

A Science-Based Guide to Afro-Textured Hair Care from Nylah's Naturals.

This vegan hair care brand shares their top five tips on how to care for Black hair.

Afro-textured hair requires special care, as the hair unique structure is prone to extra dryness and therefore are more fragile and susceptible to breakage. Kam Davis, Founder and CEO of [Nylah's Naturals](#), shares some expert advice on how to care for Black hair.



Since ancient times, afro-textured hair has been an integral part of Black culture. From the Ancient Nile Valley civilizations to the establishment of Western African empires, hair has maintained a spiritual, social, cultural and aesthetic significance in the lives of African people. It was a part of a person's social and cultural identity, signifying personal status. Unfortunately, in recent centuries, Black women and men were forced to follow the standards of beauty industries that did not accept natural afro-textured hair, forcing many to chemically straighten their hair or wear wigs. Encouragingly, over the past few years, the tendency started shifting in a different

direction, with natural afro-textured hair being more and more widely accepted, celebrating its curly nature and uniqueness.



“At Nylah’s Naturals, we realize that our mission goes way beyond creating natural, high-quality products catering to afro-textured hair. For so many years Black women were fighting the very nature of their hair, so now we feel there is a need to educate and share the best practices on how to care for Black hair in such a way that it highlights its health and beauty,” - shares Kam Davis, Nylah’s Naturals CEO and Founder.

Nylah’s Naturals was built upon a belief in the natural beauty of afro-textured hair. After several years of rigorous research, the optimal, all-natural solution was found to create the most suitable formulas that will infuse hair with important nutrients. To maximize the effect of any beauty product, it is important to know the general rules and treatment procedures for Black hair. Kam Davis is sharing her top 5 pieces of advice:

Total Hydration

Afro-textured hair is generally more dry and prone to breakage than other hair types. This may cause a struggle to grow long, healthy locks. Avoid this situation through active hydration, inside and out. Make sure to drink plenty of clean water during the day (don’t count tea or coffee!) and lock in hydration into the hair through the use of oils that act as an occlusive, add moisture or lock in existing hydration molecules, i.e water or hydrophilics in the hair strands. Alternatively, choose a leave-in cream, such as [Nylah’s Naturals Moisture Retention Leave In](#). This hair hydrator uses Davina Flower, Jojoba oil and Ginger oil, blended into a sweet hydrating cream that penetrates deeply into the hair fibre and improves hair moisture content, strength and elasticity.



Established Wash Day Routine

Afro hair does not need to be washed as often as other hair types. And washing at least every 7 - 10 days depending on your lifestyle is adequate, though it may be tempting to leave a wash day for longer than this, postponing it may result in extra dryness, product build up on your scalp which can lead to hair breakage and poor scalp health. Therefore it's essential to establish a proper wash day routine, using a sls free shampoo, a conditioner caring for curls after the wash and giving it time to dry naturally.

Pay Attention to Ingredients

As a study by the [Silent Spring Institute](#) has shown, Black women are potentially exposed to numerous hazardous ingredients through their hair products every day. This is one of the reasons why Nylah's Naturals is so dedicated to choosing their products carefully, making sure they are 100% natural and vegan. When formulating their hair care products Nylah's Naturals [prohibit](#) the use of over 1500 harmful ingredients, so that customers can be confident they are making a healthy choice for your hair.

Beauty Sleep for Hair

It's important to care for hair even when you're sleeping, and this can be achieved through two simple tricks. First, braid or twist your hair before going to bed. Braiding helps to seal in the moisture and avoid tangled hair in the morning. Second, use a satin scarf or bonnet while sleeping. The material is very gentle to the hair, helps to preserve moisture and avoids snagging and extra tangling. Satin or silk pillowcases can be a comfortable and pleasant alternative to a bonnet.



Deep Conditioning

Afro hair is often higher porosity and therefore can be quite thirsty for additional moisture and nourishing, so conditioner is an essential part of the washing routine. [Nylah's Naturals Super Botanical's Restorative Conditioner](#) fast-acting formulation softens hair to help prevent breakage and is carefully formulated to pH 4.5 to help rebalance the hair cuticles and lock in moisture. If the hair still feels like it needs more proteins and extra nourishment, a [Super Seed Hair Oil](#) can be additionally applied to care both for scalp and hair.

Learning how to care for afro-textured hair requires patience and takes time, and it is important that Black women are provided all essential information and tools to enjoy every part of it. As a part of her educational outreach, Kam Davis organizes meetings and (during the pandemic) runs Instagram Lives, sharing with Nylah's Naturals followers the best practices to care for your natural hair.

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Editor's Notes.

Nylah's Naturals is a multi-time award-winning natural hair care brand, catering specifically to textured hair. Produced in the UK, 97% of its ingredients come from natural sources. Nylah's Naturals works constantly to ensure ingredients fall below the lowest possible hazard ratings by using an environmentally friendly manufacturing process. In less than 12 months on the market, Nylah's Naturals has already received multiple awards in beauty and hair industry including: Curly Treats Fest – best new hair brand; Pure Beauty – best new product global ethnic beauty (finalist); Hair Care Revolution – rising star award; The Precious Lifestyle Awards – happy hair care brand.