

HOW MUCH PRODUCT TO ACTUALLY USE

Because “a little” and “a lot” mean very different things to everyone.

Shampoo

Start with these amounts, you can add more but most professional grade shampoos are very concentrated and less is more. Don't forget: if your first shampoo doesn't lather much - rinse and repeat. Shampooing 2x is always better than just adding to get more bubbles.

Fine Hair or Short Hair

About a dime size to nickel size amount.

Medium Hair or Average Density

About a nickel size to quarter size amount.

Coarse, Very Dense, or Very Long

Start with about a quarter to half dollar size.

Conditioner

Start here, you can always adjust your amount depending on your needs.

Fine Hair or Short Hair

About a pea size to dime size amount.

Medium Hair or Average Density

About a dime size to nickel size amount.

Coarse, Very Dense, or Very Long

Start with about a quarter to half dollar size.



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Leave In Conditioner (Sweet Spirit, TONIK, SUPERWATER)

Fine Hair or Short Hair

1-3 sprays on wet hair for even distribution.

Medium Hair or Average Density

3-4 sprays on wet hair for even distribution.

Coarse, Very Dense, or Very Long

4-6+ sprays on wet hair for even distribution.

Creams (Quiet Calm Curl Control, MULTIVERSE, STYLE)

Fine Hair or Short Hair

Pea to dime size amount depending on density and length.

Medium Hair or Average Density

About a dime size to nickel size amount.

Coarse, Very Dense, or Very Long

Use about a dime size amount and apply in sections, getting another dime size or less amount of product as needed for each section until applied to all sections evenly.

Gels (I Create Curl Memory, JELLY)

Fine Hair or Short Hair

Pea to dime size amount depending on density and length.

Medium Hair or Average Density

About a dime size to nickel size amount.

Coarse, Very Dense, or Very Long

Use about a dime size amount and apply in sections, getting another dime size or less amount of product as needed for each section until applied to all sections evenly.



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Foams (I Create Lift, I Create Definition)

Fine Hair or Short Hair

1-2 pumps on wet hair. Can reapply after plopping as needed.

Medium Hair or Average Density

2-4 pumps on wet hair. Can reapply after plopping as needed

Coarse, Very Dense, or Very Long

4-6 pumps on wet hair. Can reapply after plopping as needed

BALMS (VEGAN BALM/BALM)

These can be a little trickier to work with at first but the payoff is worth it. General rule is start small, emulsify, apply, and you can always add more.

Fine Hair or Short Hair

Pea size amount or less for wet styling. A tiny swipe for dry styling, like barely graze the finger over the product to get just the littlest amount out.

Medium Hair or Average Density

Pea size or up to an almond size amount depending on styling goal.

Coarse, Very Dense, or Very Long

Almond size amount up to a quarter size amount depending on styling goal.

Oils/Serums

Fine Hair or Short Hair: 1-2 drops

Medium Hair or Average Density: 2-3 drops

Coarse, Very Dense, or Very Long: 3-5 drops



WHEN TO TOSS EXPIRED PRODUCTS/ SHELF LIFE

the best rule of thumb is to look on your product for a little product symbol on the back of the product (usually a jar with an open lid) it will have the shelf life after opening in months, for example 12M for 12 months.

Generally unopened products will last up to 12-18 months for stylers and up to 2-3 years for shampoos but this is also very dependent on ingredients and preservatives used to stabilize the formulation. If anything seems off (smell, texture, watery, chunky, or ineffective) it's probably spoiled.

Some products like BALM can separate though when exposed to heat. Remix and refridge to recombine unless it's beyond 12M since you opened it.

