**HAIR STORY**

**Curly Girls, Rejoice!**

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, 30 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. “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.”

“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)

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.”

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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 @womeninfln, where we share real women, real bodies, and unfiltered moments.

**SPEAK UP!**

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

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**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 you 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.

**GET THE GEAR**

Sport activewear with neon colors to put a spring in your step this season.

1. Corkcicle Neon Lights canteen ($30; corkcicle.com)
2. Teleties Flashbulb hair ties ($32 for a pack of 12 from Jettes, jettes.com)
3. Athleta Stay Fly biker shorts ($69; athleta.com)
4. Goldsheep Neon Spot Stripes sports bra ($60; goldsheep clothing.com)
5. Nike React Infinity Run sneakers ($160; nike.com)
6. P.E Nation Training shorts ($110; pe-nation.com)

WE TRIED IT!

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

—Storm Montana Tyler, beauty assistant

"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.”

Effortless and fun, Ellis Ross shares the story behind her beautiful. The woman who always has her hair done is now helping make the rest of the wash process a breeze.

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