

# SOPHISTICATE'S BLACK HAIR STYLES AND CARE GUIDE™

As published in



TAHIRA JOY WRIGHT



SHANELL GRANT



DAYNA BOLDEN



JEOMA EBOH



Curious about how powerfully beautiful a new hair color can be? Then check out the amazing style transformations on four social media beauties using Creme of Nature Moisture-Rich Hair Color...and get ready to crush on a new hue for yourself!



# COLOR

# Crush!

Stunning Hair Color Makeovers  
From Creme of Nature



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## ◀SHANELL GRANT @NATURALLY\_NELLZY

► **WISH LIST:** Shanell had no color in her hair before receiving her Creme of Nature hair color makeover from celebrity hairstylist Oliver "Kolor King" Adams. Her hair was in a 100% virgin state. She wanted hair color in the red family—a vibrant auburn that looked natural and not too shocking.

► **COLOR MOVES:** Adams used the Creme of Nature Moisture-Rich Hair Color in *Red Hot Burgundy* on the roots to maintain a darker, natural look and to add depth to the color. He then used the Creme of Nature Moisture-Rich Hair Color in *Vivid Red* through the mid-shaft to ends of hair after highlighting using Creme of Nature Moisture-Rich Hair Color in *Lightest Blonde*. This trio of colors helped to create a beautiful, multi-dimensional red.

► **STYLE GAME:** To style Shanell's hair, celebrity hairstylist and owner of Salon PK in Jacksonville, FL, Pekela Riley finger coiled hair using Creme of Nature with Argan Oil from Morocco Butterlicious Curls and then wanded it to mimic the pattern of Bantu Knots. Wanding the coils gave the hair volume while showing off beautiful texture. The style was bobby pinned back on one side using Creme of Nature with Argan Oil from Morocco Perfect Edges Extra Hold.



To maintain the look at home, try Creme of Nature Certified Natural Ingredients Mango & Shea Butter Shampoo, Conditioner and Leave-In.



## ◀IJEOMA EBOH @KLASSYKINKS

► **WISH LIST:** Ijeoma had light-brown hair along with blonde tones from a previous color application that had grown out into an ombre look. She wanted to transition to a warmer color.

► **COLOR MOVES:** Celebrity hairstylist Oliver "Kolor King" Adams first used an equal parts combination of Creme of Nature Moisture-Rich Hair Color in *Red Hot Burgundy* and in *Vivid Red* to serve as a base

color. He then used the balayage technique to apply Creme of Nature Moisture-Rich Hair Color in *Lightest Blonde* on random curls to create natural-looking, subtle highlights. To maintain the color at home, use a gentle shampoo and conditioner like Creme of Nature Certified Natural Ingredients Mango & Shea Butter Shampoo, Conditioner and Leave-In.

► **STYLE GAME:** To style, celebrity hairstylist Pekela Riley created a heart-shaped 'fro using bobby pins to form the silhouette without cutting her hair. Creme of Nature with Argan Oil from Morocco Argan Buttermilk and Creme of Nature with Argan Oil from Morocco Twirling Custard were used to shape hair into chunky twists before allowing them to dry and releasing for a twist out with exotic shine. After releasing the twists, Riley pinned the back into a V-shape to create the "heart" look using bobby pins.



A rich red base color kissed with subtle blonde highlights looks amazing!



## ▶TAHIRA JOY WRIGHT @TAHIRAJAY AND @THECUTLIFE

► **WISH LIST:** Tahira has naturally dark brown hair and also had a dark brown rinse prior to her coil color makeover. She wanted multi-dimensional color that would add vibrancy,

depth and tone variations to her look.

► **COLOR MOVES:** Bursts of red tones via Creme of Nature Moisture-Rich Hair Color in *Vivid Red* were applied by hair pro Riley in the mid and root sections of the hair—with *Red Hot Burgundy* applied around the perimeter, and to bangs, to create more depth. The red tones helped to accent and elevate this pixie cut with new dimensions.

► **STYLE GAME:** To style, hair pro Riley started with a Wrap and then bumped the layered, tapered cut with a flat iron for texture and volume. She used a flat iron (instead of a curling iron) to keep the look sleek and not overly "done." The streamlined style allowed the color to really speak for itself in volumes without having distraction from the movement of too many curls.



An updated, fun coil color effect featuring red tones? Wish granted!



On these pages: Tahira and Dayna: Hair by Pekela Riley/Salon PK, Shanell and Ijeoma: Hair by Oliver B. Adams/Kolor King Hair Styling. Photography by Teri Photography. Photo: James Schlesselman/Dot Photography.

## ◀DAYNA BOLDEN @ITSDAYNADANE

► **WISH LIST:** To use hair color to put the spotlight on her beautiful features.

► **COLOR MOVES:** Celebrity hairstylist Riley's color plan was to craft a multidimensional effect around crown.



Hair color shy? Start with color in one section and opt for additional color as you become more comfortable.

Starting at the midsection of the crown, Riley added warmth with Creme of Nature Moisture-Rich Hair Color in *Lightest Blonde* and Creme of Nature Moisture-Rich Hair Color in *Honey Blonde* on the ends and tips. Leaving the sides without added color allows Dayna to comfortably transition to the new color.

► **STYLE GAME:** Riley shaped sides and back and kept the top full with plenty of volume. Using Creme of Nature with Argan Oil from Morocco Butterlicious Curls and Twirling Custard, sides and back were finger coiled. Then, a chunky twist out was created on top for fullness. The effect: fierce yet fun.