

TOTALLY TEXTURED

Texture Talk with Mahisha Dellinger, CEO of Curls

By Essence Gant



Curls is one of our favorite naturalista hair care brands! We caught up with the creator and CEO Mahisha Dellinger to get the scoop on curl care and how she managed to become a successful and savvy businesswoman!

Take a read at what she had to say.

On the Cashmere Curls Collection

"The Cashmere Curls collection has two products, Cashmere Curls Moisturizer and the Cashmere Curls Jelly. The moisturizer is a leave-in; it softens, refreshes and hydrates the hair. And the jelly adds sheen, elongates the hair, and defines it. Together, that's a great kit for our kinky-curlyies because they love getting more shine. It's actually formulated with pure cashmere extract."

On the Curls Challenge

The Curls Challenge for fans and celebrity clientele is "to encourage all the women out there that are not yet natural to go natural, and we're going to provide the tools, the systems, the products and the support to do so," says Mahisha! All curly girlies can



participate in the fun by posting their beautiful manes on Twitter, tagging "@frizzfreeCURLS" with the hash tag #GoNatural. Winners will be selected each week over the course of 60 to 90 days!

On Fitness

With more and more women working out, Mahisha emphasizes the importance of scalp care when exercising. Because you're perspiring, and there's also product buildup, she recommends scalp treatments at least once a month. "I take Q-tips and witch hazel, and make sure you apply it directly to the scalp; or, if you have one of those nozzles that have the flip top, you can squirt it out on your scalp and let it sit for 30 minutes. Witch hazel is a natural cleanser, it restores the pH balance, it removes buildup and debris, and it enables your scalp to breathe. You're not stripping away any natural oils that your scalp produces. Put a shower cap on and massage the scalp," Mahisha advises. She recommends doing this at least once a month and following up with your usual shampoo and conditioner.

On Motherhood

For moms-to-be, Mahisha strongly suggests no relaxers—"just for nine months if you can't go natural forever. There are so many uncertainties with the chemicals, just like with parabens. There are so many possible consequences."

On Stylists & Bloggers

"I believe in both. A great blogger can help you with managing your hair on a day to day basis, and then the stylist [helps]to maintain your [hair] health."

On Business

"You want to make sure that what you're bringing to the market, you're going to be able to deliver on a continual basis, and make sure that the quality is there for the consumer to want to come back. That is so important, consistency and quality. As for the day-to-day of being an entrepreneur, I would suggest, like I did, to start small. I started small, and that enabled me to, one, learn my market; two, understand and get to know my consumer and their needs and demands; and three, it enabled me to grow the business so I could reinvest [the proceeds] and not have to lose or borrow money."

"I started small, I kept my big job, and I was able to use my big job funds for my living, and then everything I got from the business, I reinvested back into the business. Had I gone into these big chains back then, I don't know if I'd still be here because they do take a lot and they do take a big investment in the beginning."

On Target & Walmart

"We started with Target about two years ago, and we started with 105 stores, just to see how we would do. We are the only natural brand that's nationwide for them. We're starting Walmart with 800 stores, so that's their trial, and we hope to do the same and go nationwide with them as well."

On Mahisha

"My background speaks to women that may be able to relate because I come from that single parent household, poor neighborhood, you know—impoverished. No one went to school. I made a change. Now, where I am today, I'm proud of where I came from. I couldn't say that when I was in high school, maybe not even college. But today, I'm proud that I came from the hood. It made me a stronger person and it gave me the resolve to make a change."

Keep up with Curls, and link to all of their social networks through their website, Curls.biz!