

## Texture ID Groups & Product Determination

- Texture Types:
  - Straight with/without Bend,
  - Waves (loose, defined, deep)
  - Curls (loose, defined, tight)
  - Coils (loose, defined, tight)
  - Afro-Coils (loose coils/zig zag, tight coils/zig zag, tight zig zag and loose zig zag)

Texture Patterns: S-Patterns, C-Patterns, Z (Zig-Zag Patterns)

### Hair Pattern Descriptions:

- A curl is a **C pattern** with a loose to tight spiral formation.
- A coil is a very tight to extremely **tight curl with a C pattern**. It has a spiral formation and when lengthened or stretched, resembles a series of loops. All hair has some texture whether, it is straight and coarse with a bend or Afro coils— highly textured hair.
- An Afro-coil is a combination of a **C pattern and a Z pattern** (zigzag) that can be fine hair strands with very tight or very loose Z patterns and a lot of frizz and volume.
- A wave is a **S pattern** with a loose to deep bend forming into a curvy formation.
- Straight hair has **no bend or a slight bend**.

## **PRODUCT GROUP I – Straight, Waves & Loose Curls**

**Straight:** no bend, slight bend

**Waves:** loose waves, defined waves, deep waves

**Curls:** loose curls

**Pattern:** No bend to slight bend forming into a loose **S** and very loose round **C formation**. Hair that is straight and loose waves typically grow straight from the scalp and lack volume at the root. Defined waves and loose curls start bending mid shaft and

### **Products:**

- hydration and water-based (H<sub>2</sub>O) work well with all textures.
- water based products with humectants: ingredients like aloe, flaxseed gel, honey, and vegetable glycerin
- products with a light-weight consistency work best
- with these textures.

## **PRODUCT GROUP II - CURLS & COILS**

**CURLS:** defined curls and tight curls

**COILS:** loose coils, defined coils, and tight coils

**Pattern:** Medium to tight **C formations** with big and small loops to tight spirals. Hair grows out from the scalp and has medium to heavy volume and frizz.

***Products:***

- a combination of water-based products, humectants, butters, botanical and essential oils
- a medium to heavy consistency work well for textured styling.

**PRODUCT GROUP III - Afro-Coils / Highly Textured Hair  
Combination patterns**

Loose Coil with Zig Zag pattern

Tight Coil with Zig Zag pattern

Tight Zig Zag pattern – on z patterns

Loose Zig Zag patterns - stretched out is wiry straight

***Pattern:*** Very tight C formations and ( Z) Zig Zag formations with very tight spirals  
to only Z patterns with loose, fine, course or wiry strands

***Products:***

- rich butters, botanicals, and essential oils
- Heavy and thick consistency work well on course textures
- Medium consistency works better of fine and thin hair for textured styling
- Medium consistency works better for smoothing and straightening.