ASCEND NATURELS: A CROWN RECLAIMED

Restoring Truth, Beauty & Power to Natural Hair

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Contents

What this presentation will cover

What *If Everything You Were Told About Your Hair...* Was a Lie?

- "Natural hair just doesn't grow long or can't be managed without relaxers"
- "Coconut oil is all you need for hair growth

At some point, we were even led to believe that other hair types weren't real... perhaps just to make us feel better about not understanding or accepting our own.

My Story- When My Crown Was Burned to Fit In

I was 12 when I begged my mom to let me get a relaxer.
My hair defied gravity and I felt embarrassed.

The Result?
Blisters, burns, pus, engine oil to soothe my scalp.
Three weeks of pain just to "fit in".
That was the moment I began to question everything.

The Damage

Relaxers, Fibroids & Cancer- The Hidden Cost of Conformity

- Studies show Black women have the highest rates of uterine fibroids and cancer linked to the use of chemical hair relaxers.
- [NIH Study, 2022]: Women who frequently use relaxers are at a higher risk of developing uterine cancer.
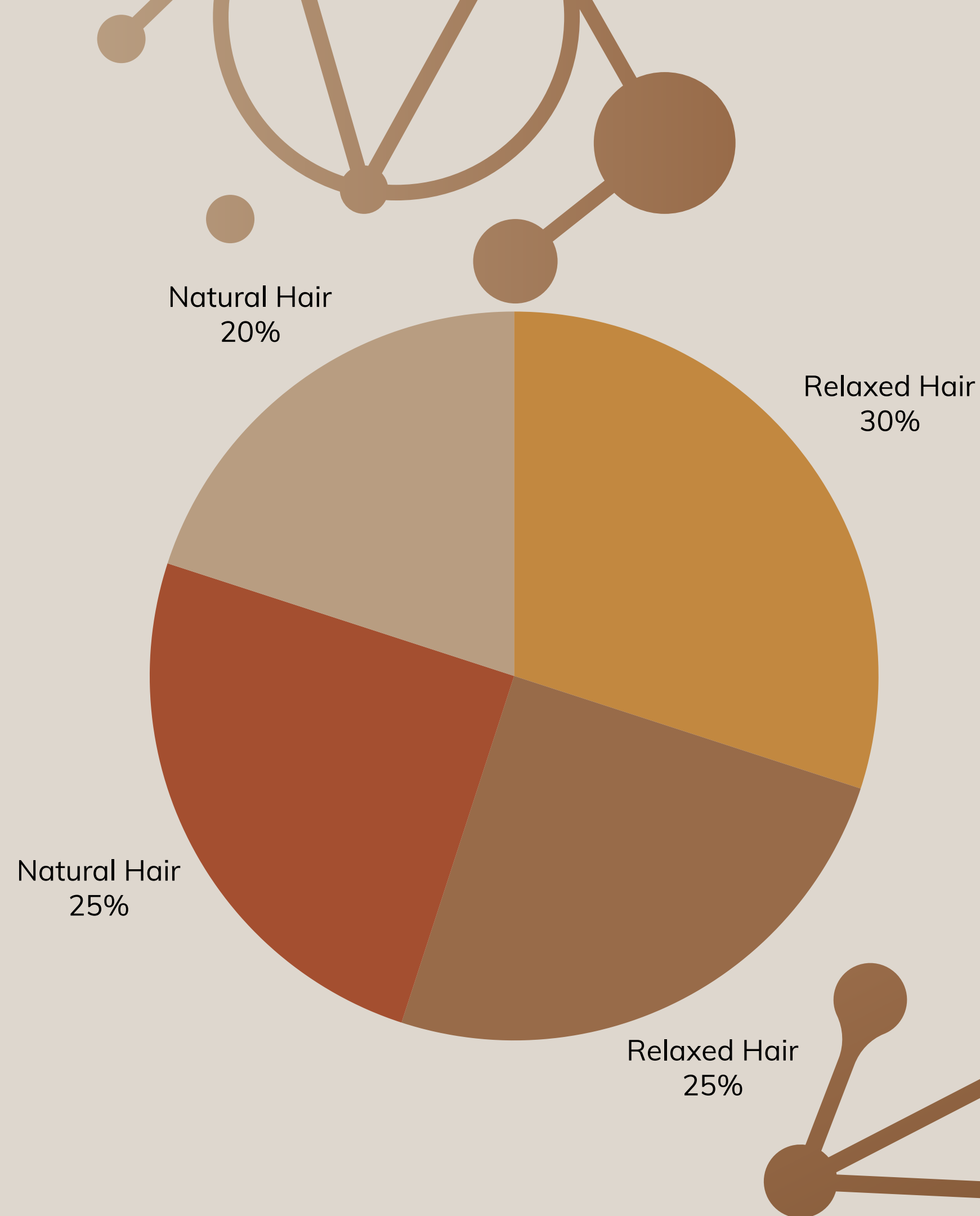- We've normalized harmful chemicals for the sake of assimilation.

The Problem: When Your Hair Becomes The Enemy

Through a survey we carried out, we uncovered deep-rooted gaps in knowledge and confidence.

- 30% of Black women with relaxed hair stay that way because it's all they've ever known.

- 25% of Black women with relaxed hair admitted they don't know how to care for natural hair.

- 25% of those with natural hair didn't even know their own hair type and products they should use.

- 20% of those with natural hair didn't know how to properly care for it.

This isn't just a beauty issue, it's an identity crisis, a health risk, and a cultural disconnect.

**Natural hair isn't the problem.
Misinformation/Inadequate Information is.**

Natural Hair
20%

Relaxed Hair
30%

Natural Hair
25%

Relaxed Hair
25%

Our Solution: More Than Products- A Movement

We combine:

- **Education:** Busting myths, reshaping beliefs.
- **Empowerment:** Helping black women fall in love with their true texture.
- **Effective Products**: Real results from real ingredients.
- **Personalized regimen:** for enhanced hair care.

This is hair care redefined.

Our Vision

At **Ascend Naturels,** our vision is to empower Black women to unlearn the lies, embrace their coils, and reclaim the magic in their natural hair. Through handmade, Ayurvedic-infused products and educational support, we're not just promoting hair growth- we're nurturing healing, confidence, and cultural pride.

This is more than haircare. It's liberation. It's identity. It's **ascension**.

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Product Highlights

Each product is a step toward reclaiming your crown

Ayurvedic Herbal Infused Hair Oil: Infused with over 9 potent Ayurvedic herbs and 6 carrier oils that enhance hair growth.

Ayurvedic Hair Booster Butter: Conditions and promotes healthy hair growth. Locks in hydration without build-up.

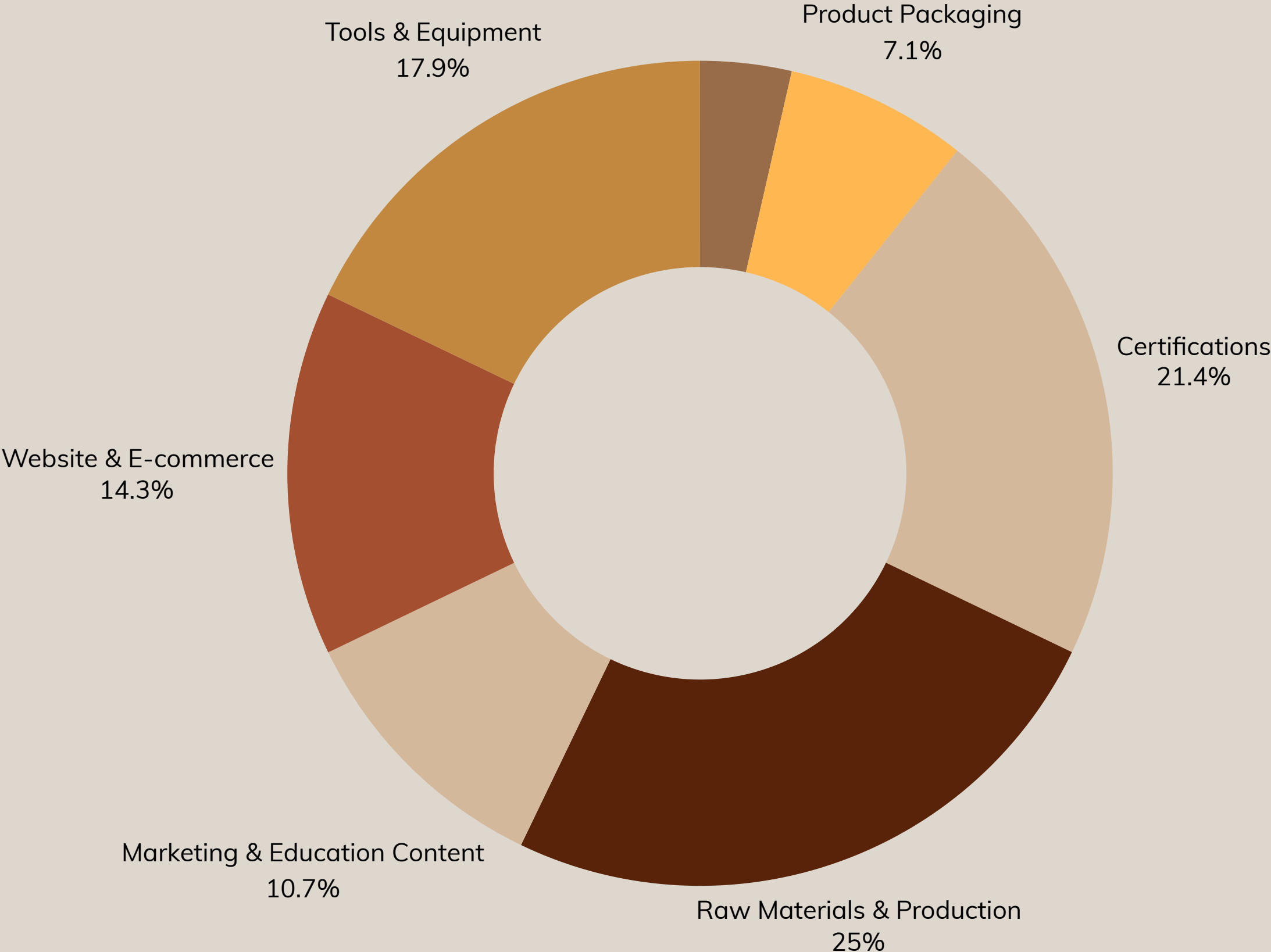**Moisturizing Shampoo & Conditioner**: Gentle, herbal, sulfate-free.

Herbal Hair Serum: Strengthens and Moisturizes hair.

Funding Allocation Breakdown

Branding & Design	N50,000
Product Packaging	N100,000
Raw Materials & Production	N350,000
Marketing & Education content	N150,000
Webite & E-commerce	N200,000
Certifications	N300,000
Tools & Equipment	N250,000

Total Goal: N1,400,000

Tools & Equipment
17.9%

Product Packaging
7.1%

Certifications
21.4%

Website & E-commerce
14.3%

Marketing & Education Content
10.7%

Raw Materials & Production
25%

The chart illustrates how funds will be utilized, focusing on **product development**, marketing, and community education initiatives to empower Black women.

Join The Movement.
Fuel the Vision.

Let's reclaim the crown. One head at a time.

This isn't just about hair.
It's about healing.
It's about identity.
It's about rising- naturally.

Will you help us Ascend?

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