



7-DAY CURL COMEBACK CHALLENGE

*Your day-by-day journey to
Defined, Hydrated, Frizz-Free
Curls starts now*

Hello Beautiful!

YOU'VE OFFICIALAY JOINED THE CURL COMEBACK CREW! GET READY TO FULLY EMBRACE THE JOURNEY OF WHAT YOUR CURLS ARE TRULY CAPABLE OF.

THIS CHALLENGE IS ABOUT MORE THAN JUST PRODUCTS AND TECHNIQUES-IT'S ABOUT BUILDING A RELATIONSHIP WITH YOUR CURLS BASED ON CONFIDENCE, CARE, AND CONSISTENCY.

YOU'RE NOT HERE TO "FIX" YOUR HAIR-YOU'RE HERE TO **RECLAIM YOUR NATURAL CURL POWER!**

Let's Get Started!



You made the investment to show up for your curls-now it's time to transform them, one day at a time.



DISCLAIMER

This challenge is meant for you to gain a new regimen that will bring out the best in your curls. Each day has a specific purpose, building on the previous steps give you curls that last beyond wash day. This challenge is not promising that you will have your dream curls in 7 days. This challenge guarantees that with your 100% participation, change in regimen, mindset, and products, you will notice a difference in your natural curl pattern.

GET READY

To Wake Up To:

Hydrated, frizz-free strands that feel soft instead of dry or crunchy.

Defined **Curls** that hold their shape all day-without re-styling

A routine that works for your hair, so you stop wasting time & money on trial and error



Having the *right* hair tools makes a big difference!
A **spray mist bottle** and a **detangling brush** are your secret weapons to smooth defined curls everytime.

CHALLENGE PREP

What to have ready:

Drying Tools:

You'll need a hooded or handheld dryer (air drying works to)

Products + Tools:

Be open to trying new products and must-have curls tools

Wash Schedule:

Be prepared to clarify, shampoo, and condition once every 7 days.

Essentials:

A detangling brush, spray mist bottle, and hair net or bonnet for protection.

The Real Secret? It's about using products correctly. Each day of this challenge builds on the last, giving you a strong foundation for **curls that stay poppin' well beyond wash day.**

The Buildup Breakthrough

The #1 mistake people make with their curls. **They don't cleanse properly & rush the process.** Shift your mindset to looking forward to washing your hair as self care rather than a chore.

Think of your hair like your skin-**you wouldn't apply fresh makeup over yesterday's foundation, right?** If you're not fully cleansing your hair, your curls won't **absorb moisture properly**, and your styling products **won't perform their best.**

DAY 1: WASH HOUR

Step 1: The Deep Clean

Detox with a clarifying shampoo (safe for color treated hair for those that have color services) to remove product buildup. Dirty hair won't hold moisture. Kevin Murphy Maxi wash is my go-to and safe for color treated hair.

Follow up with a hydrating, sulfate free color safe shampoo to cleanse without stripping your curls. Kevin Murphy Hydrate.me Wash is my top pick.

Condition with a moisture-rich conditioner, no more than a quarter size, focusing on mid-lengths to ends. Let sit for 5-10 minutes before rinsing. Kevin Murphy Hydrate.me Rinse is my top stylist choice.

DAY 1: WASH HOUR

Step 2: Lock in Before You Style

Your curls start drying the moment water leaves your hair, that means the longer you wait to start applying styling products or the dryer the hair is before styling products are added, the less definition you'll achieve.

Before applying styling products use a spray mist bottle and curl brush to rehydrate and smooth sections of your hair, ensuring your curls stay saturated with water while styling.

Step 3: The Styling Set Up

Use a detangling brush to smooth your curls before applying any products including leave-in conditioner.

Gently towel dry with a microfiber towel (never a rough terry cloth towel) Use a cotton t-shirt in replace of a towel to prevent frizz.

This is where the hair net under your satin cap to keep curls intact comes into place. [CLICK HERE FOR AN EXAMPLE](#)

AIR DRYING *vs* DIFFUSING-WHICH ONE IS RIGHT FOR YOU?

BOTH DRYING METHODS WORK-BUT CHOOSING THE RIGHT ONE DEPENDS ON YOUR HAIR GOALS

WHEN TO AIR DRY:

- YOU WANT A NATURAL SOFT CURL LOOK
- YOU HAVE FINE OR WAVY HAIR THAT GETS WEIGHED DOWN EASILY
- YOU LIVE IN A LOW HUMIDITY CLIMATE

FOR BEST RESULTS:

- APPLY PRODUCTS TO SOAKING WET HAIR
- DO NOT TOUCH CURLS WHILE DRYING TO PREVENT FRIZZ
- IF NEEDED USE CLIPS AT THE ROOTS TO PREVENT FLATNESS

WHEN TO DIFFUSE:

- YOU WANT MORE VOLUME AND BOUNCE
- YOUR CURLS TAKE FOREVER TO DRY NATURALLY
- YOU LIVE IN A HUMID CLIMATE

FOR BEST RESULTS:

- START ON LOW HEAT HOVERING OVER YOUR HAIR UNTIL 75% DRY
- ONCE PARTIALLY DRY, CUP SECTIONS OF HAIR IN THE DIFFUSER AND PUSH UPWARD TOWARDS YOUR SCALP.
- FLIP YOUR HEAD UPSIDE DOWN AT THE END FOR EXTRA ROOT VOLUME

You made it through wash day! Now day 2

DAY 2: SHAKE & GO

Today's Goal: Maintain your curls without adding extra product, If you're re-styling your hair every morning, you're doing too much! Today is about preserving your day 1 results with minimal effort

Morning Routine:

Remove your satin cap & hair net, shake out your curls, and let them settle.

Apply a small amount of argan or jojoba oil to lock in moisture, prevent frizz, and soften any gel cast for soft touchable curls.

Night Routine:

Repeat your satin cap and hair net routine to preserve curl shape

DAY 3: HYDRATION CHECK-IN

Curls need moisture to stay defined

Dryness is the #1 enemy of curl definition. Not all hair needs daily product application—today we test for what your curls actually need

Morning Routine:

Shake out your curls and check for any dryness or frizz.

Apply a light oil if need to single frizz patches not entire head of hair. Keep curls soft and defined with Kevin Murphy Young again oil, Easy.rider, or Dry Conditioner

Night Routine:

Consistency is key! Keep up with your satin cap + hair net routine, pineapple method works perfectly to stretch out from shrinkage

DAY 4: VOLUME AND SHAPE

Definition is great,

BUT LET'S ADD SOME BOUNCE !

Morning Routine:

If you're a morning shower girl, let your curls out in the shower to absorb the steam to hydrate your curls for a mid-week refresh

Air Dry & Scrunch curls back in place for added shape and bounce with a small size of foam

Shake out curls and lightly fluff with finger or use curl pick for more volume

Lightweight hairspray is a pro tip to add root lift and absorb oil if needed. [Kevin Murphy Bedroom.hair](#) and [Doo.over](#) are top pics.

DAY 5: HYDRATION RESET

Midweek moisture boost!

IF YOUR CURLS FEEL DRY, DON'T WAIT-REFRESH THEM NOW

Morning routine:

Spritz a hydrating mist or lightweight leave-in conditioner for instant moisture. You can also mix leave-in and water in your spray mist bottle for extra hydration.

Scrunch in a small amount of curl cream to maintain definition, [Kevin Murphy easy.rider](#) works perfect and adds shine in the process.

Night routine:

Wear your satin cap and hair net to keep these curls intact!

DAY 6: LAST DAY CURLS

Stretching style before Wash Day

By day 6 curls can feel dry, stretched, or frizzy—but with the right tricks, you can revive them for one more day before wash day

Morning Routine:

Shake out curls and lightly fluff with finger or use curl pick for more volume

Lightly mist hair with water or a curl refresher spray to reactivate styling products.

Scrunch in a lightweight leave-in conditioner or curl cream to restore moisture. If needed, use a small amount of gel or foam to redefine sections.

If your scalp feels oily but your curls still look good, use a dry shampoo or oil-absorbing spray at the roots instead of washing early.

Slick back bun is the go-to if your curls are stretched or frizzy beyond repair. Paul Mitchell foaming pomade is the perfect slick back product with no casting or flaking.



DAY 7: RINSE & REPEAT

Pro tips for prepping for wash day

Loosening Buildup Trick:

Gently detangle with your fingers or a wide tooth comb to prevent excessive breakage on wash day.

Pre-wash Oil Treatment:

Gently massage your scalp with a nourishing oil like rosemary or peppermint to boost circulation and promote hair growth.

Sectioning Secret:

If your curls tangle easily, put hair into loose twits or braids, this keeps your curls organized, easier to detangle

The goal isn't just to wash your hair—it's to set up your curls for their best hydration and definition in the next cycle.



BONUS

Curl Reset Cheat Sheet

Even on the busiest days you can bring curls back to life with the simple, step-by-step curl reset routine. Whether you're refreshing after a workout, reviving next-day curls, or taming frizz in a rush, follow this cheat sheet for quick, defined & hydrated curls.

Hydrate & Reactivate

Lightly mist your hair with water or a curl refresher spray

Focus on dry areas, but don't soak your curls! A little mist goes a long way

PRO TIP: If your curls are extra dry, mix water with a small amount of leave-in conditioner in a spray bottle for added moisture

Define & Smooth

Apply a lightweight curl cream or gel to frizzy limp sections

Use the prayer hands method (smooth the product between your hands and glide over your curls)

PRO TIP: If your curls are clumping together in a messy way, twist individual curls around our fingers to reshape them.

Dry & Set

Air dry for a natural finish or use a diffuser on low heat for volume and faster drying

Flip your hair upside down and diffuse at the roots for extra lift.

PRO TIP: If you don't have time to dry, lightly scrunch with a microfiber towel to absorb excess moisture.

Finish & Refresh

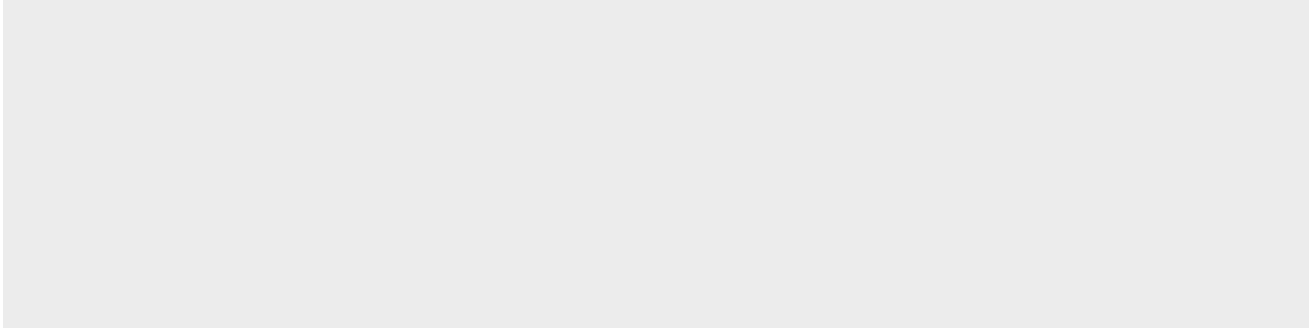
Fluff at the roots with your fingers or a curl pic for volume.

Smooth fly aways with a drop of lightweight oil or serum.

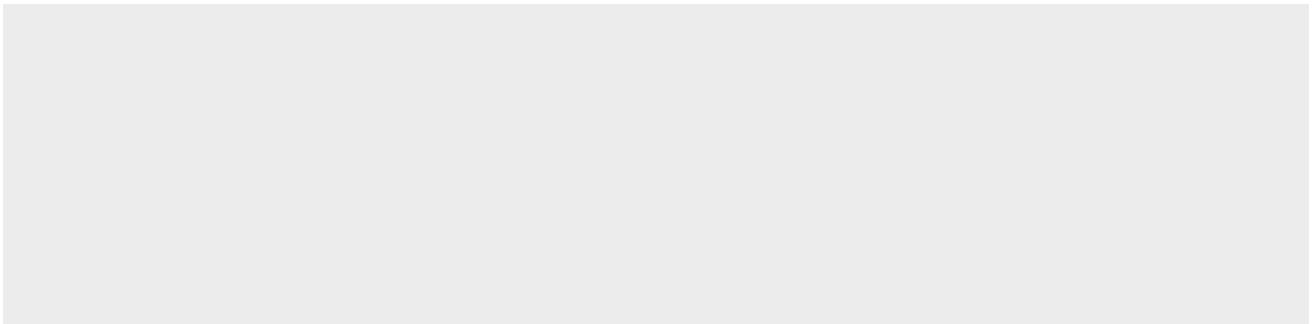
BONUS TRICK: A spritz of dry shampoo at the roots can refresh sweaty or oily hair.

BIGGEST *Take - Aways*

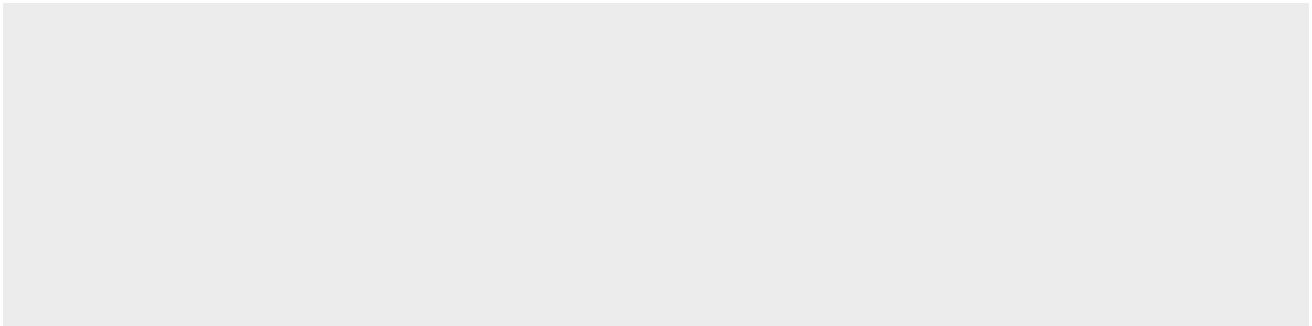
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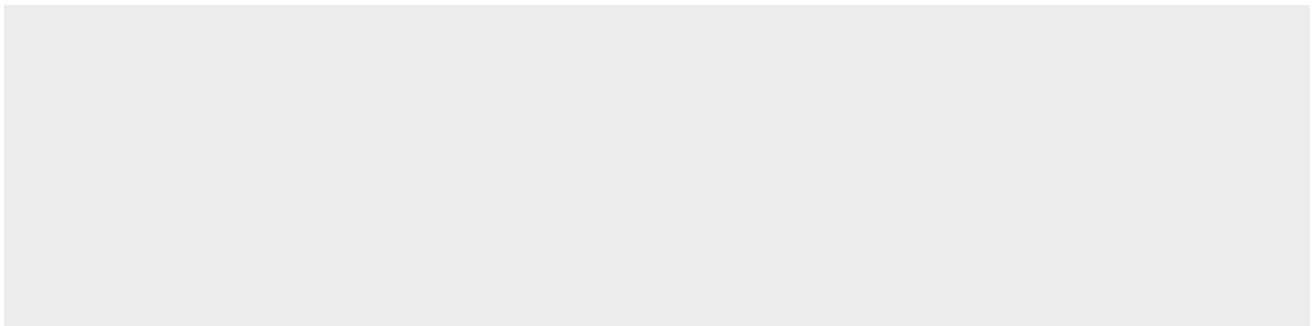
CHALLENGE WEEK 2:



CHALLENGE WEEK 3:



CHALLENGE WEEK 4:



CHALLENGE

Notepad

How do you feel about your curls now that you've taken this challenge?

- Do you feel more confident about styling your curly hair?
- Do you feel empowered with these new skills that you've learned?
- Are you feeling inspired to learn to love your beautiful curls?

POST CHALLENGE

Questionnaire

IF ANY, PLEASE GIVE A SUGGESTION ON HOW THE CHALLENGE
COULD HAVE BEEN BETTER.

EXPLAIN 1 THING YOU LEARNED IN THE CHALLENGE THAT YOU
WILL NEVER FORGET.

WHAT WOULD YOU TELL SOMEONE WHO IS CONSIDERING
JOINING THE NEXT CHALLENGE?

FINAL TAKEAWAY

7-Day Curl Comeback Challenge

Your curls are a reflection of the care and consistency you put into them. If you're not loving the condition of your hair, it's time to shift your approach and make intentional choices that nourish and support your curls.

REMEMBER:

Washing and caring for your hair is more than just a routine—it's an act of self-care and self-love. Your curls are a part of self-care and self-love. Your curls deserve the best, and so do you!

**Stay consistent,
embrace the journey,
and celebrate your
beautiful curls!**

[Book an appointment](#)

[Resources & More](#)

