

FREE SHIPPING U.S. ORDERS OVER \$50

IT'S HERE! LIMITED-EDITION PATTI
NOW BE

2 of my
favorite things,

PATTERN x MAC

SHOP THE HOLY GRAIL KIT

SHOP ALL

INTRODUCING THE
TREATMENT COLLECTION



[SHOP TREATMENT](#)

SCULPT & STRUT
STYLING COLLECTION





SHOP STYLING

HEALTHY & HYDRATED
WASH DAY COLLECTION

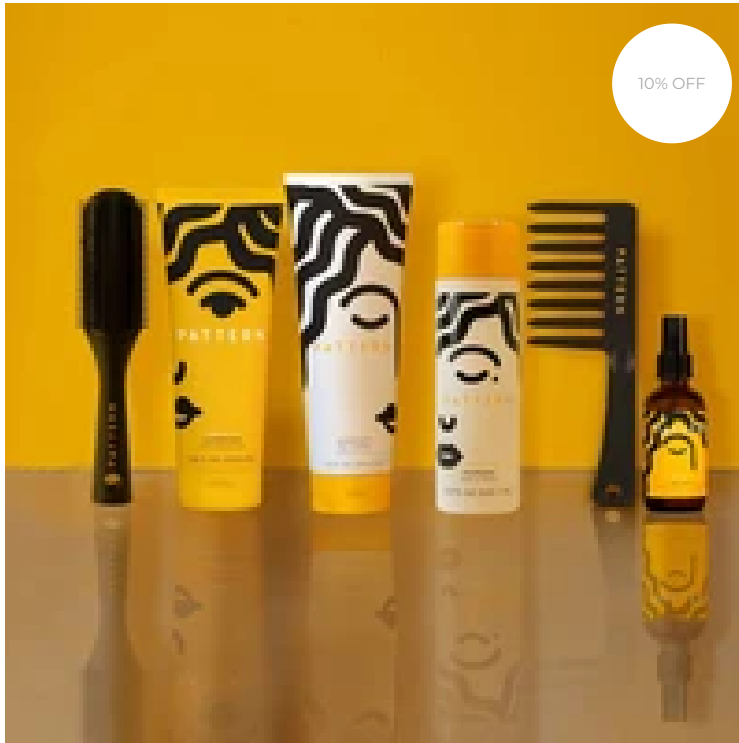


SHOP WASH DAY

The Bestselling Bundles

All the best combos for juicy & joyful hair

10% OFF



the curly starter bundle
for curls
~~\$135~~ **\$121**

ADD TO BAG

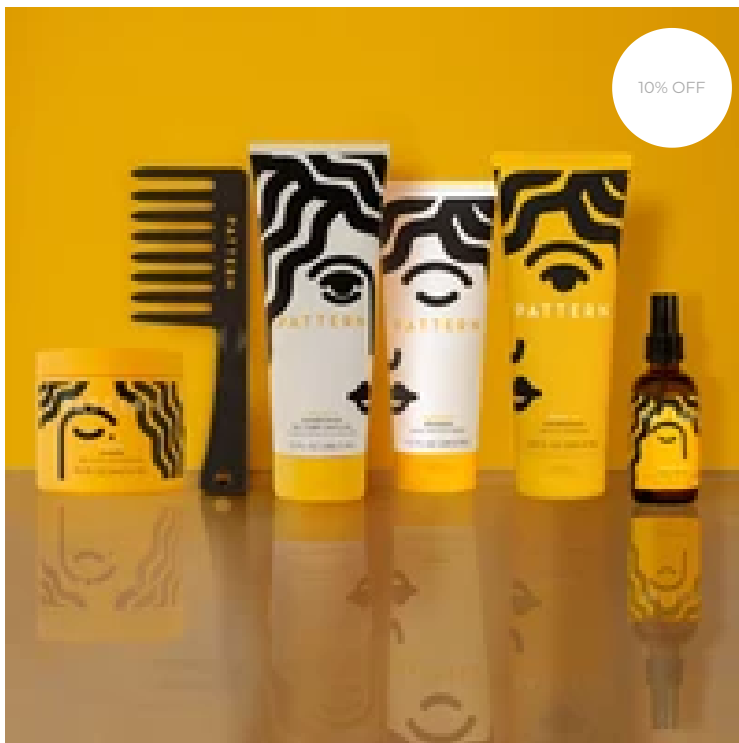
10% OFF



the coily starter bundle
for coils
~~\$135~~ **\$121**

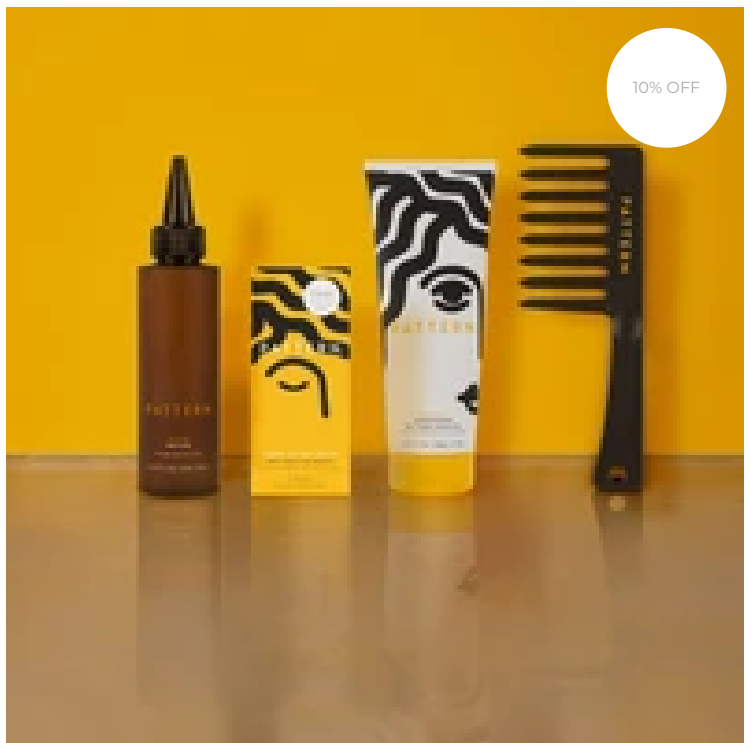
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10% OFF



the tight texture bundle
for tight textures
~~\$135~~ **\$121**

10% OFF



extreme hydration bundle
for curls, coils & tight textures
~~\$80~~ **\$72**

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ADD TO BAG

10% OFF



deluxe essentials bundle

hydration shampoo + all 3 conditioners + leave-in conditioner + jojoba oil blend self-heating packs + shower brush + curl gel + styling cream + strong hold gel + edge control + hydrating mist + all 6 tools

24 Reviews

~~\$274~~ **\$246**

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AWARD WINNERS

From Allure to Essence, beauty insiders have given these products top honors



**hydration
shampoo**
for curlies, coilies & tight textures

2049 Reviews

\$20

[SELECT SIZE](#)



**medium
conditioner**
for curlies

803 Reviews

\$25

[SELECT SIZE](#)



**intensive
conditioner**



**scalp
serum**

for tight textures

896 Reviews

\$25

SELECT SIZE

for curlies, coilies & tight textures

362 Reviews

\$25

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OUR MISSION

We are here to fulfill the beauty needs of the
CURLY, COILY & TIGHT TEXTURED
community.

We are centered around the celebration of Black Beauty.
We are an active space for uplifting & loving our authentic beauty.

We are Black-owned & Black-founded.

VISIT OUR CURL GUIDE

SEE OUR STORY

SHOP THE COLLECTION →

JOIN OUR COMMUNITY @PATTERNBEAUTY



LOAD MORE

ABOUT PATTERN

Natural hair products done right.

Pattern Beauty has everything you need for juicy, joyful, and healthy hair.

We focus on the use of quality ingredients to nourish each strand of hair. By Black hair for Black hair, we have all the [hair accessories](#), [styling products](#), [hair treatments](#), and more that your textured hair didn't have access to. We have something for every [curly hair type](#) and if you don't know where to start we have the resources to teach you about your hair. We are here to empower you. Our products are here to empower you. We want you to be empowered by your authentic

Black Beauty and our products are how we do that. Say goodbye to damaged hair and be prepared to experience your hair to its fullest potential. At Pattern Beauty, we approach hair health in a holistic way. We have products to meet your hair in whatever stage it's in. We want to be involved in every step of your hair care routine to ensure your hair is getting the nourishment it deserves. Our products include [shampoo and conditioner for curly hair](#), scalp treatments, argan oil, jojoba oil, different cleansing treatments, [styling cream](#), and more.

Get your curls healthy and defined with Pattern Beauty.

JUICY & JOYFUL CONTENT

Learn about the PATTERN community; stay up-to-date on offers, new products, & more—straight to your inbox.

EMAIL ADDRESS

SIGN UP

JOIN OUR COMMUNITY

@PATTERNBEAUTY



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