

CURL

PWR

VOLUME 1
Written and edited
by
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JULIA DELISI
FALL 2017



CURLS

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WHAT IS **CURL PWR?**

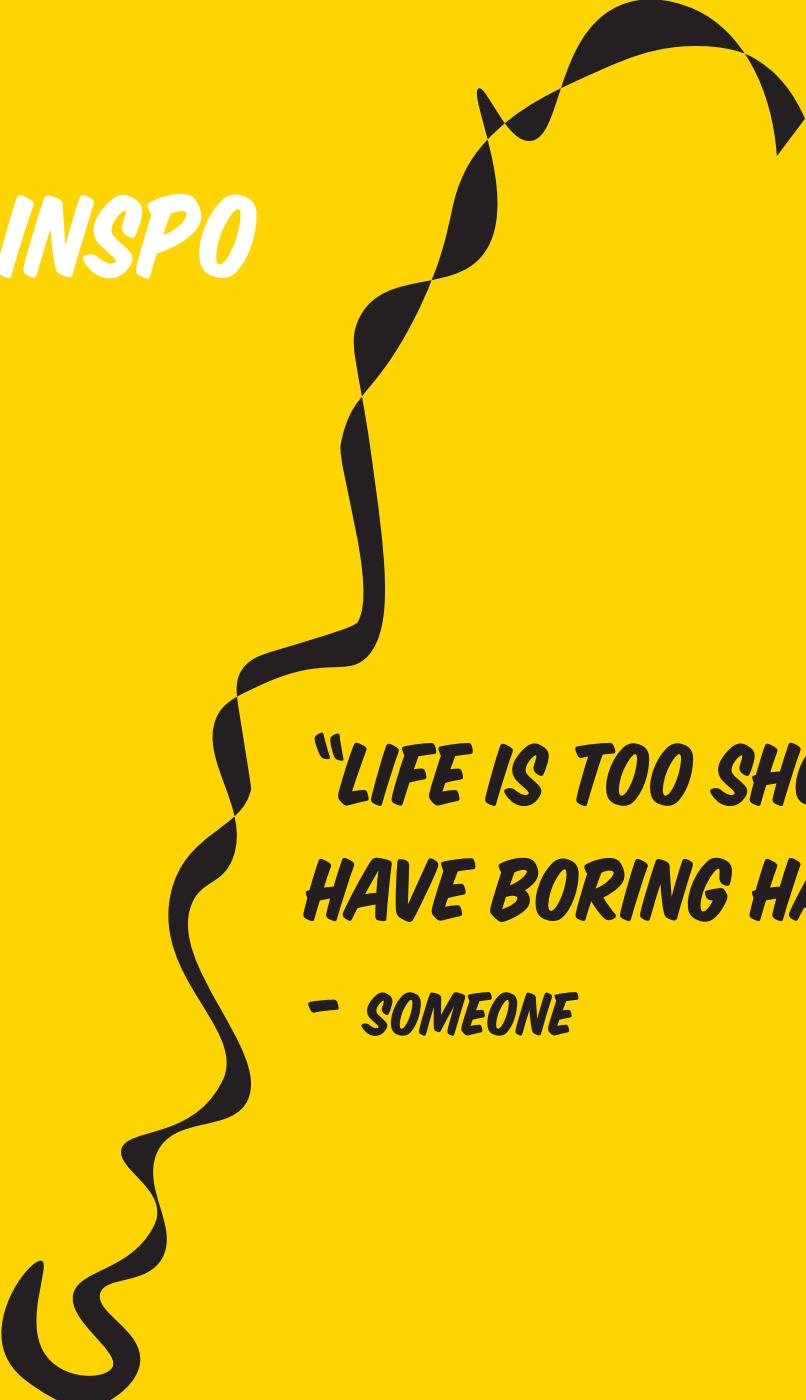
Hair is everywhere. In your drain, on the floor, stuck to the bottom of your shoe...but is it all the same? There are tons of different textures, patterns, colors and density's of hair, all equally beautiful, but this zine aims to celebrate curls. As someone with curly hair, I have faced the life-long struggle of figuring out how to tame it, fighting to change it, erasing its beauty and health just because I did not appreciate my curls in their natural state.

You name it, and I've tried it. Many chemicals, heat tools, and misleading products later, I decided to let go and embrace what I had. This process was hard but well worth it, and I'd like to share a few tips that I've learned along the way. Of course my curl pattern is not the only kind in the world, so I have selected a few other curly's to discuss their routine and hair journey.

The most important part of embracing your curls is using them to enhance your confidence. Being confident about your hair texture will give you the motivation to keep up with your look, something that may seem impossible at first. In no time, taking care of your hair will be an easy and fun experience.



INSPO



**"LIFE IS TOO SHORT TO
HAVE BORING HAIR."**

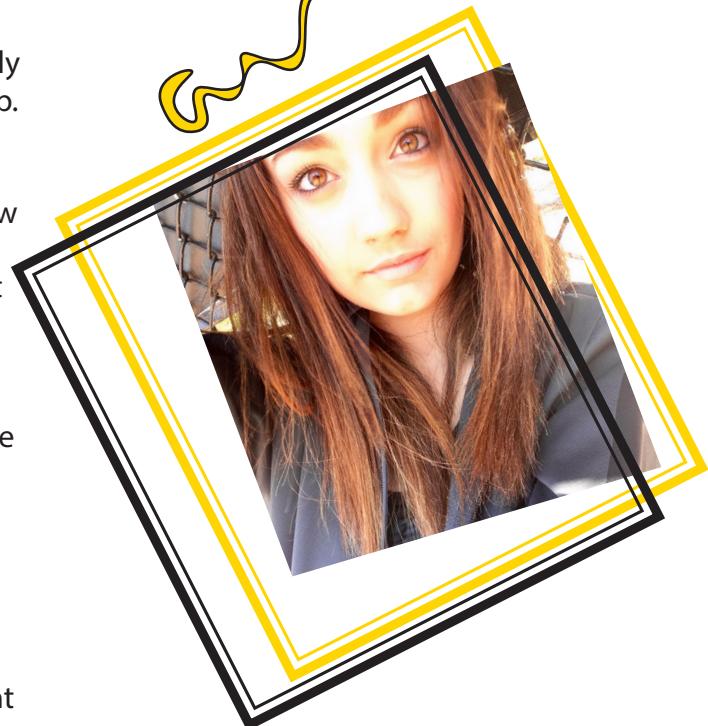
- SOMEONE

HAIR CARE PROFILE: ME

I did not realize that I had curly hair until I was in middle school. I know that must sound crazy to some, but I was always so used to having it cut short or in a ponytail, braids or bun of some sort, brushed out, so it looked like a frizzy mess. It wasn't until other kids started to make fun of my hair that I realized it was different, my hair was big and thick and had a mind of its own. That's when I discovered chemicals, heat tools and blow outs.

Being the only person that had curly hair in my family, no one knew how to help. My mother took me to hair salons that smothered my hair in burning chemicals and sealed it with heat. I was left with straw-like hair, ends split all the way to the top, thirsty for moisture. At this point I thought I looked pretty. My hair was straight and neat, and no one made fun of me. My friends stopped making jokes and instead gave me compliments. I felt great. Then the regrowth happened.

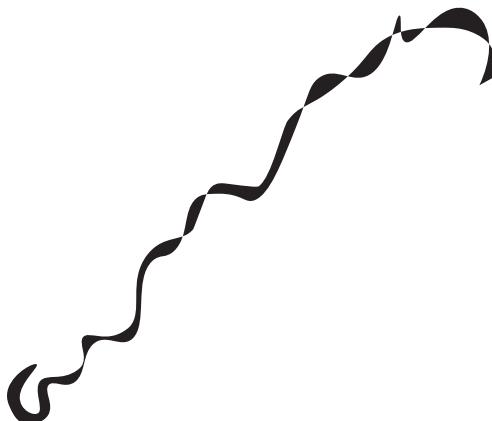
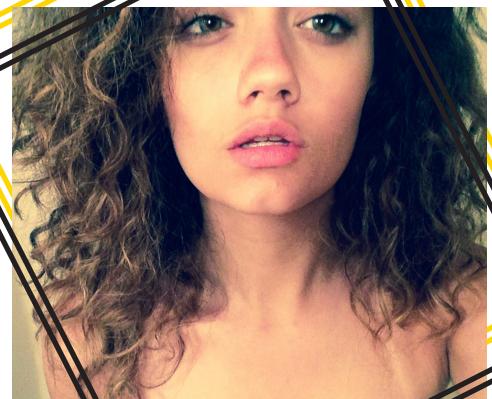
The hair at my roots was curly, and my ends were straight. I felt ugly again, so I made it a ritual to straighten my whole head of hair every single morning. This equalled to more damage, so I cut more and more inches off each year. At this point I was already in highschool, and the jokes



and comments got even more intense. Being a teenager, and going through all the changes that growing up came with, I wanted to look as pretty and put together as possible, but instead I looked like a mess. I finally was able to grow the product out of my hair and settle for weekly blowouts and followed the ombre highlights trend. I thought I looked good again, but with every swipe of a flat iron, I was doing more and more damage to my self esteem, and of course my hair.

The moment I placed an order for clip in hair extensions was one of the lowest points in my journey to confidence. I hated myself so much that I put layers of someone elses hair on my head to feel pretty....

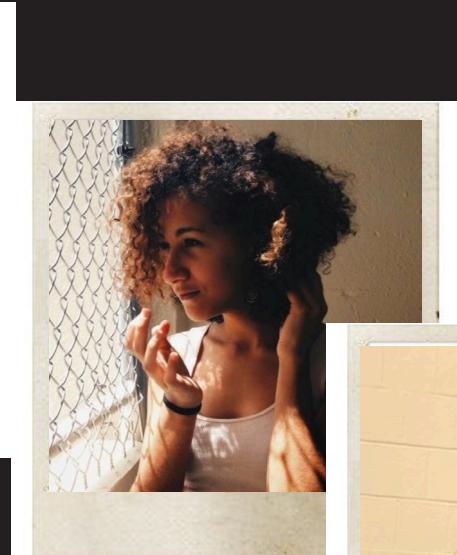
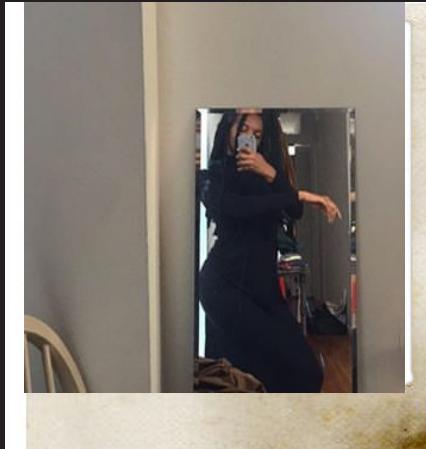
It was a month after that when I stopped using bleach, heat and clip ins. I was tired of a ritual that kept erasing what was natural on my head, so I gave up. I looked to youtube to give me guidance on what to do, asked people that also had curly hair, and just patiently waited to get better. It took years and millions of products later, and my curl pattern started to be uniform and spiral. I was finally able to feel confident and beautiful with the hair that I always had, but never knew how to appreciate.



INSPO

**"MY HAIR IS AN
AESTHETIC CHOICE, BUT AT
THE SAME TIME, HOW YOU
WEAR YOUR HAIR IS A
POLITICAL STATEMENT AS
WELL."**

- ERYKAH BADU



BEING NATURAL IN 2017: 3 GIRLS, 3 TEXTURES, 3 STORIES

EVA, ENITA AND TOYOSI SHARE THEIR HAIR JOURNEY, AND WHAT IT MEANS TO BE NATURAL IN 2017

It takes one single glance down a busy New York street to see the variety of different textures and colors of hair that make up our city. Some people choose to color their hair, leave it alone, straighten it, curl it, or shave it off. Each head has its story.

Eva, Toyosi and Enita all have curly hair. Eva's curls hang down her shoulders and are a medium brown, while Enita has dark coily hair, and Toyosi has even darker, thicker, coarser hair. Both of them wear a protective style that goes on top of their natural hair, keeping it protected and sealed with moisture. It is no doubt that these three girls each have a different relationship to their hair, based on how they wear it, talk about it and present it to the world. But there is one universal rule, no chemicals come near them.

I started the interview by asking a universal question that I thought each of them could answer easily.

Can you talk a bit about your relationship with your hair from when you were little to now?

Toyosi: "I love my hair. I have worn it natural for 19 years. It never occurred to me that I needed to change its texture. I love it....except that one time...."

Enita: "On the contrary I kind of hate my hair. not for what it looks like or for what it feels like. I hate how much importance there's placed on it. I hate how I feel the pressure to have it look perfect everyday even though it isn't, even though I am a human being and I am not perfect."

Eva: "So my relationship from when I was little was kinda complicated because I have A LOT of hair and as a young tomboy with ZERO desire to sit around and "do" my hair it was always a tangled, nest-like mess. I have a vivid memory sitting in between my mom's legs in front of the tv while she spent hours detangling it, while I screamed in pain."

A close-up photograph of a woman with dark, curly hair. She is resting her chin on her right hand, which is propped under her head. She is looking directly at the camera with a neutral expression. She is wearing a white tank top. The background is dark and out of focus.

**TO ME IT'S
NOT
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OF
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BUT MORE
A CRUCIAL PART
OF MY
IDENTITY. "**

What influences your hairstyle choices?

Toyosi: "I had my hair permed once, actuall last year. Ever since then I've taken the best care of it. I use all kinds of moisturizing products to help it grow, and wear protective styles to keep it as moisturized and happy as possible. The more attention and love and honestly.... time, that I pay attention to my hair, the happier and healthier it is. I wear whatever hairstyle I want, it can be crazy or boring, If I like it and I think it suits me, I dont care, I'm going to wear it. Opinions arent scary."

Enita: "I love to constantly change my hair but haven't been able to do so since moving to the United States / because they charge so much for the service if you want a quality result."

Where is back home?

Enita: "Either in London or Nigeria. maybe its because I have more connections there."

Eva: "My hairstyles aren't influenced by my culture because Dominican culture = perming and straightening and endless hours at the salon which I never do. My

hairstyles are all pretty simple, either loose, a head wrap, crazy nest-like bun, stuff like that. To protect my hair, when I wash it I make cornrows to sleep in with product. I found this REALLY helps my curls and looks great until I wash again. I always wear my hair natural so to me it's not a matter of empowerment but more a crucial part of my identity."

Do you think being natural is empowering?

Toyosi: "anything on my hair empowers me. Wigs, braids, weave, or in its unwashed form. I love my hair. I'm proud of it. Its who I am and who my parents are....coiled in each individual strand."

Enita: "Since I am natural most people don't like coming near my hair when it's out so I use protective styles

A black and white photograph of a young Black girl with dark, curly hair. She is sitting on a light-colored, textured surface, possibly a couch or bedsheet. She is wearing a light-colored, long-sleeved shirt. Her right hand is resting against her chin, and she is looking directly at the camera with a contemplative expression.

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a lot... and I've only just started use of a wig."

Eva: "I think it's amazing more and more women are choosing to go natural! Even though it takes more work it's so much healthier and beautiful. I do like straightening sometimes -just cause it's so fun to look like a different person all together-but my natural curls are one of my best features and I love it!"

How does your culture and family affect your choice to be natural, or in general affect how you feel about your hair?

Toyosi: "I am inspired by the styles worn by those who share my culture. But its honestly about how I feel, and how comfortable i am. what they wear may look great and bring them happiness, but it might not do that for me."

Enita: "I really have never cared to much about how I'm outwardly perceived as long as i am ok emotionally. I am always

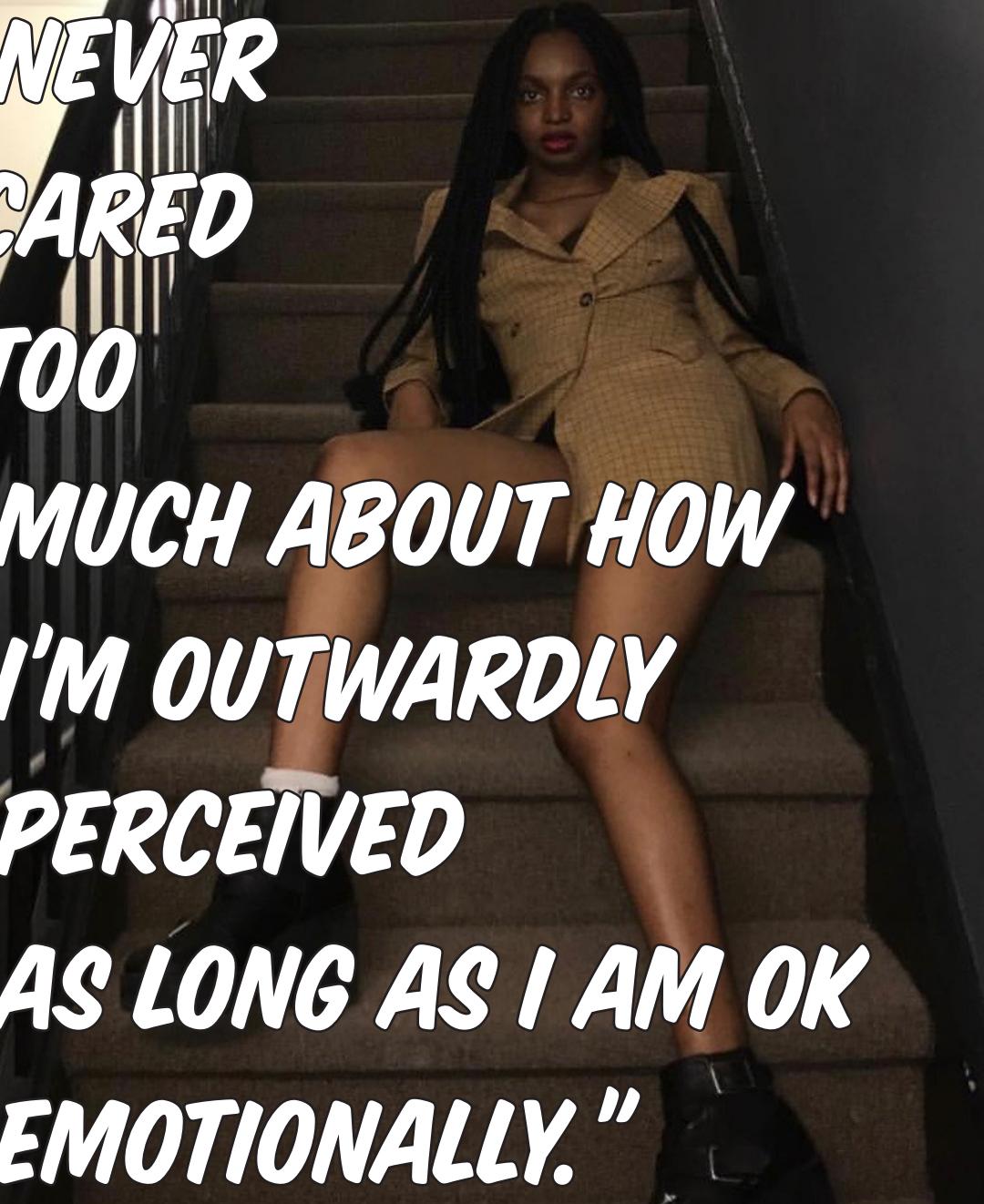
judged by my family, But I've never cared."

Eva: "When I was older I started doing this to myself, sitting in front of the tv detangling for forever. I played around with it often, changing the color mostly since I was really little and I think this further damaged my hair. Luckily I was always natural and (except like one or 2 times) I never permed or treated it (unlike most Dominican women). Finally in HS I decided to chop my long hair to my shoulders and it was the best thing I ever did with my hair!!! Now my hair is pretty healthy I take care of it and dedicate time to it.



Interviewing these women brought me to the realization that hair is not just hair. There's a connotation to it, whether it be a negative or positive one, these women don't care. They are unapologetically themselves.

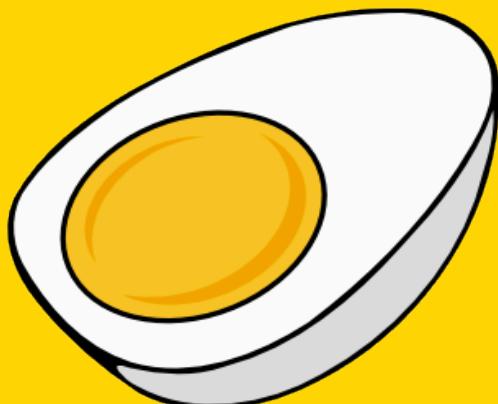
**"I REALLY HAVE
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TWO TIPS!

DIY: HAIR MASK

DEPENDING ON HOW MUCH
HAIR YOU HAVE,
MIX/BLEND TOGETHER
1 AVOCADO
2. 2-6TBSP OF MAYO
1 EGG



LEAVE ON FOR AS
LONG AS POSSI-
BLE!!

Wash mask out in the shower and follow your regular routine.

TWO TIPS!

THINGS TO TRY:
APPLE CIDER VINEGAR
RINSE

INCREASES SHINE

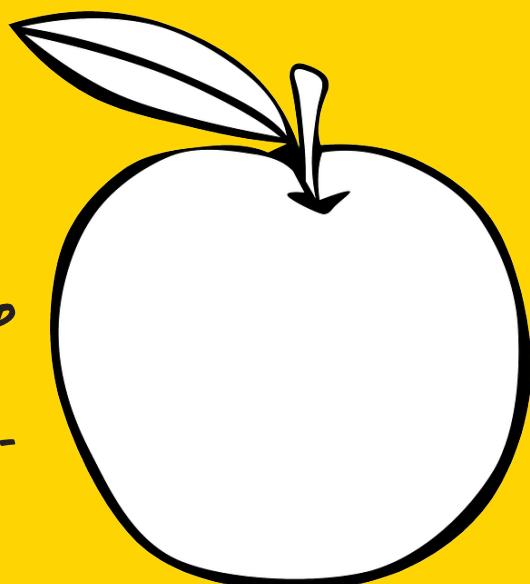
CLEARSCALP

STIMULATES GROWTH

ELIMINATES FRIZZ.

MIX EQUAL PARTS ACV
AND WATER. RINSE SCALP
AND HAIR THOROUGHLY
AND CONTINUE HAIR ROU-
TINE.

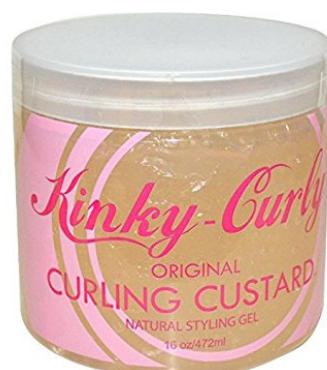
ONCE A WEEK.





PRODUCT

SPOTLIGHTS



1. Olive oil Masque: helps moisturize dry brittle hair. Use as an overnight treatment for added benefits.

2. Aussie 3 minute moisture: Great conditioner to use as a detangler. Makes hair really slippery and easy to comb through, adds nice shine and moisture.

3. Eco-styler gel: Best for thicker hair, can be used to give curls definition and slick down baby hairs and unwanted frizz.

4. Silicon Proteina de perla: Leave in conditioner. Use after shower to lock moisture in hair. Can be used everyday as a way to refresh and moisturize curls.

5. Curl Renew: Curl refresher. Spray in hair to reactivate curl pattern and bring back moisture and shine.

6. Tea Tree oil Shampoo: Cleans scalp of any left over product and refreshes hair. Good way to clean hair of build up.

7. Kinky Curly curling custard: Emphasize any curl pattern without the crunchiness and dryness of regular gel. Keeps curl frizz free and defined.

8. Cantu coconut curling cream: Leave in moisturizer to define, add shine, and moisture to dry hair.

9. Argan oil shampoo: Cleans dry hair by not stripping it of its natural oils. Still get a clean feel with no dryness.

**CURL
PWR**

A black and white photograph of curly hair, likely from a person's head, filling the frame. The hair is dark with lighter highlights and has a tight, coiled texture. A large, solid black rectangular box is centered over the middle portion of the hair. Inside this box, the words "CURL" and "PWR" are written in a bold, yellow, sans-serif font, stacked vertically. The "C" in "CURL" and the "P" in "PWR" are capitalized and have a slightly larger size than the other letters.