



Do's and Don'ts of Protective Styling

By: Monique London of **London Ivy Products**

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Who is London Ivy?

At London Ivy Products, we believe in SIMPLISTIC beauty rituals. That's why we created a beauty, hair and body product line that heals, nourishes and serves multiple purposes. We only use the highest QUALITY natural & organic ingredients formulated to deliver AMAZING RESULTS. Handcrafted in Toronto, ON

What is a Protective Style?

- A style worn to keep the ends of your hair (the oldest and most fragile part) protected from the elements and manipulation: protection from physical, chemical and environmental disturbances.
e.g. everyday styling, heat, weather, clothing, friction, etc.
- Most generally worn to retain length and for low maintenance
- Can be achieved with any hair length from TWA up, though longer hair provides more options

Types of Protective Styles (Includes but not limited to..)

With Just Natural Hair

Twists (mini and normal), Cornrows, Flat twists, Up-dos, Bantu Knots, and Buns

With Extensions

Weaves and clip-ins, Senegalese & rope twists, Box braids, Wigs, Crochet braids and Faux locs

Before installing a Protective Style

You want to ensure you start on the healthiest hair possible. Follow these steps to help prepare your hair:

Start with clean dry detangled hair

Cleanse Hair

- Detangle: Remove all shed hair and remove and tangles
- Deep condition – Helps to retain moisture [can be in the form of a pre-poo (i.e. hot oil treatment)]
– In our line we would suggest using the **Babassu Honey** Deep Conditioner (or doing a hot oil treatment by gently heating **Coco Bliss** or **Argan Joy**) and leaving it on for 30 minutes under a plastic cap
- Shampoo/Clarify: Rid your hair of product build up (*not a co-wash*). We suggest our **Liquid Castile** or **Black Soap**

Condition

- Be sure to follow the cleanse with a good conditioner. We suggest **Holy Grail** premium conditioner

Seal

- Now that you have clean moist hair, seal in that moisture with your favorite butter or oil based serum.

CONTINUED**Tips for installing a Protective Style (with a educated stylist)**

- Have an idea of the style you would like to create and if possible bring photos with you
- Confirm what is included in your quote and if you need to provide your own extensions
 - Come full or bring light snacks and water: it will help to minimize stops

Tip for any installation: Be gently on your edges!**Tips for installing a Protective Style (self installation)**

- As with a educated stylist have an idea of the style you would like to create (photo or video inspiration)
 - Gather all of your supplies [hair (if using extensions), combs/brushes, styling products, etc.]
 - It will make the process easier and faster if you have all your tools easily accessible
 - Clear a space to work in
 - Having a clear space will help you keep everything together and organized (will cut down on time)
- If possible do your hair in front of a mirror (best option when creating a style where you want defined parts)
 - Set aside time
- The installation process can take a lot of time. If you dedicate some time to it, you will decrease your stress during the process.

Again. A tip for any installation: Be gently on your edges!**Tips to maintain a Protective Style (with or without extensions)**

- Sleep on a Silk Pillowcase or wrap/wear with a satin scarf/bonnet
 - Add moisture (spritz or steam from shower)
 - Seal in moisture (a butter or oil based serum)
 - Cleanse hair regularly
 - Gently re-do edges when necessary to extend style
- Drink LOTS of water, eat well, and potentially take vitamins:
 - Multi-vitamin, B Complex, Biotin, Omega 3/6/9, Fish oil, flax oil, and more

CONTINUED**How to wash a Protective Style? (natural hair NO extensions)**

- If wearing twists (mini+) can simply co-wash mid week and cleanse and deep condition once a week while keeping in the style
- With buns - allow steam from shower to add moisture, seal, then wrap with satin/silk scarf to help reset style . Alternately: remove, wash and prep to re-style
- With cornrows or flat twists, use pads of fingers to gently cleanse between parts. Cleanse as with twists

How to wash a Protective Style? (with extensions - Braids, faux locs, twists, etc)

- Section hair – wash in light rubbing motion and concentrate on scalp but do not neglect the length of your hair
 - Co-wash, t-shirt dry a minimum of 60% (with no manipulation) and then allow to air dry
 - Do a full cleanse at least once every 10 days, use a oil based [serum](#) to seal in moisture
 - After completely dry, gently redo any around the crown to extend the length of your style
- Maintain in between with a natural spray leave-in/ braid spray (We recommend [Peppermint Rose](#))

How to wash a Protective Style? (with extensions - Weave)

- Wash technique is similar to when wearing cornrows or flat twists: use pads of fingers to gently cleanse between parts
- Liberally apply conditioner to length of weave to soften and boost moisture levels. Treat weave like your hair when washing, t-shirt dry and apply low manipulation
 - Lay flat to dry on cotton t-shirt.
- Treat gently when washing to avoid creating tangles

How to uninstall a Protective Style?

PATIENCE, PATIENCE, PATIENCE!

Do NOT rush the take down process.

Always ensure you are **well rested** and **have time**.



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CONTINUED

Tips for uninstalling a Protective Style (**natural hair NO extensions**)

- **Detangle** - Start at the ends and work your way up
- **Remove all shed hair** - Very important step! If you do not remove your shed hair it can lead to massive tangles and lost hair
- Come full or bring light snacks and water: it will help to minimize stops

Tips for uninstalling a Protective Style (**with extensions**)

- When possible get someone to assist you
- It will help to avoid cutting too much hair or cutting the wrong thing (i.e. braid instead of thread)
- Take your time. Do one row at a time

Tips for uninstalling a Protective Style (**universal**)

- Pre-poo / scalp treatment: to soften and prep hair for washing
- Clarify: Use a cider based cleanser or clarifying shampoo
- Shampoo, condition, deep condition (protein treatment would be great here - if not sensitive) and seal

DO'S AND DON'TS

- **DON'T** neglect your natural hair:

i.e. Waiting too long to cleanse, Keeping a style in too long (give your hair a break between styles), Not prepping before installation

- **DON'T** ignore the warning signs: Headaches, Tension, Allergies to the fibers making up the hair

- **DON'T** over manipulate your hair

- **DON'T** put too much tension on the sensitive edges, crown and nape

- **DON'T** make the braids or twists too small (Especially when planning to wear for an extended period of time)

- **DON'T** rely on protective styles to "grow" your hair

- **DON'T** rush the process! Take your time with installation

- **DO** protect your ends.

- **DO** be patient!

- **DO** change it up: try new styles and give your hair a break

- **DO** add moisture

- **DO** wash your hair and extensions!

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