

FREE GUIDE

Create your  
**OWN HAIR MASK** *Schedule*

WITH THIS GUIDE, YOU'LL LEARN TO IDENTIFY YOUR  
HAIR'S SPECIFIC NEEDS AND CREATE A TREATMENT PLAN  
TAILORED TO YOUR LIFESTYLE, FOR YOU TO HAVE THAT  
HEALTHY, SHINY AND LONG HAIR.

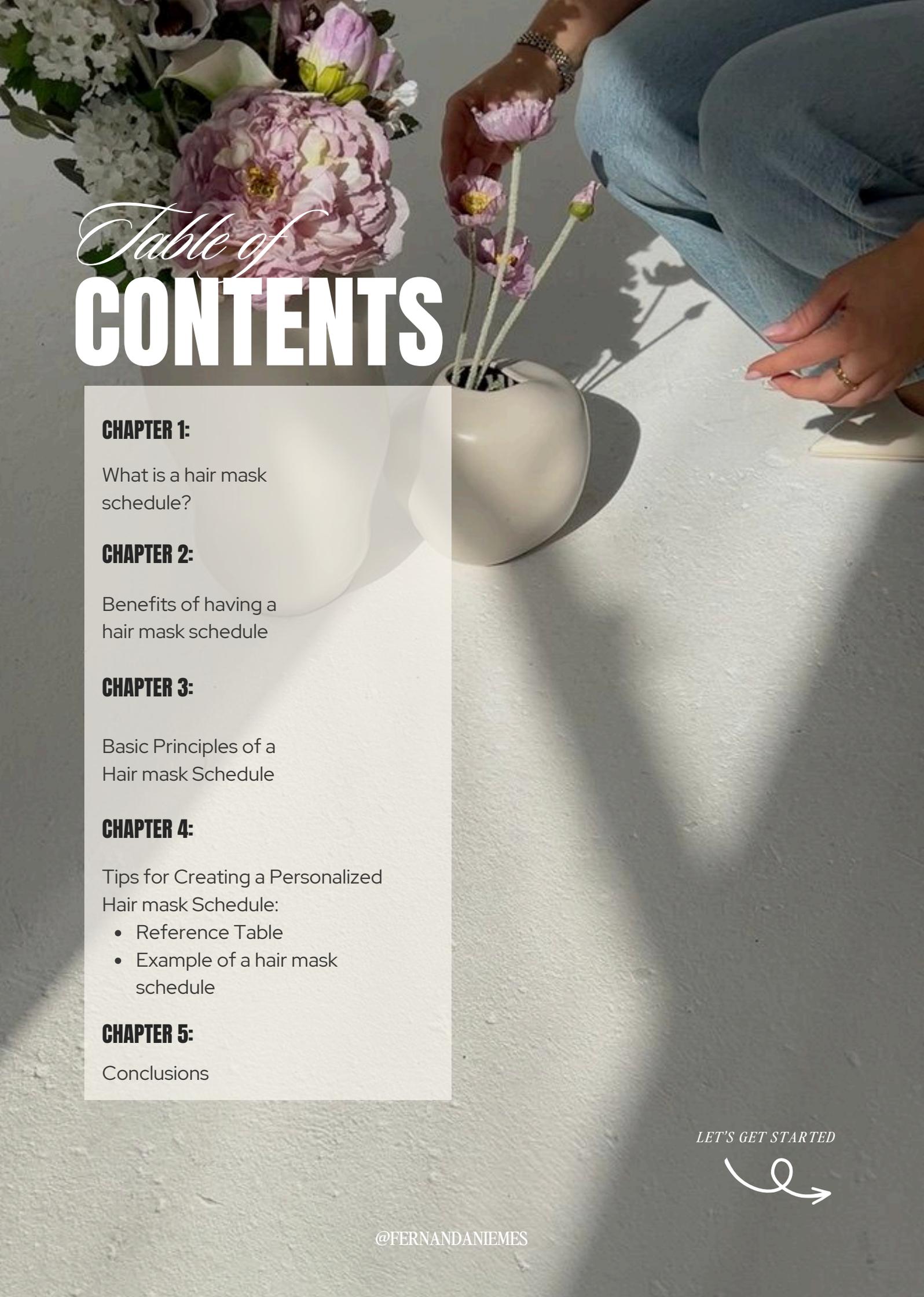
*But first...*

# LET ME INTRODUCE MYSELF



I'm Fernanda Niemes, a hair care expert and trichologist in training. For over 4 years, I have been dedicated to working one-on-one with my clients, meticulously addressing their specific concerns about hair and scalp health. My passion for hair care and commitment to providing personalized solutions have allowed me to help women transform their hair and achieve the look of their dreams. Start your journey with me towards strong, shiny, and damage-free hair.

*Xoxo, Fer*



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LET'S GET STARTED



# *What is a* **HAIR MASK SCHEDULE?**

A hair mask schedule is a hair care routine that helps restore nutrients lost from hair due to chemical processes, natural loss, and excessive heat. The schedule is made up of three main treatments that are alternated weekly: hydration, nutrition, and reconstruction. Each stage of the schedule addresses specific hair damage caused by factors like pollution, sunlight, chlorine, heat tools, and chemical coloring. The goal is to result in stronger, softer, and brighter hair



# *Benefits of having* **A HAIR MASK SCHEDULE**

- 1. Hydration:** is responsible for returning water to the hair, flexibility against breakage and without that opaque aspect, leaving it softer, lighter, shinier, and without the dreaded split ends.
- 2. Nutrition:** is essential to protect hair against daily external aggressions, which end up causing dryness, frizz, and weakening of the hair fiber. Thus, it is responsible for replenishing the oils that protect the hair, making the cuticles aligned and closed.
- 3. Repair:** is ideal for replenishing hair protein for those who have had chemical processes on their hair and lost hair mass. Are your strands brittle and thin from the use of hot tools, coloring or bleaching? Then this step is especially suggested for you, as it leaves your hair fuller.



# *Principles of* **A HAIR MASK SCHEDULE**

### **IMPORTANCE OF STARTING WITH HAIR RECONSTRUCTION**

Regardless of its current condition, all hair types should start with a focus on initial repair. This initial repair helps strengthen the hair structure, preparing it to better absorb and benefit from subsequent hydration and moisture treatments. This is especially important if your hair has been subjected to chemical treatments, excessive heat use, or any other form of damage. By prioritizing repair at the outset, you ensure that your hair is in the best possible state to receive and retain the full benefits of your hair mask schedule.

### **WASHING AND TREATMENT FREQUENCY:**

Adjust how often you wash your hair and use treatments based on your lifestyle and hair type. For instance, if you wash your hair twice a week, you'll wash it around 8-9 times per month. If you require 4 repair treatments monthly, you'll have 4-5 days remaining for hydration and moisture treatments.

### **FLEXIBILITY IN SCHEDULE:**

Understanding that your hair's requirements can shift over time because of various factors like climate, hormonal changes, diet, and more is essential. So, make sure to regularly assess your hair's condition and adapt your hair care routine accordingly. The trick is to stay adaptable and heed the cues your hair is giving you.



# *Tips for creating your* **OWN HAIR MASK SCHEDULE**

### **Starting with Hair Reconstruction:**

**Severely Damaged Hair:** If your hair has been dyed, undergone harsh straightening, or is severely damaged with high porosity, you should do a hair reconstruction 4 times a month (once a week).

**For hair that's fine but prone to frizz and split ends,** consider doing hair reconstruction 2-3 times a month, with 3 times being ideal.

**Maintain healthy hair** by doing hair reconstruction 1-2 times a month, ideally 2 times if possible.



# *Tips for creating your* **OWN HAIR MASK SCHEDULE**

### **Consideration of Wash Days:**

If you wash your hair twice a week, you would be washing your hair about 10-11 times a month. If your hair is damaged and you know you need to do a weekly reconstruction, you will subtract those 4 reconstruction days from the 10-11 washes. This leaves you with 6 or 7 days to be distributed between hydration and moisture.

If you wash your hair three times a week: You would be washing your hair approximately 14-15 times a month. Subtract the reconstruction days based on your hair type, and divide the remaining days between moisture and hydration.

If you wash your hair every other day: You would be washing your hair approximately 17-19 times a month. Subtract the 4 reconstruction days from the total and distribute the remaining days between hydration and moisture.

### **Division of Days for Hydration and Moisture:**

**For curly or wavy hair**, it requires more hydration than moisture to fight frizz. If you have 6 days remaining after reconstruction, split 4 days for hydration and 2 for moisture.

**Straight hair** requires more moisture than hydration. If you have 6 days remaining after reconstruction, split it into 4 days of moisture and 2 days of hydration.



# Reference TABLE

Hair Texture	Reconstruction (times per month)	Hydration	Moisture
Highly porous, severely damaged	4	It depends on the number of wash days per month (subtract reconstruction days per month).	It depends on the number of wash days per month (subtract reconstruction days per month).
It's in good condition, but it has frizz and split ends.	2-3	It depends on the number of wash days per month (subtract reconstruction days per month).	It depends on the number of wash days per month (subtract reconstruction days per month).
Healthy, typical, medium porosity hair	1-2	It depends on the number of wash days per month (subtract reconstruction days per month).	It depends on the number of wash days per month (subtract reconstruction days per month).
Curly/Wavy	Depends on the Damage	More hydration days	Fewer moisturizing days
Straight	Depends on the Damage	More moisturizing days	Less hydration days

# Example of a SCHEDULE

## Damaged Hair, Washed 3 Times a Week

For damaged hair, you will need 4 reconstructions per month, and if you wash 3 times a week, you will be washing approximately 12 times a month.

12 wash days per month - 4 reconstruction days = 8 days to be distributed between moisture and hydration.

Curly/Wavy Hair: 4 reconstruction days per month, 6 days of hydration, and 2 days of moisture.

Straight Hair: 4 reconstruction days per month, 6 days of moisture and 2 days of hydration.

Hair Texture	Week	Monday	Wednesday	Friday
Curly/Wavy	1	Washing + Hydration	Washing + Hydration	Washing + Repair
	2	Washing + Moisture	Washing + Hydration	Washing + Repair
	3	Washing + Hydration	Washing + Hydration	Washing + Repair
	4	Washing + Moisture	Washing + Hydration	Washing + Repair
Straigh	1	Washing + Moisture	Washing + Moisture	Washing + Repair
	2	Washing + Hydration	Washing + Moisture	Washing + Repair
	3	Washing + Moisture	Washing + Moisture	Washing + Repair
	4	Washing + Hydration	Washing + Moisture	Washing + Repair

# CONCLUSIONS

The types of treatments in a hair care schedule are 3, referring to the masks we will use on that day:

- **Hydration:**

- **Purpose:** To add and retain moisture in the hair.
- **Ideal For:** Dry, dull, and frizzy hair.
- **Key Ingredients:** Aloe vera, glycerin, honey, panthenol.
- **Recommended Frequency:** 1-2 times a week, depending on hair type and condition.

- **Moisture:**

- **Purpose:** To provide lipids and essential nutrients to the hair.
- **Ideal For:** Hair with frizz, lack of shine, or prone to breakage.
- **Key Ingredients:** Natural oils (argan, coconut, olive), shea butter, avocado.
- **Recommended Frequency:** 1-2 times a week, alternating with hydration treatments.

- **Repair:**

- **Purpose:** To strengthen and rebuild the hair structure.
- **Ideal For:** Hair damaged by chemical treatments, heat, or excessive manipulation.
- **Key Ingredients:** Proteins (keratin, wheat proteins, collagen), amino acids.
- **Recommended Frequency:** 1-4 times a month, depending on the level of damage and hair porosity.



# CONCLUSIONS

Your path to healthy and radiant hair begins with a personalized and consistent hair care schedule. Remember that the key is to understand your hair's specific needs and adapt your care routine accordingly. By following a structured plan that properly combines hydration, moisture, and repair, you can transform even the most damaged hair into healthy, shiny, and manageable locks.

Don't forget that curly or wavy hair requires more hydration to combat frizz, while straight hair benefits more from deep moisture. Adjust your schedule based on your washing frequency and the current condition of your hair, and feel free to reassess and modify your routine as your hair responds to treatments.

With patience, consistency, and the right products, you can enjoy healthy, strong, and beautiful hair. Start today and discover the power of great hair care! Your hair will thank you!





# THANK YOU!

I want to thank you for taking the time to read this guide and for trusting me to improve the health of your hair. Your commitment to hair care is the first step towards stronger and healthier hair. I hope you find this guide helpful and that it inspires you to continue caring for your hair with love and dedication.

If you enjoyed this guide, I invite you to share it and tag me ❤️.

Also, if you want to learn more about how to boost your hair growth, you can download my **“Complete Hair Growth Guide”**. In it, you’ll find a step-by-step plan to help with growth and keep your hair long and healthy.

Click here to get it now!

[Hair growth guide](#)

Remember, my DMs are open to you if you have any questions or would like to chat about how to adjust your routine! or just want to say hello.