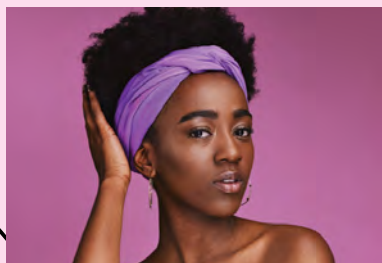


Avroy Shlain®

AFRI MOISTURE HAIRCARE™





STEP 1 WASH

Shampoo: Wet hair with warm water before shampooing. Using warm water during this step helps to open up the hair cuticle. Begin lathering at the hairline and where oil is most concentrated. Then gently massage the shampoo down to the ends of your hair. Rinse and repeat when necessary.

BENEFITS:

Cleanses, moisturises and refreshes scalp.



STEP 2 TREAT

Treatment Oil: Part the hair into sections, apply a few drops and massage into the scalp. Apply after washing and before styling. May also be used after braids and plaiting. It has been formulated with a moisturising blend of Avocado, Jojoba, Argan Oil and Sweet Almond Oil.

Hair Mayo: Massage a generous amount evenly into the hair from roots to ends. Leave on hair for 1 minute, then rinse thoroughly with lukewarm water.

BENEFITS:

Manages dry and brittle hair. Contains Olive Oil to hydrate and moisturise the scalp and hair.

STEP 3 MAINTAIN

Anti-Flaking Scalp Treatment Oil: Part the hair into sections, apply a few drops to each partition and massage into the scalp. Do not rinse out. The Treatment Oil should be applied after washing and before styling.

Hair Butter: Helps with styling, reduces hair damage and promotes hair growth.

Hair Food: Gives added moisture to your hair and helps manage dry scalp and itchiness.

BENEFITS:

Helps to seal in moisture. Helps with dry and itchy scalp, and keeps hair hydrated while promoting hair growth.

STEP 4 STYLE

Edge Gel: Apply this long-lasting holding gel on to your edges and style to achieve the perfect laid edges.

Oil Sheen Hair Spray: Ideal for relaxed, braided, natural and protective styles. Works on wet or dry hair, providing added moisture.

BENEFITS:

Edge Gel: Contains moisturising and protective ingredients such as glycerine to condition your hair and give it a luscious shine.

Oil Sheen Spray: Formulated to give your hair a natural-looking glossy finish while nourishing hair.



HELPFUL TIPS TO EFFECTIVELY PROMOTE AND SELL THE AFRI MOISTURE HAIRCARE™ RANGE.

1

Highlight the
quality and
benefits of
the range.

2

Educate
customers
about the
ingredients
and results
the products
deliver.

3

Emphasize the
value for the
whole family.

4

Provide
demonstrations
and samples.

5

Build
personal
relationships
with
customers.



HOW TO SHOP:



Reach out to an Avroy
Shlain sales agent for
personalized assistance.

OR



Visit our e-commerce
www.avroyshlain.co.za
for online purchases.



NEW

Avroy Shlain®

AFRI
MOISTURE
HAIRCARE

**LEAVE-IN
CONDITIONER**

Nourish your scalp and hair from root to tips with our conditioner, infused with moisture-rich Urea.

Shea Butter and Cocoa Butter add deep hydration and hold, while Olive Oil smooths hair for a healthy shine. Has a fresh, floral scent.



Product code 9103



Directions for use:

Scoop a generous amount and apply to damp, towel-dried hair, starting at the roots and working towards the ends.



Gently comb through from the ends to the roots for even distribution, focusing on problem areas or longer hair. Do not rinse.

Code 9906

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NEW

Avroy Shlain®

AFRI
MOISTURE
HAIRCARE

**DETANGLING
HAIR SPRAY**



FOLLOW US ON INSTAGRAM
TO LEARN MORE

@afri_moisture

PRODUCTS CAN BE USED
ON 2C TO 4C HAIR

CURLY



WAVY



KINKY



200ML



**ALL OUR PRODUCTS ARE
PRODUCED LOCALLY**

Deeply conditions hair, making it easier to style, while also reducing breakage and frizz. Soothes scalp with intense hydration and moisturisation.

ALOE VERA



Aloe Vera – soothes scalp and deeply hydrates hair

GLYCERINE



Glycerine – for deep hydration and moisturisation



Avroy Shlain®

HOW TO SET UP
FOR A **HAIR CARE**
WORKSHOP

WORKSHOP TOOLS

- Hair Care products
- Display Table/ Stand/Rack
- Decorative Items i.e flowers, scented candles etc
- Hair Care educational materials i.e. product leaflets
- Towel
- Bowl
- Mirror
- Model
- Gifts

DISPLAY SET-UP TIPS

- Use a branded Avroy Shlain or a plain colour table cloth to keep the look elegant.
- Use mirrors, trays & accessories to enhance the display.
- Have the How to Sell Hair Care booklets available.
- Set up a designated area for hair care demonstration.
- Create a welcoming atmosphere that encourages participants to explore and engage with the products.



WORKSHOP GUIDE

- 1 SET-UP:** A display table that showcases the various hair care products. Arrange the products neatly, with clear labels indicating their purpose and benefits.
- 2 HANDOUT:** Educational material on the hair care range, how to sell hair care guide.
- 3 TRAIN:** The group on the different hair types, different hair care products, ingredients and benefits.
- 4 DEMONSTRATE:** How to use each product. Keep the workshop interactive and engaging.
- 5 EXPERIENCE:** Have the attendees smell and feel the texture of the products
- 6 QUESTIONS:** Answer any questions from the group and encourage attendees to ask questions and share their experiences. You can also ask them questions to check for understanding.
- 7 GIFT:** Attendees with a product e.g hair food or styling gel in sample containers etc



WHY YOU SHOULD TAKE CARE OF YOUR HAIR

- 1 PREVENTS DAMAGE:** Regular care helps prevent split ends, breakage, and hair loss, reducing the need for costly treatments.
- 2 PROMOTES HAIR GROWTH:** Proper care stimulates hair growth, leading to longer, stronger hair.
- 3 ENHANCES APPEARANCE:** Well-cared-for hair looks vibrant, shiny, and healthy, framing your face and enhancing your overall appearance.
- 4 PROTECTS FROM ENVIRONMENTAL STRESSORS:** Healthy hair maintenance helps shield your hair from sun damage, pollution, and other environmental stressors.
- 5 SUPPORTS SCALP HEALTH:** Regular care maintains a healthy scalp, reducing the risk of conditions like dandruff, itchiness, and irritation.
- 6 IMPROVES MANAGEABILITY:** Proper care makes hair easier to style, reducing frizz and tangles.



HAIR TYPES

1. Straight Hair (Type 1):

1a: Fine and thin, tends to be very soft, shiny, and oily, and can be difficult to hold a curl.

1b: Medium thickness, with more body and volume than 1a.

1c: Coarse and thick, tends to be straight and can be difficult to curl.

2. Wavy Hair (Type 2):

2a: Hair has a slight “S” shape and is often flat at the roots, may be delicate and prone to frizz.

2b: More defined “S” shape, with waves closer to the head and can be prone to frizz at the mid-lengths.

2c: Thicker and more prone to frizz, with more definition in the “S” bends.

3. Curly Hair (Type 3):

3a: Loose, bouncy curls or ringlets that form a regular pattern.

3b: More tightly curled than 3a, with ringlets that vary in size and can be prone to frizz.

3c: Tightly curled, with corkscrew-like curls and can experience shrinkage.

4. Coily Hair (Type 4):

4a: Tightly coiled, with a defined curl pattern that can be fine and soft or coarse and wiry, and can experience shrinkage.

4b: Hair forms a “Z” pattern with less definition, and can be prone to dryness and breakage.

4c: Tightly coiled, with the most shrinkage, and can range from fine and soft to coarse.

THE ULTIMATE HAIR CARE ROUTINE

1. Wash & Condition



- Wash your hair 2-3 times a week or as needed to clear buildup. To enjoy soft, shiny, revitalised hair and a clean, hydrated, soothed scalp, Gently massage our **Afri Moisture Haircare® Nourishing Shampoo** into your scalp and then rinse thoroughly with warm water.
- After shampooing, generously apply our **Afri Moisture Haircare® Hair Mayonnaise** to damp hair and leave on for 20 minutes, rinse thoroughly with warm water. This treatment provides intensive nourishment, restores scalp hydration, repairs damage, reduces breakage, and seals in long-lasting moisture.
- After washing, apply a generous amount of our **Afri Moisture Haircare® Leave-in Conditioner** to damp hair, gently comb through from roots to ends to ensure every strand is coated. Leave in to deeply nourish, hydrate, and soften for smooth, manageable, and revitalised hair all day long.

2. Treat:



- After washing, apply a leave-in conditioner, hair serum, or nourishing oil. You can use our **Afri Moisture Haircare® Anti-Flaking Treatment Oil**, specially formulated to soothe dry, itchy scalps while preventing irritation and flaking. It promotes healthy hair growth and leaves hair feeling soft, strong, and radiant.
- Follow with our **Afri Moisture Haircare® Anti-Breakage Hair Butter**, which deeply moisturises, reduces breakage, and strengthens strands. It also promotes growth and restores softness—especially effective on dry ends.
- For ongoing moisture and scalp nourishment, apply our **Afri Moisture Haircare® Hair Food** regularly. It hydrates hair, soothes itchy scalp, and helps maintain healthy, manageable strands.



3. Style:

- Start by refreshing your hair, wigs, or weaves with our **Afri Moisture Haircare® Multipurpose Mist**. It hydrates, tames frizz, and helps protect hair from daily stressors.
- Next, apply **Afri Moisture Haircare® Mousse** to define curls, control frizz, and give your hair lasting bounce with a soft, touchable hold.
- For sleek edges, use **Afri Moisture Haircare® Clear Edge Control Gel** to smooth and hold down baby hairs and create a polished, long-lasting finish.
- Complete your look with a touch of **Afri Moisture Haircare® Sheen Spray**. It restores shine to dull, dry strands while offering protection against frizz and environmental damage.

Maintenance Tips:

- Gently detangle using a wide-tooth comb or detangling brush, starting from the ends and working upward.
- Minimise heat styling. If using heat tools, always apply a heat protectant.
- Air-dry when possible or pat hair gently with a microfiber towel to absorb excess water and avoid friction damage.

PRODUCTS CAN BE USED ON:



ALL OUR PRODUCTS ARE
PRODUCED LOCALLY



FOLLOW US ON INSTAGRAM
TO LEARN MORE

@afri_moisture

Avroy Shlain®

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For more information visit our website at
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