

LAUREN JACKSON

THE ULTIMATE HAIRCARE CHECKLIST



WHAT YOUR STYLIST WISHES YOU KNEW



HEY, I'M LAUREN

Welcome to Your Best Hair Yet!

Healthy, gorgeous hair doesn't happen by accident. It's all about the right habits, products, and techniques. This guide breaks down all the must have products and some of my favorite tips to give clients to help them achieve the hair of their dreams. Follow this quick guide now!

Lauren xoxo

LET'S DO IT!



MUST-HAVE PRODUCTS & WHAT THEY ACTUALLY DO

- **Sulfate-Free Shampoo & Conditioner** → Cleans without stripping natural oils, keeping hair hydrated.
- **Deep Conditioner or Hair Mask** → Strengthens and hydrates hair to prevent dryness and breakage.
- **Leave-In Conditioner** → Provides extra moisture, detangles, and protects against environmental stressors.
- **Heat Protectant** → Forms a barrier between your hair and heat tools to prevent damage. (Think of this as Sunscreen for your hair)
- **Hair Oil** → Locks in moisture, enhances shine, and smooths frizz.
- **Clarifying Shampoo** → Removes product buildup, minerals from hard water, and excess oils for a fresh start.
- **Protein Treatment** → Strengthens hair structure, especially beneficial for chemically treated or damaged hair.

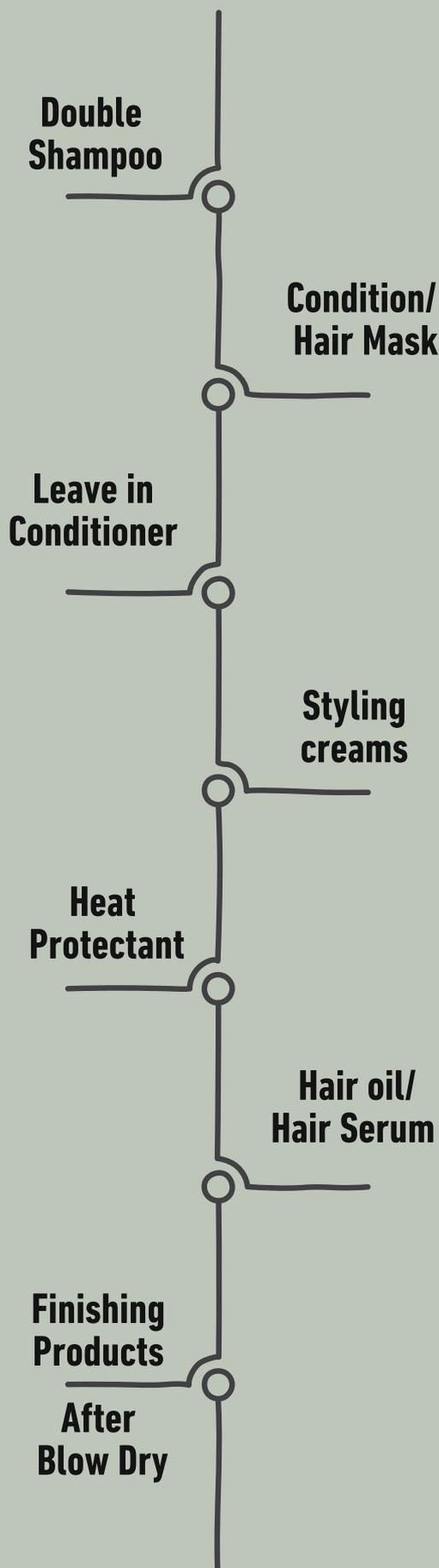


PRO TIPS FROM A STYLIST!

Use cool water for your final rinse to seal the hair cuticle and boost shine. Alternate between protein and moisture treatments to maintain the perfect balance for strong, healthy hair. Change up your part every few months to prevent thinning or excess tension in one area. (Especially if you are wearing high tension hairstyles frequently.)

Apply oil or serum to damp hair, to lock in moisture and prevent it from sitting on top of the hair shaft. Let hair air-dry at least 50% before blow-drying to reduce heat exposure and prevent unnecessary damage. Protect your hair while sleeping by using a silk bonnet, silk pillowcase, or loosely braiding it to prevent tangles. Avoid tight ponytails or buns every day – They can lead to tension and breakage, especially around the hairline.

HAIR PRODUCT TIMELINE



THE ASSESSMENT

AND HOW IT WILL WORK FOR YOU

Let's be real — there's so much hair advice out there, it can feel totally overwhelming. One day you're told to wash less, the next you're layering 5 different oils and wondering why your hair feels greasy and still frizzy.

I created the Hair Insider Assessment because every head of hair is completely unique. What works for your best friend (or your favorite influencer) might not work for you. This quiz helps you cut through the noise and understand what your hair actually needs — based on your lifestyle, texture, goals, and even your habits.

It's like having your stylist bestie in your back pocket, guiding you toward a personalized routine that finally makes sense.

If you're tired of guessing and ready to build a routine that gives you real results — this is your first step.

And if you want to go even deeper, I'd love to invite you into The Hair Insider — my signature course where I spill everything I've learned from years behind the chair, working with real clients just like you.

Inside the course, we don't just talk about products — we break down the why behind them, teach you how to truly read your hair's signals, and build a routine that's not just pretty... but powerful.

Take the assessment. Get to know your hair. And if you're ready for more — I'll be waiting for you inside The Hair Insider.

Your Hair Care Assessment:

1

What do you do on wash day?

- A. Wash, condition, blow dry
- B. Wash, add a little leave-in or oil, and go
- C. Wash, apply 2–3 products, diffuse or air dry
- D. It's a whole ritual — I have my system!

3

When you brush your hair, what happens?

- A. It looks perfect instantly
- B. It frizzes a little but looks fuller
- C. It loses definition
- D. I don't brush — I finger-detangle

5

Which best matches your current hair routine?

- A. Shampoo, condition, done
- B. I use a few products but not sure what's working
- C. I follow a routine, but it's not consistent
- D. I have a solid routine, but I'm not seeing the results I want

2

How does your hair usually feel by day two?

- A. Flat and greasy
- B. A little frizzy, needs a refresh
- C. Dry or fluffy
- D. Still holding shape, but a bit dull

4

How often do you use hot tools (like a blow dryer, flat iron, or curler)?

- A. Almost every day
- B. A few times a week
- C. Occasionally — maybe once a week
- D. Rarely or never

6

Pick the words that describe your biggest hair goal right now

- A. Volume + thickness
- B. Smoothness + shine
- C. Growth + length
- D. Definition + hydration

Your Hair Care Assessment:

My Hair Type:

Coily



Curly



Wavy



Straight

How Often I Wash My Hair:

Everyday

Every
other day

Every 3
days

Every 4+
days

What Products do I need to Add to My Routine?

What Are Current Hair Goals?

What is One Change I Will Start Today?
