



**Your Hair, Your Way. Naturally!**

**Henna & Natural Ayurvedic Hair Care  
in Your Salon**



## Color

Many people who want to use henna, and ayurvedic herbs decide to use these natural ingredients as part of their natural hair regimen because they want color, and they want to cover greys especially. This is the natural alternative to chemical dyes. For red tones you'll be using henna powder. Each henna powder has a varying color result since dye content will vary between henna powders and crops, even year by year. They also have varying time needed for dye release.

### Generally:

- Moroccan: orange-red tones, but blends well with indigo to create brown to black tones. It also has a very fast dye release, but a fast dye demise compared to other henna powders. Perfect henna powder for those trying to achieve darker hair tones, and up to black. This henna powder does not freeze well. Preparing it too far ahead of time is not recommended. Best used fresh. Dye release in 1-2 hours.
- Yemeni: Perfect for rich red tones. Has a very high dye content. Dye release in 3-4 hours. Can be frozen and prepared ahead of time.
- Organic Rajasthani Indian Henna: USDA organic henna powder. Yields reddish to burgundy tones. Dye release in 3-4 hours. Can be frozen and prepared ahead of time.
- Jamila Summer Crop: One of the most popular henna powders because it washes out really well, and easily. Yields cool red tones, but sometimes on people with a lot of grey it can come out orange-toned. Dye release in 10-12 hours. Recommended to prepare this ahead of time because of the long dye release. Can be frozen.
- Organic Indigo: USDA certified. Is used with henna to yield reddish brown, brown to dark brown tones. Can be used to achieve black tones but isn't a good choice for clients who have resistant hair, and whose hair color doesn't hold well. Needs warm to hot water to achieve dye release, and takes about 30 minutes for dye release to be achieved. Do not freeze as dye can't be preserved.
- Indigo: Our non-organic indigo is perfect to be used with henna to achieve darken hair tones such as chocolate brown to black tones. Works great on resistant hair, and hard to color greys. Dye release achieved within 15-20 minutes. Needs warm to hot water as liquid to activate dye release. Do not freeze as dye can't be preserved.



We always recommend that new clients always do hair strand tests or skin patch tests to make sure they aren't allergic to any of the herbs. Usually it's very rare but about 5% of people tend to be allergic to indigo. Strand tests are also good for testing out color results before making a full commitment to a color tone, or to see how hair absorbs the henna and herbs.

You may need to keep track of your clients individual recipes, especially if they are regular clients, as you will want to repeat the same treatment you gave them or you may need to change it slightly to adjust it to their needs. Since you expect a lot of clients to come to your salon, there has to be an organized method to keep track of natural hair regimens.

They can get their hair colored with henna and/or indigo every 4-6 weeks, but some can come back sooner for root touch ups or full head treatments if their hair grows fast.

Henna will loosen the curl pattern, should your client have curly hair.

Henna and ayurvedic herbs can be drying so we always recommend that you moisturize your client's hair afterwards or recommend that they use one of the moisturizers you retail in your salon.

The liquid used to mix your recipes with can be warm water, tea brew, herbal tea brew, apple cider vinegar, and lemon juice. We don't recommend you use a large amount of a liquid that is acidic such as lemon juice because it can be drying for the hair, and can cause breakage. The best and mildest liquid you can use to mix your henna, and ayurvedic hair treatments is water.

Store all of your powders in the freezer, fridge or at a minimum a cool, dark place. Henna can be frozen for up to 4-6 months.

## Strengthen, Growth and Shine

Henna and ayurvedic herbs will strengthen your hair, add gorgeous shine, protect it from the elements, and help it grow stronger, longer and healthier. There will be clients who don't want color.

There are other ayurvedic herbs that are perfect to use for your clients for their varying needs and give you all the benefits of using henna.

- Organic Cassia Obovata: this herb has all the benefits of henna, but it doesn't color dark toned hair. It has a very low yellow dye molecule and it will show on blond or grey hair with a golden tone. It isn't as long term as henna and should be used every 3-4 weeks. This is a staple ayurvedic herb, as is henna, when recommending herbal hair treatments to clients. This herb and henna can be used with any other herbs. Can be mixed and used within 15 minutes. For golden tones you can allow dye release from 3-4 hours. It will not lighten hair.
- Organic Amla Powder: this herb is widely used to promote hair growth. It also tones down the red of henna. Some don't want the amla to affect their color results, so they can use it as a separate hair treatment, especially so if they want to tighten up their curls from the loosening affects of henna. Amla can be added directly to the henna powder or cassia obovata. Can be mixed and used within 15 minutes.
- Shikakai: it helps strengthen hair from its roots. It is known as a natural hair cleanser and has a very low pH. It won't strip the hair of its natural oils, and also acts as a detangler. Can be mixed and used within 15 minutes.
- Brahmi: this herb makes hair denser, long, shiny and dark toned. Controls dandruff, reduces premature grey, reduces the amount of hair loss, and strengthens hair at its roots. Can be mixed and used within 15 minutes.
- Bhringraj: it helps prevent hair loss, stops premature graying, and helps get rid of dandruff. Can be mixed and used in 15 minutes.

Store your ayurvedic herbs in your freezer, fridge or a cool, dark place. All of these herbs can be frozen up to 4-6 months.



## Moisturize and Cleanse

Henna and ayurvedic hair treatments can be drying, and hair should be moisturized afterwards. Oils and essential oils can also be added directly to recipes for added moisturizing, and benefits.

Our Organic Argan Oil, and Cocoveda Hair Oil are two great oils for rich, moisturizing. Argan is perfect for detangling, and taming frizzies in hair. Cocoveda hair oil is a coconut oil with ayurvedic extracts to strengthen hair. Amla oil is good for hair growth, and moisturizes. Both our Organic Camellia and Organic Golden Jojoba oils are light oils, and perfect for adding back that natural moisture to hair. These oils are essential to a natural hair regimen, and clients will love to buy them for their own daily use.

Handmade ayurvedic shampoo bars give added ayurvedic benefit, cleansing and deep rich moisturizing to hair. Clients will love these bars! We recommend these for both use in your salon, and for retail.



## Introducing your clients to Henna and Ayurvedic Natural Hair Care

Coloring hair will be the primary need of most of your clients. People like the long lasting affect, benefits and red tones that henna gives. Many of your clients will want to cover greys and using henna and indigo will be your two most popular herbs. They are seeking a natural alternative to chemicals dyes, and now they've found it with you!

The more information you give your client, the more confident and trusting they will feel about you and your business. You will be opening the door to the best natural alternative they can give their hair, and overall health.

We recommend you go over all the steps and explain to your client that using henna and natural herbs will require more of their time, but it will be well worth it. Ayurvedic herbs will not lighten their hair.

Make sure to plan out your ayurvedic hair sessions ahead of time. Some herbs can be mixed very quickly and used, but henna and indigo need time for dye release so do plan that out so that the recipe is ready for them, and you can get started on your client. Usually preparing a day in advance is enough time.

Small batches can be prepared ahead of time and frozen so that it can be taken out to thaw before the client's appointment. You'll have to choose the best scheduling and planning to make your business run smoothly, and ensure best results for your client.

Should your clients ever want to use any chemical hair treatments you can assure them that when using Henna Sooq henna and ayurvedic herbs they are safe to do so, and it won't harm their hair.

## Creating Ayurvedic Recipes

There are an endless amount of recipes you can create for your business, and clientele. You can offer a variety of herbal hair treatments that will set you apart in the natural hair industry.

A basic recipe with henna, can be formulated into a rich, moisturizing treatment by adding conditioner, and other hair oils. This is called a henna gloss. This recipe is usually used when someone wants a deep ayurvedic hair treatment, and a light red boost to their hair. This is a very good recipe to introduce to those new to henna. It's not very drastic in change, but they get all the benefits of henna along with the deep moisturizing of the conditioner, and hair oils added.

You can add herbal tea brews to your recipes as well such as chamomile for those who want golden tones, along with honey, and cassia obovata. This is a good conditioning treatment with no color change.

A hair growth recipe can be created with cassia, amla powder, and amla oil. It could be your new ayurvedic hair growth treatment. You can have clients coming in for this treatment every 2-3 weeks.

With a variety of recipes you can have your clients coming back week after week. You'll also be empowering them with the knowledge to know and understand how to care for their hair naturally.



## Becoming a Retailer

Becoming a retailer (opening a wholesale account) with Henna Sooq allows you exclusive access to trainings, workshops, samples, information packages for your clients, and one on one sessions. At no additional cost. Your success, is our success!

For further questions, comments or concerns please contact us at:

(410) 579-4543

[khadija@hennasooq.com](mailto:khadija@hennasooq.com)

[www.HennaSooq.com](http://www.HennaSooq.com)