

[ATTENTION-GETTING HEADLINE THAT SPEAKS TO THE CURRENT PROBLEM OR DESIRED END RESULT]

# Does your hair look and feel dry from almost the moment you walk out the door?

Hair that has its proper moisture balance and retention is manageable, easier to style, and appears healthy! Here's How you can get hair that maintains moisture throughout the day!

[SELECT DOMINANT VISUAL IMAGES THAT CAN BE USED IN THE DESIGN]

[STATE THE PROBLEM]

Are you tired of walking out of the house with hair and catching a glimpse in the mirror and wonder what happened?

Whether you have a TWA or hair past your shoulders, “good hair” has little to do with texture, and everything to do with its health. Many people who are frustrated in their natural hair journey are more frustrated with its moisture balance than even its length or style.

Is that you?

Trust me, you're not alone...

[AGITATE PROBLEM WITH PROOF/FACTS]

## **FACT: Dry Hair is harder to manage and no fun to deal with**

In order to be able to rock a curly puff, twistout, braid and curl, or even a wash and go—your hair has to maintain its proper moisture balance.

There could be many reasons for dry hair...See if any of the below apply to you.

- Do you hydrate your hair?? (hair steamer/DC with a plastic cap under the dryer)
- How often do you wash your hair?
- How often do you DC (deep condition) your hair?
- Does your shampoo contain sulfates?
- Does your products contain proteins?
- Do you spray your hair with water or use water-based products?
- Do you seal your hair with a butter or oil?
- Are you drinking enough water?
- AVOID products with drying alcohols

**There could be many causes for your dry hair, but none of us want dry, unmanageable hair**

Some of us transitioned out of choice. Others of us transitioned because of our desire for a healthy lifestyle.

Sometimes our choice to wear our hair without chemical relaxers was a directive by our health care provider. And that transition can be met with some feelings of opposition, discouragement, and frustration.

I am not gonna lie.

In order to have hair that is healthy and manageable—it takes work.

But you can make that work easier with products that are designed to nourish your hair and keep its proper moisture balance throughout the day.

So how do you look like you've spend all day doing your hair without actually spending all day doing your hair?

Is there a "holy grail" set of products that will give your hair the life it needs?

Honestly, there is no such thing as a "holy grail" set of products. But there are products that work well and become staples in our natural hair care regimen—meaning when we want our hair to slay, that's what we use.

If you are struggling with the health, vitality, and manageability of your hair, may I introduce you to

### [THE SOLUTION]

## **Koils by Nature**

### [ESTABLISH AUTHORITY AND ACCESS]

Every ingredient is derived from nature and includes natural butters, oils, and certified organic essential oils. The company is proud to promise that its products do not contain parabens, sodium lauryl sulfate, sodium laureth sulfate, phthalates, propylene glycol, mineral oil, PBA, petroleum, paraffin DEA, synthetic color, or animal products. All products are tested on a panel of volunteers. This testing method allows the company to confirm the true benefits of Koils by Nature's products before they reach our customers.

Here's a sampling of what can happen with the health of your hair using Koils by Nature products

### [THE DETAILS – BLIND BULLETS]

- Shampoos designed to cleanse your scalp without causing it to become dry, flaky, and scaly
- Deep Conditioners that do not cause or leave product buildup
- A Leave-In conditioner our customers affectionately refer to as "creamy crack"—because the moisturizing qualities will cause a minor addiction
- A hair butter you can actually use from head to toe

...and soooo much more.

### [INJECT NEED AND ESTABLISH PERSONAL DOUBT]

Personally, the health and manageability of your hair is too important to leave to products that you are unsure of their ingredients.

I mean it...

## **Don't Keep Guessing at what can work on your hair**

But now you don't have to wonder!

Normally these products sell for \$18-30 each, but for a very limited time I'll let you purchase our signature leave-in and hair butter for \$27.

Yep...\$27.

Literally, you can go to the movies (but without any snacks) or you can have hair:

**[SPEAK TO THE DESIRED END RESULT. SHOULD CONTAIN THE FOLLOWING...]**

- That looks good from wash day to the next wash day
- That is easier to detangle
- Maintains its moisture from morning until night.

The choice is yours...

Click the "Add To Cart" button so you can experience hair that is vibrant, healthy, shiny, and manageable...

# [ORDER BOX]