Tracee Ellis Ross' signature curls and playful style have taken on a life of their own across her social media feed. Now her iconic locks are making headlines for the secret behind them: Pattern Beauty products, Ellis Ross' new hair-care brand.

"Pattern Beauty is the result of 20 years of dreaming, 10 years in the making, and two years of working with chemists—to get the products just right I went through 74 versions," says Ellis Ross.

She—and her hair—may have been famous, but that didn't mean that launching the business was easy. "When I first pitched this idea to the gatekeepers in the beauty world, they didn't understand the purchasing power of the naturalhair community." And the industry didn't see her as an authority. "I explained, for most of us curly girls, we are our best expert. We know our hair better than anyone

else," says Ellis Ross. "Everyone wants to use products that were made for them and that represent them, and I think everyone should have the ability to create healthy hair in their own bathroom."

After endless trials, Ellis Ross developed a collection she is proud of. "Pattern's mission is to fulfill the unmet needs of the curly, coily, and tight-textured. It is here to empower our community to celebrate and embrace our true patterns.

The collection: shampoo, three conditioners, a leave-in, and two oils, all designed for curl types 3b to 4c. (\$9 to \$42; patternbeauty.com).

fail. A new study by the University of Arizona found that we learn best when failing that amount of time—it means we are challenging ourselves iust enough to build new knowledge.

Communications November 2019

PERCENT

The amount of time you should

SOURCE: Nature

CELEBRATE!

## A DAY FOR US

International Women's Day is March 8 this global initiative is all about celebrating the social, economic, cultural, and political achievements of women. Here are a few ways vou can join in.

## Learn more or attend an event:

Hover your phone's camera over the smart code below to visit internationalwomensday .com and find out what's happening near you.



## Connect with social media:

- Post a photo of a strong woman in your life, or share a quote you find empowering and encourage your followers to do the same.
- Tag a post with this year's theme, #EachforEqual; you might connect with others supporting the same cause.
- Follow women-positive social accounts, like Health's @womenirl, where we share real women, real bodies, and unfiltered moments.

## Spend quality time:

Take this day to appreciate your mom, grandmother, sister, daughter, friends, or vourself!



WE TRIED IT! "It's difficult finding a shampoo that leaves my scalp clean and my curls moisturized—this does both! My hair was neither dry nor stiff, which helped make the rest of the wash process a breeze."

—Storm Monteiro Tyler, beauty assistant

MARCH 2020

HEALTH.COM