragile your hair is and how much heat or manipulation it can withstand.

Why Porosity Rules Over Pattern

Knowing your specific curl pattern is helpful for styling, but porosity determines the fundamental health of your hair. The structure of your hair cuticles determines the health of your hair.

UNDERSTANDING HAIR STRAND SIZE VS HAIR DENSITY

Many people confuse strand thickness with overall hair volume, but understanding the difference is the secret to a flawless hair care routine. Here is exactly how they differ and how to identify yours.

1. Strand Size (Individual Thickness)

Strand size refers to the diameter of a single hair strand. This dictates how easily your hair breaks and how heavily products weigh it down.

1. Fine Strands: Small diameter, highly fragile, and easily weighed down by heavy products.
2. Medium Strands: Balanced structural strength and the most versatile for styling.
3. Coarse Strands: Large diameter, highly resilient, and require rich moisture to soften.

To identify your hair strand size, you must isolate a single strand of hair and evaluate its thickness. You can easily determine your strand size at home using one of the three following methods:

a. The Thread Comparison Test (Most Accurate)

Take a single clean, shed strand of hair and place it flat on a white sheet of paper next to a piece of regular sewing thread.

1. Fine: Your hair strand is significantly thinner than the sewing thread.
2. Medium: Your hair strand is roughly the same thickness as the sewing thread.
3. Coarse: Your hair strand is noticeably thicker than the sewing thread.

b. The Roll Test (Texture Feel)

Take a single hair strand and roll it gently between your thumb and index finger.

1. Fine: You cannot feel the strand between your fingers at all, or it feels completely weightless.
2. Medium: You can slightly feel the strand rolling between your fingers.
3. Coarse: You can distinctly feel a rigid, rough, or thick wire-like thread between your fingers.

c. The Sight and Light Test

Hold a single shed strand of hair up against a bright light source or a contrasting background.

1. Fine: The strand is translucent, very difficult to see, and barely casts a shadow.
2. Medium: The strand is clearly visible but looks delicate.
3. Coarse: The strand is highly visible, opaque, and looks strong even from a distance.

2. Hair Density (Overall Volume)

Hair density refers to the total number of hair strands on your head. This dictates your styling time and how much product you actually need to use.

1. Low Density: The scalp is easily visible, and ponytails have a small circumference.
2. Medium Density: The scalp is moderately visible with standard hair volume.
3. High Density: The scalp is hidden, the hair looks incredibly full, and sectioning is mandatory for wash days.

DEBUNKING THE HAIR POROSITY MYTH

You may have heard that hair porosity is strictly determined by how quickly your hair absorbs water, but that is a common misconception. In reality, porosity refers to how healthy your hair cuticles are. Low porosity hair features tightly bound cuticles, while high porosity hair has lifted or damaged cuticles. Heat styling and chemical treatments often cause physical damage that increases your hair's porosity over time.

You do not build a hair routine based on hair porosity....you build it based on a method that cleanses, conditions, repairs and protects.

- Cleansing - use a shampoo that doesn't strip off moisture from your hair...a moisturizing shampoo
- Conditioning and moisturizing - use a deep conditioner

Look for keywords like Hydrating, Moisture Restore, Nourishing, or Softening. These replenish moisture and improve elasticity in dry, brittle hair.

- Repairs - use a protein treatment.

To differentiate between a protein treatment and a deep conditioner while shopping, check the labels for primary functions (strength vs. moisture) and read the ingredient list for proteins like hydrolyzed keratin or silk. Look for keywords like

Reconstructing, Strengthening, Repairing, or Damage Control. These are designed to rebuild hair that is breaking, stretchy, or mushy from heat or bleach.

- Protects - moisturize your hair as we will see in the later pages.

THE ULTIMATE STEP-BY-STEP WASH DAY & REPAIR ROUTINE

Achieving healthy hair requires a structured approach. This routine is designed to cleanse, repair, and lock in lasting moisture for optimal health.

Step 1: Pre-Poo (Pre-Shampoo Treatment)

A pre-poo is an oil or high-slip conditioner applied to the hair before cleansing. It creates a protective barrier that shields your strands from being stripped by shampoo.

The Benefits: Minimizes severe tangles, prevents mechanical breakage, and retains natural moisture.

Best Ingredients: Coconut, jojoba, avocado oils, argan oil or a conditioner with slip.

NB: Olive oil is not good for your sculp if you are dealing with a fungal sculp issue (dandruff). It can feed the fungus causing an over growth of a naturally occurring yeast on the sculp called malassezia

The Process:

- a. Divide your hair into 4 to 8 manageable sections.
- b. Apply your chosen product thoroughly from roots to ends.
- c. Finger-detangle gently first, then follow with a wide-tooth comb.
- d. Cover with a shower cap and leave on for 20 to 60 minutes before rinsing.

Step 2: Cleansing

A healthy scalp is the foundation of hair growth. For optimal health, wash your scalp and hair every two weeks, or at a bare minimum, once a month to eliminate product buildup.

- Targeted Scalp Care: If you experience chronic itching, flaking, or dandruff, use a dedicated anti-dandruff shampoo twice a week. It targets yeast overgrowth, treats the root irritation, and stops dandruff-induced breakage.
- The Double-Wash Method: Anti-dandruff shampoos can be highly drying. Always follow up with a rich, moisturizing shampoo to instantly restore softness and prevent strand snapping.

Step 3: Deep Conditioning & The Moisture-Protein Balance

Healthy hair requires a strict balance between elasticity (moisture) and structural strength (protein).

1. Moisturizing Deep Conditioners: Use these every single wash day to restore softness, bounce, and elasticity.
2. Protein Treatments: Use these only every 4 to 6 weeks.

Signs You Need Protein: Hair feels mushy or gummy when wet, sheds excessively, or stretches endlessly without bouncing back.

Step 4: Moisturizing & Sealing

Water is the only true moisturizer; hair products simply act as a seal to keep that water inside the hair shaft. Always pay extra attention to your ends, as they are the oldest, most fragile parts of your hair.

Method A:

The L.C.O. Method (Liquid → Cream → Oil)

The Application: Water → Aloe vera gel or glycerin - these are humectants that draw moisture from the air into your hair. → Leave-in conditioner → Lightweight Oil (Jojoba or argan oil).

Method B:

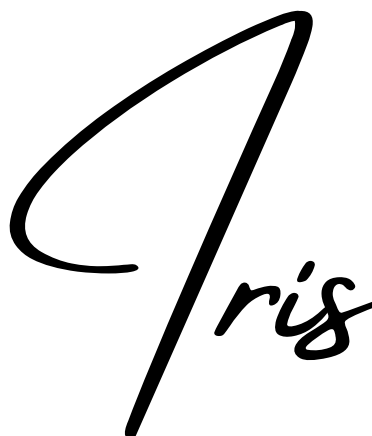
The L.O.C. Method (Liquid → Oil → Cream)

The Application: Water → Aloe vera or glycerin → Heavy Oil/Sealer (Castor oil) → Rich Butter or Thick Cream (Shea or mango butter).

You should choose a moisturizing routine that works well with your hair. If your hair feels really weighed down by heavy butters you can opt to seal the moisture in using light weight oils such as jojoba oil etc.

When moisturizing your hair focus on the ends because they are the oldest part of your hair and are more prone to breakage.

All this is done before styling your hair.



LUXURY HAIR

HAIR GROWTH AND PROTECTIVE STYLING

Most African hair grows at an average rate of 0.5 inches (1.25 cm) per month. When you feel like your hair "isn't growing," the truth is usually different: your hair is growing, but it is breaking at the exact same rate. This is called poor length retention. To see real length, the goal is simple: protect your ends.

Type 4 hair thrives when it is tucked away. Daily manipulation—combing, pulling, and heat styling—is where most of us experience severe breakage. However, the traditional ways we choose to protect our hair often do more damage than good.

The Cost of "Beauty is Pain"

For years, I wore beautiful braids and Pinterest-worthy styles, but it cost me my edges. The issue wasn't the styles themselves; it was how they were installed.

In Kenya and across Africa, we are conditioned to believe that "beauty is pain." We visit stylists who pull our hair tight to achieve a perfectly neat look, leaving us with sleepless nights and painful scalps. We have normalized waiting a week for our hair to "relax."

This is not normal. This constant tension leads to thinning hairlines and Traction Alopecia—a condition where constant tugging permanently damages hair follicles, leading to irreversible balding.

We deserve to look and feel our best without sacrificing our hair health.

Introducing Iris Luxury Hair

Iris Luxury Hair was born out of personal frustration: How can we maintain neat, gorgeous hair while completely protecting our natural scalp? How do we avoid the time-consuming salon visits, the painful pulling, and the constant manipulation?

We found the answer in premium, realistic protection.

We create ready-to-wear wigs using 100% Raw Human Hair. "Raw hair" means the hair is sourced directly from a single donor and crafted into a wig without any chemical processing or machine manipulation. It completely eliminates the artificial "wiggy" look. Instead, it mimics natural hair so perfectly that it looks like it is growing directly from your scalp.

The Low-Manipulation Routine

With Iris Luxury Hair, your routine becomes effortless:

1. Prep: Cleanse and deep condition your natural hair.
2. Protect: Get simple, loose cornrows done by a stylist—no extensions needed, which saves you hours of salon time and eliminates scalp tension.
3. Style: Pop on your ready-to-wear Iris Luxury wig.

Just like that, you are put together and ready to face the world with confidence.

The Best of Both Worlds

Want to change your look? Our collection allows you to experiment with different lengths, textures, and colors without touching a chemical or a heating tool. You get the versatility you want, your natural hair gets the break it needs, and you get to enjoy the ultimate compliment: "Wow, is that your real hair?" Protective styling should reduce stress, not create it.

Give your natural hair the break it deserves.

Shop [Iris Luxury Hair](#) today and experience the difference yourself.

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