

— THE AFRICAN WOMAN'S —
HAIR & SCALP CARE TOOLKIT

TIRED OF HAIR PROBLEMS?

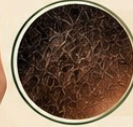
Understand Your Hair.
Discover What Can Help.



HAIR LOSS



BREAKAGE



DRYNESS



THINNING
EDGES



ITCHY SCALP



INCLUDES A PRACTICAL
30-DAY HAIR-CARE PLAN



CHEBE

WELCOME

This guide is for you

Real-life hair care for African women - without complicated rules or miracle promises.

DOES THIS SOUND FAMILIAR?

Your hair seems stuck at one length, more strands appear in your comb, or your edges look thinner after a hairstyle. You are not alone in asking these questions.

WHAT YOU WILL LEARN

The difference between growth and breakage, ways to handle hair gently, simple wash-day habits and what to look for in products.

WHAT YOU WILL PRACTISE

A realistic 30-day plan, easy check-ins and small changes that work with your hair, time and budget.

BEGIN ANYWHERE

Choose the concern that brought you here on page 4. You can start with products you already own.

HAIR GROWTH

Five length-saving habits

Focus on protecting the hair you already have.

01

CONDITION AFTER WASHING

Pay special attention to the ends, which are older and often more fragile.

02

UNTANGLE PATIENTLY

Work from the tips upward, in sections, with suitable conditioner if needed.

03

KEEP STYLES COMFORTABLE

Loosen braids, ponytails or extensions that pull the front and sides.

04

REDUCE UNNECESSARY HEAT

Limit hot tools and choose the lowest effective setting.

05

HANDLE YOUR ENDS GENTLY

Skip rough towel rubbing and unnecessary brushing or tugging.

YOUR ONE-WEEK ACTION

Choose TWO habits and repeat them. Simple consistency beats switching products every day.

HAIR GROWTH

Growth is not the same as length

A simple way to make sense of what you see in the mirror.

GROWTH: HAIR COMING FROM THE SCALP

Your hair can be growing even when the ends do not seem to move much. Growth speed is not something a product can guarantee.

LENGTH RETENTION: KEEPING THOSE ENDS

Careful washing, conditioning and styling can help reduce avoidable breakage so more of your existing length stays with you.

APPEARANCE: CURLS CAN SPRING BACK

A freshly washed curly style may look shorter than a stretched style. This change in appearance does not automatically mean hair was lost.

LOOK FOR SMALL PRACTICAL WINS

Easier detangling, fewer short broken pieces and more comfortable styles can be more useful signs than a promise of inches in 30 days.

TRY THIS

Pick one hairstyle and compare your hair under similar conditions later - without repeatedly pulling or straightening it.

One month. Small steps.

No pressure to buy products. No promise of dramatic growth.

Each day, do one small action or check-in. Some days take two minutes. Wash-day tasks can be done on your normal wash day.

WEEK 1

Notice your habits. Keep what works. Stop what hurts.

WEEK 2

Handle your hair more gently.

WEEK 3

Protect your hair when styling.

WEEK 4

Build a routine you can repeat.

HOW TO USE THE BOXES

Tick each day when you complete it. Skipped a day?
Continue tomorrow. There is no need to restart.

CHEBE HAIR

THE EVERYDAY HAIR-CARE TOOLKIT

You have seen a little of what is inside.

The full 37-page digital toolkit includes:

- Practical guides to everyday hair-care concerns
- The complete 30-day hair-care challenge
- Interactive check-ins and a personal routine builder
- Tips for comfortable styles and simpler product choices

Request launch details

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