

“All Things Sisterlocks”

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Enjoy!

History of Sisterlocks

Origins

This picture shows the early “kitchen table” beginnings with Dr. Cornwell (l) and her sisters, Carol and Celeste in 1993.



In the early 1990's Sisterlocks were developed by Dr. Cornwell, an Associate Professor of Africana Studies and French at San Diego State University. The development of Sisterlocks came as a result of her own desire to wear her natural hair – in small, style-able locks. Once she was satisfied with her creation she wanted to share it with the countless numbers of women, and men, who were searching for a way to wear their hair that was both natural and affirming.



Sisterlocks, the company, started as a home-based business and has grown over the years. Dr. Cornwell has used the company as a vehicle to create a community of entrepreneurs practicing Sisterlocks and has also provided jobs for many and multiple income streams for Consultants, including opportunities to retail Sisterlocks products, advance into training opportunities and more.



3 Principles

It is important to understand the development and principles of Sisterlocks in order to develop a full appreciation of what the journey is about. The “Sisterlocks Approach” was developed out of 3 principles. These are:

- 1 Our hair dilemmas are not exactly about 'hair.'
- 2 The value of natural hair is not intrinsic
- 3 Until 'natural hair' is prominent among our hair care choices, hair alteration (weaves, relaxers,) will continue to carry the unfortunate stigma of "the cover-up."



Fun option? Or the
"cover-up?"

Court Case

Shortly after developing Sisterlocks, Dr. Cornwell found herself embroiled in a lengthy court battle with the California Board of Barbering and Cosmetology. The Board wanted control over her natural hair care technique, and ALL natural techniques. However, they didn't have a curriculum of their own that covered natural hair – especially locks, nor did their curriculum reflect any understanding of how African-textured hair behaves in its natural state.

Dr. Cornwell teamed up with the American Hair Braiders and Natural Hair Care Association (AHNHA) and their nation-wide struggle to free natural hair practitioners from illogical and unreasonable legislation, and the rest, as they say, is history. The case was won in 1999.



Sisterlocks, along with AHNHA and The Braiderly (also in San Diego) filed a lawsuit and 2-1/2 years later, **Sisterlocks was victorious**. The judge ruled and agreed that as Dr. Cornwell and AHNHA claimed in their argument that California law was unconstitutional because it did not conform to 14th amendment equal protection qualifications. Dr. Cornwell and AHNHA charged that there was no rational relationship between existing California legislation and the actual practice of natural hair care. This was a huge precedent setting case from a third generation entrepreneur and beauty specialist from Detroit. (Read a full description of this court case on the Sisterlocks website: www.sisterlocks.com)

The Sisterhood of Sisterlocks!

Breaking Down Barriers and Dispelling Myths

Dr. Cornwell didn't go into that courtroom unarmed. In addition to AHNHA representatives she was also flanked by her sisters (Celeste and Carol) and an army of braiders, natural hair wearers and Sisterlocks "sisters." Sisterhood and professionalism are encouraged in every aspect of Sisterlocks.

Unfortunately, during that early phase of Dr. Cornwell's struggle, our sisters from the cosmetology industry were for the most part against the growing natural hair movement and in favor of cosmetology boards controlling the natural hair care industry. So many barriers and myths stood between the vision of Dr. C and AHNHA! Here is a list of a few of them:

- Natural hair care was a threat to the cosmetologist's business
- Practitioners of natural hair care were unprofessional
- Training in natural hair care was sub-standard
- Cosmetologists had adopted the wrong beauty standards
- Cosmetology always damaged the client's hair
- A professional person could not make enough money doing only natural hair
- (Can you name other barriers and myths - possible some that still exist today?)

Empowering Women



When she developed the Sisterlocks Company Dr. C did so with the concept that it would operate on the bases of empowering women. Her sisters, Celeste and Carol, have been involved since the beginning. Dr. Cornwell didn't set out to dispel the myth that "women can't get along or work together" but the success of Sisterlocks has done just that! It has fostered a new belief in communities of women who have found that it is very easy to work together and build each other up. **NOTE:** Current and future generations of Consultants/Trainees and Sisterlocks wearers must make this a priority along with fostering a healthy relationship with Home Office.

The abundance of clients seeking qualified professionals to provide their Sisterlocks needs means there's no need for competition amongst Consultants. There are more than enough clients to go around, and professionally-minded sisters (and brothers) know that we do better when we network, share, learn and grow *together*.

The Network

Sisterhood, a major theme of the Sisterlocks Company, has created a network of women in the US and abroad who communicate with each other to the benefit of their Sisterlocks clients. A registry of Trainees and Certified Sisterlocks Consultants is listed on the official Sisterlocks web site. (www.sisterlocks.com) Consultants work together to meet client's needs in many areas:

- Referring clients to each other based on location (clients are encouraged to check web registry to confirm Consultant's status)
- Consultant's abilities to offer other services (i.e. Cosmetology Services, Life Coaching, Spa Services, etc.).
- Consultants will often "co-lock" together when installing locks. This can save the client hours in the chair.
- When clients move and transfer to another Consultant, Sisterlocks professionals communicate the client's needs to each other such as, locking pattern, re-tightening schedule, etc.
- Caring for each other's clients when one is on vacation, sick or a client misses a scheduled appointment. This is done to keep the client on schedule.



It's so gratifying being a part of our large and growing network!

Rarely will you find this kind of non-competitive business model in the hair care industry. Sisterlocks is proud to foster healthy relationships among Consultants and clients.

Frequently Asked Questions

When someone embarks on the journey to natural hair especially Sisterlocks, they have a ton of questions. We've compiled a few of the most frequently asked questions here:

Q: What are Sisterlocks:

A: Sisterlocks is a natural hair management system that allows women with tightly textured hair to take advantage of a wide range of today's hairstyles without having to alter the natural texture of their hair.

Q: Do I need to have “fine” hair for Sisterlocks to work?

A: Not at all! In fact, the coarse, thick 'nappy' hair is best for Sisterlocks. Your natural abundant texture adds body and makes styling easier.

Q: What if I have “fine” hair, can I still get Sisterlocks?

A: Sisterlocks can work with many different hair types. A consultation including a hair analysis and sample locks will help you and your Consultant decide if Sisterlocks is right for your particular hair type.

Q: What if I don't want the locks “so small”?

A: All Sisterlocks are small, especially in comparison to other locking methods. However, there are 'micro' Sisterlocks as well as average sized and large Sisterlocks. If you want larger locks than our maximum size, you may want to consider an alternate method.

Q: Can I get Sisterlocks if I have relaxed hair?

A: Yes! You will need a minimum of 1.5 to 2 inches of new growth before you schedule your consultation. The transition from relaxer to all-natural hair will take some time. Your hair care professional who is trained in Sisterlocks techniques can help you make that transition with ease! Your styling options will increase as your natural texture grows out.



Ease your way into Sisterlocks with a Relaxer Transition.

Q: Will Sisterlocks cause my hair to break or thin?

A: Just the opposite! Sisterlocks is a gentle technique that requires no chemicals, no excessive tightening, and causes no damaging abrasion to the hair or scalp. You will find that with regular care, your locks will grow and grow, and your styling options will increase.

Q: Does this mean that once I get Sisterlocks, I can still change hairstyles?

A: Yes! Sisterlocks is a lot less limiting than extensions because it is your natural hair. You can curl it, braid it, wear a ponytail, cut it, spray or mousse it, wear bangs and parts - You name it!



You'll enjoy amazing styling versatility with Sisterlocks, especially as your locks grow longer and longer.

Q: What products can I use once I have Sisterlocks?

A: Sisterlocks has a [custom](#) product line specially formulated for Sisterlocks and all naturally textured hair. The products are made with high quality, food-grade ingredients that are designed to help the hair to lock and maintain the integrity of the locks at every phase. Sisterlocks products are water-soluble and will not leave a residue or build-up in the locks. (Refer to the "Sisterlocks Products" section in this manual for more details.)

Q: Will I still be able to use my special dandruff shampoo once I get Sisterlocks?

A: If your doctor has prescribed a dandruff shampoo you should use that on your scalp only. The proper Sisterlocks products may still be used along the length of the hair.

Q: Can I color my hair with Sisterlocks?

A: While the short answer is 'yes' there are some things to be aware of. If you want to color your hair it should be done prior to the lock-



ing session. There is a period of time after your locks are installed when you won't be able repeat the color process too soon. Your Consultant will advise you on this. Coloring can be damaging, even to the healthiest of hair. This is not a process to be entered into without careful consideration for potentially long-term negative effects on your locks. This should be discussed thoroughly during a consultation.

Q: Can Sisterlocks be taken out?

A: Technically, yes, though the procedure is so tedious, you will not want to get Sisterlocks with that intention.

Anyway, once you discover the range of



freedom with Sisterlocks, you won't want to go back! Finally, there is a way of celebrating the natural beauty of our hair with Sisterlocks!

Q: How long does it take to do Sisterlocks?

A: The initial locking process takes about two thirds as long as getting extensions of comparable size. For medium length hair this means about ten to fifteen hours (maybe longer!). The beauty of Sisterlocks is that tightening them as your hair grows out is extremely simple, since there are no extensions to remove and re-set. Typically, an average retightening may take from 2.5 to 4.5 hours when done at regular 4-8 week intervals.

Q: Will Sisterlocks work with my silver hair?

A: Our “Silver Foxes” find that their show-stopping mature beauty is enhanced by wearing their hair in Sisterlocks. Because the silver strands can be more fly-away than the dark colored hair, more frequent re-tightenings may be necessary to maintain a neat appearance.



Q: What about Sisterlocks for kids?

A: More and more parents are choosing Sisterlocks for their kids. Make sure your child is old enough to sit for re-tightenings, though. You will also want to wait until the head has stopped growing before having the Sisterlocks put in. We recommend no younger than 7-8 years old.



Q: Can I do the locks myself?

A: This is not advised. Not all hair types require the same locking technique. Your hair care professional is the best trained to give you locks that will be best suited to you. Also, many hair care professionals are trained to give you cuts, styles and grooming tips that will ensure the lasting beauty of your locks.

Q: How much does it cost to get Sisterlocks installed?

A: Sisterlocks Consultants are independent business operators and set their own prices. Consultants are encouraged to price their services fairly and give their client's their money's worth. Prices may vary depending on a variety of factors:

- The length of your hair
- Whether the Consultant is a Trainee or Certified. Trainees may offer special pricing especially when starting their Sisterlocks business
- Are they a home-based business or in a salon.
- Geographic area

Q: Is it OK to have my hair done by a Trainee:

A: Sisterlocks Trainees go through an extensive 4-day training to learn every aspect of the Sisterlocks system. Upon completion of class Trainees are prepared to start their business and perform Sisterlocks correctly. Trainees are encouraged to perform Sisterlocks on 3 clients and submit documentation of their work in order to obtain their Certification.



Our 4-day training program teaches Consultants how to answer your questions, properly analyze your hair and provide you with reliable, professional services.

3 Questions to Ask a Consultant

(...BEFORE you schedule your locking session.)



Question #1: Do you offer the complete Sisterlocks Package for ONE package price?

A: There is only one correct answer here ... YES! There are 3 steps to the Official Sisterlocks Package:

1. Consultation
2. Locking Session(s)
3. Follow-up Visit & First Retightening

You will also receive an *official* Customer Starter Kit when your installation is complete. Check the Sisterlocks website for more detailed information about each of these steps. (www.sisterlocks.com)

Question #2: How much will my Sisterlocks cost?

A: Though you may not get a specific answer over the phone, the Consultant should be able to give you a general idea about the price *range* of her Sisterlocks services. Once you are in her chair for a consultation, she will be able to be more specific about price.

Question #3: Are you a Certified Sisterlocks Consultant or Trainee?

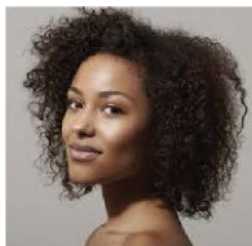
A: Trust your money and confidence **ONLY** to Consultants and Trainees who maintain an 'active' status with the Sisterlocks Home Office. To remain active, they must submit examples of their work every 2 years for re-evaluation. This is so we can recommend them with confidence. Even so, it's always a good idea to also ask for referrals to some of their active clients. Check the Registries on the Sisterlocks website to confirm that your Consultant is listed there. (www.sisterlocks.com)

What Certain Hair Types Might Expect

Sisterlocks has a specific terminology for describing “our hair.” Locking time for different hair types will vary. Some hair types may slip more than others and take longer to lock while others may lock very quickly. Certain hair types will require different Sisterlocks products at various stages of lock development.



For instance, some clients may need a formula that helps to minimize slippage during the early stage of locking. Other types may need the formula that provides more conditioning. A consultation will help your Consultant make decisions for that will produce the best possibility of success over time.



Lock Development

There are 3 phases of lock development; how quickly your hair moves through these phases depends on your hair type. Various hair types behave differently in Sisterlocks. Just like your fingerprint, Sisterlocks are unique to each individual and rarely do any two sets of locks look alike.

Nothing can better prepare you or your Consultant for knowing how your hair will respond than the sample locks you'll receive during your mandatory Sisterlocks Consultation, the first visit of your 3-visit package. Sample locks are put in your hair in various patterns, sizes and places on your head.

How your hair will respond in the locks is seen over time. The sample locks will help your Consultant to determine which locking pattern will best suit the natural characteristics of your hair. Long term success will be determined by how well you maintain the integrity of your locks with regular maintenance and the proper products. **NOTE:** Never skip the consultation or allow a Consultant to lock your hair without doing sample locks and requiring them to be worn the appropriate amount of time.

Why A Consultation is Mandatory with Sisterlocks

A Consultation is mandatory when considering Sisterlocks. This 3 phase process will include the following:

FIRST Phase: Your Consultant will ask you questions to find out about your hair and Hair Care History and your Expectations.

SECOND Phase: The Consultant will share information with you on the following areas:

- How long the process will take – this time will vary depending on hair texture. The Consultant can provide more information after a hair analysis and sample locks are installed and worn a minimum of 14 days. **No Sisterlocks client should have a lock installation scheduled sooner than 14 days after sample locks are installed and has shampooed a minimum of 2 times.** Our hair responds to water in a unique way and will shift and adjust within the locking. By observing this the Consultant can tell if the chosen locking pattern and size are correct.



- The required maintenance – Maintenance involves having your locks re-tightened at regularly scheduled intervals. The first re-tightening is included in the initial 3-visit package price: Consultation, Locking Session and Follow-up Visit = 1st Re-tightening.



- Sisterlocks products - See the section on “Products” for detailed information on our products and how to use them.
- Pricing – Sisterlocks Home Office does not mandate pricing. Installation pricing and maintenance pricing should be discussed during the Sisterlocks Consultation.



THIRD Phase: Your Consultant will put 8-12 sample locks in your hair. You will be required to wear these samples

for a minimum of 14 days and shampoo at least twice, prior to your locking session. It's very important to understand the importance of having sample locks and wearing them for the appropriate amount of time (a minimum of 14 days). **Sample locks provide a Consultant with the necessary information needed to make final decisions, such as which locking pattern to chose, which parting size, etc.** Sample locks will also help to determine how the hair/locks will respond to water and normal wear and tear over time. Wearing sample locks will also allow a client to understand more about what they will experience once their entire head is locked. This means the client can be "locked" into their decision.

Sisterlocks Products (Everyone Can Use Them)

Sisterlocks products are specially formulated for Sisterlocks and natural hair:



Sisterlocks is a complete hair care system. Sisterlocks products are the best on the market to maintain the integrity of your locks.

Understanding how to care for Sisterlocks involves understanding healthy locks and how to maintain them. Sisterlocks do not require the use of any heavy, oil-based products. They can and should be shampooed regularly, there is no need to avoid water.

Special consideration must be taken with new locks, whenever you shampoo, fully immerse your hair with water or come in contact with extreme moisture or dampness, i.e. perspiration. There are correct ways to shampoo to help maintain the integrity of the locks and a qualified professional will teach you this during a consultation and provide continuing education at various stages of lock development.

Healthy Sisterlocks are maintained using Sisterlocks products which are specially formulated for Sisterlocks. There are products to address the need of new locks and mature locks.

Proper products can be purchased from a Sisterlocks Consultant or directly from the Sisterlocks Home Office at www.sisterlocks.com or by placing an order on the Sisterlocks ordering line at 800-456-5032. A Consultant recommending anything other than Sisterlocks products be used on Sisterlocks would be a red flag and an indication that further research may be warranted.

Sisterlocks Starter Shampoo – This mild but effective formula encourages the hair strands to grab on to each other to form the natural locking process. Use this shampoo exclusively until your newly-installed Sisterlocks have settled in. After the settling in process is over you may continue to use the Starter Shampoo as a clarifying shampoo when needed.

Sisterlocks Salon Aloe Shampoo – Is enriched with 12 botanicals. Salon shampoo formula works well in coily/wavy to straight hair (natural or chemically treated.) (Concentrate – 8 oz - Makes 3 bottles. Mixing bottle included).

Sisterlocks Green Tea Shampoo - Enriched with 8 botanicals. Green Tea formula works well in the most tightly-textured hair. (CONCENTRATE – 8 oz - Makes 3 bottles. Mixer Bottle included).

Sisterlocks Dandruff Formula Shampoo – Once it's determined, by a physician, that a dandruff situation is mild and doesn't require a medicated shampoo then the Sisterlocks formula would be the excellent choice to control mild, itching and flaking.

Sisterlocks Moisture Treatment Conditioner – Formulated with high quality, perishable food-grade ingredients. Store in a cool dry place. Use spoon or spatula to dispense. Work completely into the hair or dilute with distilled water to use as a spray moisturizer. Apply to hair and/or scalp. Non-residue producing (8 oz).

Sisterlocks Reconstructor Conditioner – High quality, perishable food-grade ingredients. Great for strengthening fragile and color-treated hair. Use periodically to strengthen hair shaft. (8 oz – Use spoon or spatula to dispense).

Fresh Hair Mists – Formulated especially for Sisterlocks these mists will freshen the scent of the hair and relieve a mild itchy, flaky scalp between shampooing. Freshen and enhance your hair's natural health and luster with these pure, light mists. These essential oil formulas are beneficial for the hair, scalp and overall well-being. (Available in 4 oz spray bottles)



Fresh Hair Dry Scalp & Dandruff - Designed to soothe a dry, flaky, itchy scalp. Made of a blend of pure essential oils designed to bring balance both on and beneath the scalp.

Fresh Hair Earth - This earthy blend is smooth with a hint of "musk."

Fresh Hair Lavender - Designed to freshen the scent of the hair and soothe the scalp.

Fresh Hair Lav-n-Mint - is the perfect blend of yin/yang. Combines the balance of uplifting Peppermint and soothing Lavender to address scalp discomfort and leave a subtle scent to the hair.

Fresh Hair Peppermint - Designed to freshen the scent of the hair and soothe the scalp.

Fresh Hair Spring - A light, fresh fragrance and an essential oil formula designed to freshen and nourish the hair. Contains a blend of essential oils and touch of Lemon grass essential oil for a top note.

Business Opportunities

Becoming a Certified Sisterlocks® Consultant

Sisterlocks is a trademarked hair care system and there are tremendous business opportunities for Consultants. Trainees and Consultants have the potential to have lucrative businesses with regular income. Becoming a part of the Sisterlocks family as a Consultant also provides on-going coaching, Trainee and Certified Registry listings, special product pricing and the benefits go on and on.

Becoming a Consultant

There are numerous opportunities for growth within the company. Getting started is as simple as registering and attending a 4-day Sisterlocks Training Class during which all of the principals and techniques of the Sisterlocks System are taught. Upon the completion of class you are a ***Sisterlocks Trainee***.

After training you are encouraged to become ***Certified Sisterlocks Consultant*** by completing 3 qualifying heads and submitting the required paperwork and photos.

Becoming Certified opens up several additional opportunities:

- ***Training Assistant*** – Able to volunteer to assist instructors during a 4-day Training. Assistance may include helping with distribution of class materials, being an extra set of eyes/ears/hands to observe that individual students needs are met, etc.
- ***R-Certified Consultant*** - Certified to teach re-tightening classes to legitimate Sisterlocks clients who want to exercise more independence, once their locks have settled in.
- ***Lock Trichology Analyst*** - Certified to partner with Home Office and certified trichologists to assess and deliver therapies to their clients with hair loss.
- ***Brand Ambassador Certification*** - Represents and promotes the Sisterlocks brand at advanced levels. Comes with option to acquire certification for a studio or salon.

Becoming A Sisterlocks Trainers

When there's a need for additional members on the Sisterlocks Training Team Dr. Cornwell personally invites applicants to apply. She personally reviews and selects team members and trains them during a 4-day session. ***These new members are Associate Trainers or ATs.*** After completing 2 co-trainings, ATs are promoted to ***Certified Training Associates, CTA.*** CTAs train along side of a Master Trainer during 4-day training sessions.

Master Trainers are appointed by Dr. Cornwell, personally. An MT is responsible for seeing that the 4-day training is conducted within Sisterlocks guidelines.

Product Distribution

Consultants can enjoy added benefits and an expanded income stream by becoming a Sisterlocks Product Distributor. This multi-fold opportunity enables Consultants and Trainees to provide the specially formulated Sisterlocks products to their clients and earn a substantial profit. Clients benefit by being able to obtain these products at their appointment, rather than wait for shipping. If a Consultant is out of product however, clients are encouraged to order online (www.sisterlocks.com) or call the Home Office at 800-452-5032 before they run out.

Sisterlocks®

"The Natural Next Step"

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