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| Step Number | Question | Explanatory Text | Answer Options | Info Buttons |
| 1 | What’s Your Curl Pattern? | The number of curls that occur along a 1” section of hair. (Have your hair in locs or a protective style? Click these links for product recommendations.) | Straight to Wavy | Less than one curl per inch. Hair ranges from perfectly straight to slight texture and is flat to the head when wet. Not much change in length when hair is pulled taught from its natural resting position. |
| Loose Curls | One to two curls per inch. Some length change when hair is pulled taught from its natural resting position. You can easily pull your fingers through your curls when they are dry. |
| Tight Curls | More than two curls per inch. Significant length change when hair is pulled taught from its natural resting position. Challenging or impossible to pull your fingers through hair once it is and dry. |
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| Step Number | Question | Explanatory Text | Answer Options | Info Buttons |
| 2 | What’s Your Porosity? | Porosity refers to the degree to which your hair is able to absorb moisture and product. | Medium to Low Porosity | Hair is slow to absorb water and product, prone to build-up or greasiness, and does not experience a dramatic change in humidity. |
| Medium to High Porosity | Hair readily absorbs moisture and product, may look dull after a few days, and gets poofy and frizzy in humidity. |
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| Step Number | Question | Explanatory Text | Answer Options | Info Buttons |
| 3 | What’s Your Curl Shape? | The three-dimensional appearance of a curl or wave. | ‘S’ Shape | Clear curl ‘families’ that group in a repeating wave pattern. May be loose or very tight. |
| Spiral | Clear curl ‘families’ that that coil in a helix around a central axis. May be loose or very tight. |
| Single Strand | Independent strands that stand out from one another, do not easily group, and may be ‘s’ or spiral shaped. |
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| Step Number | Question | Explanatory Text | Answer Options | Info Buttons |
| 4 | What’s Your Hair Texture? | The width of your individual strands of hair, ranging from less than 60 microns to 80 microns in diameter. | Fine | Individual hairs are very soft – almost undetectable between the fingers. |
| Medium | Individual hairs are easy to feel between the fingers and are somewhat soft. |
| Coarse | Individual hairs feel hard and substantial between the fingers. |
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| Step Number | Question | Explanatory Text | Answer Options | Info Buttons |
| 5 | What’s Your Scalp Condition? | Healthy scalps grow healthy hair! Pick the option that best describes your scalp. | Sensitive | Sore feeling, even when not restricted in a tight style. |
| Irritated | Visible redness and itching. |
| Flaking | Light colored flakes originating from the scalp (not product build up). |
| Tight/Dry | Scalp does not move easily over the skull and feels almost glued down. |
| Supple \* | Scalp moves easily over the skull and has some give when pressed with fingertips. |

\*Justin and Saji, if this multiplies the landing pages, we could just add a line in the explanatory text that says “If your scalp is supple and healthy, go ahead and skip this question”.

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| Step Number | Question | Explanatory Text | Answer Options | Info Buttons |
| 6 | What’s Your Styling Preference? | Which of these profiles best describes your styling routine? | Natural with No Refreshing\* | No heat styling and minimal post-wash day styling. |
| Natural with Some Refreshing | No heat styling with some post-wash day styling to reshape waves and curls. |
| Occasional Heat Styling | Hair is blow dried and/or flat ironed once in a while. |
| Volumized | Hair is encouraged to fluff up for a soft, full look. |

\*This option = zero extra products but I feel we need it here so that everyone can be represented.