



# THE LOVELY METHOD

*Locks*



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## WHAT IS THE LOVELY LOCKS METHOD?

The Lovely Locks Method (LLM) is a hair-care routine that is easily adaptable to your lifestyle. LLM is not restricted to a single product, a strict routine, or a specific hair type; it is an easy-to-follow 4 step method designed to suit your unique hair and your lifestyle.

The main focus of LLM is to use products on your locks that have ingredients that are plant based, organic and/or naturally derived. Look for sulphate free, cruelty free and vegan friendly!

We focus on hair tools that complement these types of amazing products to really get your hair to its healthiest condition. All tools are static reducing and damage free.

This method accommodates and loves on all hair types because we believe and appreciate that all hair is unique and should be adored.





# GET TO KNOW KUS CULTURE®



Kus Culture® is an Australian based business, established in 2017 by owner and founder Cassy Markus. In the background, the family team includes mum the bookkeeper/researcher, and dad the operations/warehouse manager.

Using her own luscious locks, Cassy had many years experimenting with which ingredients do and do not 'work' on her hair. This grew the passion to create her own hair-care range, which eventuated in knowing exactly what to both include and exclude in her products when establishing her business – nothing can beat hands-on experimentation (on ones-self) to learn and know what to create, produce and promote.

Kus Cultures mission is to empower people in Australia and the world, with hair confidence...the kind you only get when experiencing an amazing hair day...every day. As Kus grows its product range and community, its core values of quality and customer satisfaction will always remain unchanged. Kus Culture is proud to be vegan and cruelty-free and pleased to ensure that ingredients in products are chosen specifically to ensure the efficacy of each individual product – what works in one does not work in another – so Kus Culture will establish these points of differences to ensure they have the best and most effective products in their range.

Kus Cultures commitment to its customers is to continue to create, produce and promote an Australian made, vegan, cruelty-free haircare line using a minimal number of ingredients that are also either mostly organic and/or naturally derived, and are sourced from the best in the market.





# *four steps*

## THE LOVELY LOCKS METHOD

1

CLEANSE

2

CONDITION

3

SEMI-DRY

4

STYLE



## STEP 1. *cleanse*

It is important to use a sulphate free shampoo as much as possible and always cleanse twice.

Why cleanse twice?

First cleanse: this removes dirt, oils and build-up. Second Cleanse: this cleans the scalp effectively and alleviates potential concerns such as product build-up or itchy /dry scalp.

When cleansing it is important to massage the scalp thoroughly and use good pressure, either with your finger tips or a scalp scrub brush. This assists with lifting up any product and oil build up and also stimulates blood flow to your scalp and hair growth.



*Product suggestions:*

Kus Hydrate Shampoo

Kus Scalp Scrubber



## STEP 2 *condition*

When applying step 2 in your LLM routine, always start your application from your ends and detangle your way up the strands. The amount of product used is totally dependant on your hair length, thickness and texture.

### Conditioner OR Mask?

A mask with its thicker formula will tackle hair concerns from the inside out, whilst a conditioner will focus on the hair cuticle layer. A conditioner will also provide an instant hit of hydration and improvement whilst a mask will have longer lasting improvements in shine, softness and strength. Both are necessary in a healthy hair care routine – your hair needs nourishment from both inside and out – it's like using both a moisturiser and mask on your face, both are necessary in a healthy routine.

For ultimate frizz free results, rinse your hair with cold (or cooler) water to close the cuticles.

### *Product suggestions:*

Kus Hydrate Conditioner  
Kus Frizz Slayer Hair Mask



## STEP 3. *semi-dry*

What you do in this step will determine how your hair behaves until the next wash.

We recommend using a Microfibre towel to help prevent damage whilst your hair is in its weakest form (wet). A Microfibre towel reduces friction, eliminates frizz and is super water absorbent. Not to mention it cuts down on drying time and boosts conditioning results.

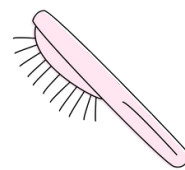
How long should I wear the towel for?  
This is experimental for you and your hair type/ style. We recommend for a minimum 20-30 mins for straight hair types and a maximum of 10-20 mins for curly hair types.

Get creative in this step and see what works for your Lovely Locks. Spritz heat spray in your locks or a leave in treatment before wrapping up in the Microfibre towel.

*Product suggestions:*  
Kus Microfibre Hair towel







## STEP 4. *style*

Step 4 of LLM is the most experimental for each individual as you find what's best for your hair type. Here are our key recommendations.

Like everything, anything is good in moderation. If you choose to use heat in this style step for day one of hair wash, don't use it again for 3-4 days / until next wash and style day.

Ditch the plastics and style your hair with wooden tools. A wooden hair brush or comb (brush for wavy/ straight hair, comb for curly types), will eliminate static friction and frizz caused by plastic. It also compliments the cold rinse in Step 2 and Microfibre towel in Step 3.

Choose your 'finishing touch' to your hair type: Serum, Curl Cream, Heat Spray, Gel, Leave in Conditioner. Combine what works for you and your unique hair.



*Product suggestions:*  
Kus Wooden Tools - Bamboo paddle brush, Sandalwood combs  
Kus Jojoba & Mint Serum  
Kus Curl Cream  
Kus Heat Protect Spray

# RECOMMENDED KUS PRODUCTS & KITS

1 Lock in Hydration Kit

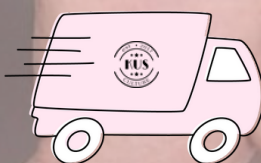
2 The Sleek Kit

3 The Smooth Operator Kit

4 The Tool Kit

5

Individual products & tools: Kus Hydrate Shampoo & Conditioner, The Frizz Slayer Hair Mask, Select a wooden tool, Select a styling product and a Microfibre Towel.





**Hydrate with us!**  
**We have the cure to dry and damaged hair...**  
**Shop all products and tools [www.kusculture.com](http://www.kusculture.com)**



**We'd love to follow your healthy hair journey using The Lovely Locks Method. Tag us @kusculture #KusCulture #LoveThyLocks so we can be your biggest Hair Lovers!**

*Team Kus*

