

## **Project: Long Hair Don't Care**

Long Hair Don't Care is a company whose central focus is to guide the modern hair enthusiast into a Natural Hair journey. What is a Natural Hair journey you might ask? That is an excellent question! A natural hair journey is a healthy shift in one's diet, hygiene, and lifestyle in order to promote the best results for quick and healthy hair growth. From searching for the right hair products to altering your overall diet for a natural beauty, Long Hair Don't Care is ready to establish an online community for anyone ready to achieve the hair length of their dreams.

Aims for the company include: having an online profile, sharing the latest pictures documenting your hair growth., advice columns, sharing hair care techniques, different diet trends and hair styling tips. The site caters to the modern social net-worker who is looking to showcase their journey into a more natural lifestyle.