



The issue of hair confidence

Power of Hair is a three year educational campaign created by Ideas Foundation in partnership with Pantene. The programme aims to promote understanding of personal and social aspects of hair and hairstyles as aspects of personal choice and cultural allegiance. A person's distinctive "look" can be a matter of personal preference but may also reflect cultural identity. It can also be a cause of cultural conflict when a particular hairstyle is unwelcome, inappropriate or a cause of hostility. Students sporting "fades", dreadlocks, Emos, "Meet me at McDonald's" styles or wearing a durag have sometimes been excluded from school, and there is increasing evidence of Afro discrimination and some of the micro-aggressions associated with poor understanding of ethnic diversity.

The programme focus will be on promoting hair confidence and raising awareness of hair discrimination through a programme of creative workshops exploring key issues of identity and community.

Ideas Foundation has commissioned creatives to look at the subject of identity and hair discrimination using creativity and employer engagement. Young people will work alongside industry professionals and leading poets, photographers, artists and other creatives to explore this emotive and topical issue through a workshop that has been designed to get young people thinking and developing their creative skills.

More information from www.ideasfoundation.org.uk



Great hair days create more great days

As the world's leading haircare brand, Pantene are honoured to serve millions of people every day – we transform their hair, how they feel about themselves, the beauty norms & culture they are surrounded by, and importantly the planet we all share & love.

Pantene believes in the power of hair to give more great hair days for everyone: all hair types, all hair conditions, all ages, all ethnicities, and all gender identities. In doing that we also take great pride in shaping culture to be more accepting and inclusive; challenging hair discrimination, questioning bias, and championing diverse beauty with the inclusion of the whole community.

Because cultural and social biases force many around the world to conform to rigid, non-inclusive hair codes, Pantene has made a long-term commitment to sparking social change to ensure transformative, self-expressive “great hair” experiences for all.

More information from www.pantene.co.uk



About Ideas Foundation

Ideas are the foundation of any creative endeavour. The Ideas Foundation is a charity that understands this and works with young people, regardless of their background to encourage them to explore and develop their own ideas, stimulate their innate creativity and give them a voice.

We do this in a variety of ways. We:

- encourage and welcome students' ideas, attitudes and feelings.
- expose students to a wider than usual range of occupations where their inventive minds might feel more at home.
- create workshops in which students can explore and develop ideas – working on live briefs with real audiences.
- encourage teachers to invite creative individual and collaborative thinking into the classroom.

More information from www.ideasfoundation.org.uk

POWER OF HAIR

Power of Hair Partnership



Welcome to NATE

Empowering English teachers to inspire young people

The National Association for the Teaching of English, established in 1963, is the professional association for English teachers that works regionally, nationally and internationally at all key stages. NATE is an educational charity, governed by a board of Trustees, led by a Director and supported by a team of volunteers, including working group members, regional representatives and English specialists across the world who support NATE's CPD, publications, research and development.

For membership enquiries, please contact Janet Gough,
NATE's membership manager at membership@nate.org.uk



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PHOTO: TOM MARTIN

If your hair could speak...

Hair is an expression of identity. Think about how your hair represents you. Do you have a specific style? If your hair could speak what would be its message to the world? Write on a post it note what that message would be.

- Is there a connection between your hair and recognisable culture?
- Does your hair (texture, length or style) fit in with others in your household?
- How does your hair speak for YOU?
- What story would it tell?
- What would it tell you it had noticed about the world?
- What would it tell you it had noticed about you?
- What might that change look like? And what might that lead to?

Is there any connection between your hair and

- faith and belief
- ethnicity
- sexuality
- language
- culture
- politics
- celebrities



You, your hair and the world

Follow each of these sentence starters with your own words.

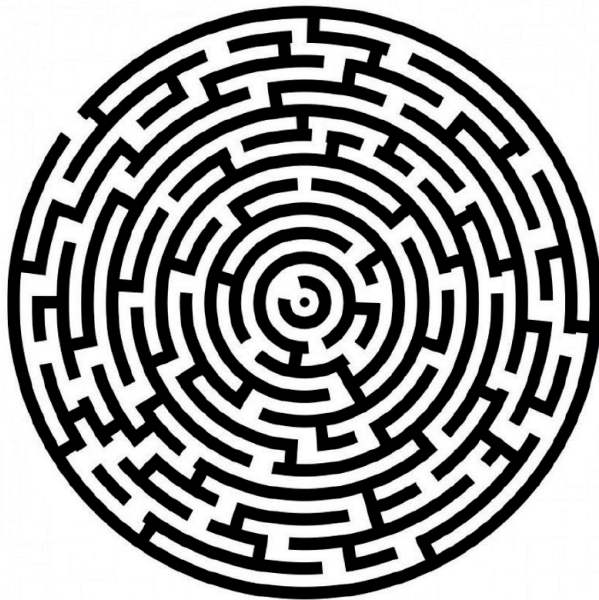
I live in a world which...

Inside I feel

But outside

I hide ...

Because





The place of hair in our world

Hair plays a key part in so many aspects of life. Writing and examining texts allows us to explore the place of hair throughout life including:

- i** Hair and gender
- i** Hair and bonding or community
- i** Hair and ritual
- i** Hair and stress
- i** Hair and bullying
- i** Hair and self-care

Pick one of the above areas and write a pair share.

- ?** Why did you choose this area? Why did you not choose the other areas?
- t** Write a paragraph about hair.

i Information **t** Task **?** Question



PHOTO: TOM MARTIN

A good hair day

We can sometimes allow our physical appearance to dictate our feelings. If our hair doesn't cooperate the way we want it to - it's a bad hair day.

Several years ago, Yale University decided to study the psychology of bad hair days – and found that our self-esteem was highly affected by them, with subjects reporting feeling less smart, less capable, more embarrassed and less sociable.

But what if every day was a good hair day?

Put these in order of importance in making a good hair day.

Fragrance

Colour

Texture

Length

Style



PHOTO: TOM MARTIN

How are hair and discrimination linked?

Let's look more closely at how hair and discrimination are linked:

- t** In pairs: highlight/annotate anything which seems relevant to discrimination.
- t** If you have access to a computer create a word cloud about the words/phrases we have picked out.

Most school uniform policies include reference to hair. Check out a school policy for your own school or another.

When googling "hair and school discipline" the results are full of criticism for what some believe are restrictive school hair policies. Make a list of any hair styles that some schools may have said are unacceptable.

i What is the Halo Code?

The Halo Code, similar to The Crown Act in the USA, is a campaign pledge, signed by schools and businesses, that promises members of the Black community that they have the "freedom and security to wear all afro-hairstyles without restriction or judgment".

<https://www.bbc.co.uk/newsround/55249674>

? Create your own school hair policy

What would you include?



Reading numbers

Market research by Pantene has identified following statistics. What do these figures tell you? Can you find sources that will evidence these figures? Who else might be affected by hair discrimination? Can you find any statistics as proof?

- 22%** of people with afro hair have been sent home from school or work because of their hair.
- 93%** of Black people in the UK have faced microaggressions related to their hair, including people thinking its acceptable to just touch their hair without consent.
- 50%** of people with Afro textured hair agree they have changed their natural hair to meet social norms.
- 93%** of black people in the UK have faced an issue related to their hair.
- 52%** agree that hair discrimination has negatively affected their self-esteem or mental health.
- 7%** of people without afro hair could recognise common microaggressions.



Sample texts that focus on hair:

The House on Mango Street by Sandra Cisneros



What is the writer saying about hair?



Think, Pair, Share.

- Without looking at the text, recall any details about the hair of Papa, Carlos, Nenny and Kiki.
- Now do the same for Mama's hair.

Luster By Sandra Cisneros



What is the writer saying about hair?



Think, Pair, Share.

- What do you think is the background to this episode?
- What do you think the writer remembers about being thirteen?
- Why does the write finish with "She is too young"?

Much Ado About Nothing by William Shakespeare

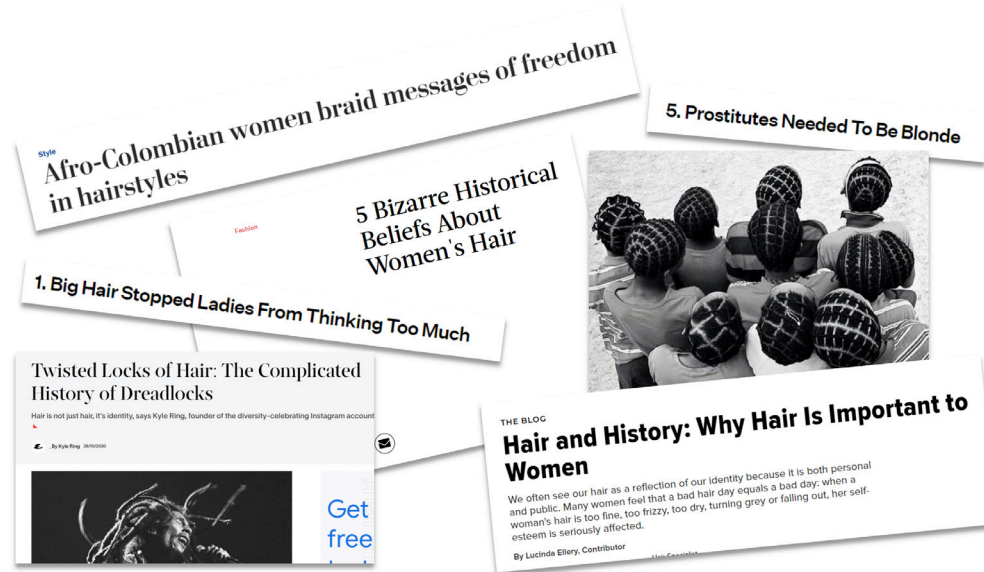


What is the writer saying about hair?



Think, Pair, Share.

- Why might Beatrice think a beard on a man is not attractive?
- Why does Leonato think that having a beard is a merit?
- Do you think Leonato has a beard?



Further reading

Supermodel Halima Aden: 'Why I quit':

<https://www.bbc.co.uk/news/stories-55653029>

Afro-Colombian women braid messages of freedom in hairstyles:

https://www.washingtonpost.com/lifestyle/style/afro-colombian-women-braid-messages-of-freedom-in-hairstyles/2011/07/08/gIQA6X9W4H_story.html

Twisted Locks of Hair: The Complicated History of Dreadlocks:

<https://www.esquire.com/uk/style/grooming/a34465402/history-of-dreadlocks/>

Hair: the styling of society:

<https://chertseymuseum.org/hair>

'Gingerism': the last socially acceptable form of bullying?:

<https://www.theweek.co.uk/news/uk-news/955393/gingerism-last-socially-acceptable-form-of-bullying>

Schools ban popular 'Meet me at McDonald's' hair style.

<https://www.mirror.co.uk/news/uk-news/school-bans-six-extreme-hairstyles-12067878>



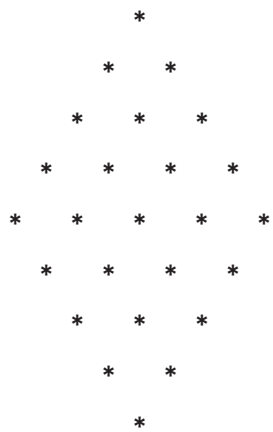
PHOTO: TOM MARTIN

Less is more!

By writing less, you can still aim for complexity, subtlety and originality in your thinking and writing. Using hair, identity, confidence or discrimination as a theme for your creativity, try one of the well-known models for short but powerful writing. The first is the syllable diamond.



Syllable Diamond



Syllable diamond - basic example

1 I
2 went to
3 Solway School
4 Friday Thirteenth
5 for Year Nine English
4 where we all wrote
3 Diamonds
2 "Less is
1 More".



Syllable diamond - superior example

To
be sad
is not as good as happy.
But being sad makes happy more
worth- while somehow.
Contrasts
glow

Diamond poems

Create your own diamond shaped poem inspired by hair and identity.

Use three full stops to turn your syllable diamond into a three sentence example. This will give structure to your ideas as Introduction, Development and Conclusion.



Cinquain - simple example

2
Today
4
I think I'll write
6
something to make you think
8
of how our English words can work
2
and play.

Cinquain - superior example

2
Cats know
4
What's good for them.
6
Indoors, a lap or bed.
8
What's it like in a moggy's head?
2
Purrfect!

A more ambitious short writing form is the verse form called a cinquain

A cinquain has a distinctive 5 line structure:

- 1st line: 2 syllables.
- 2nd line: 4 syllables.
- 3rd line: 6 syllables.
- 4th line: 8 syllables.
- 5th line: 2 syllables.

Try a simple cinquain.

Then try one with punctuation. Use three full stops to turn your syllable diamond into a three sentence example. This will give structure to your ideas as Introduction, Development and Conclusion.



Cinquain - superior example

2
I saw
4
My reflection
6
In the mirror today.
8
My mother's face gazed back at me.
2
Oh no...

Just three full stops make all the difference.

You can make your cinquain more subtle and complex if you give it a three sentence structure.

POWER OF HAIR



English: Hair and Identity

POWER OF HAIR STORY SHARERS: TACKLE HAIR DISCRIMINATION



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3 word slogan examples

Power of Hair

Every Little Helps

Just Do It

Never not working

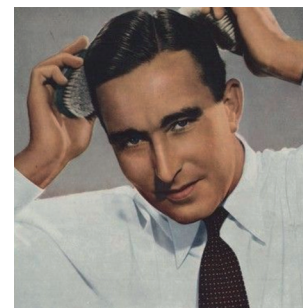
3 word slogans

Create 3 word slogans about hair confidence.

POWER OF HAIR



English: Hair and Identity



Hair and you

So far you have thought about and written about what your hair means to you. The next stage is to think about what hair means to others.

Look at the people opposite, what do you think their hair means to them?

Does the message of their hair tell you something about their social status, their occupation or their personal preferences?

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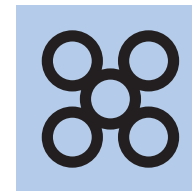
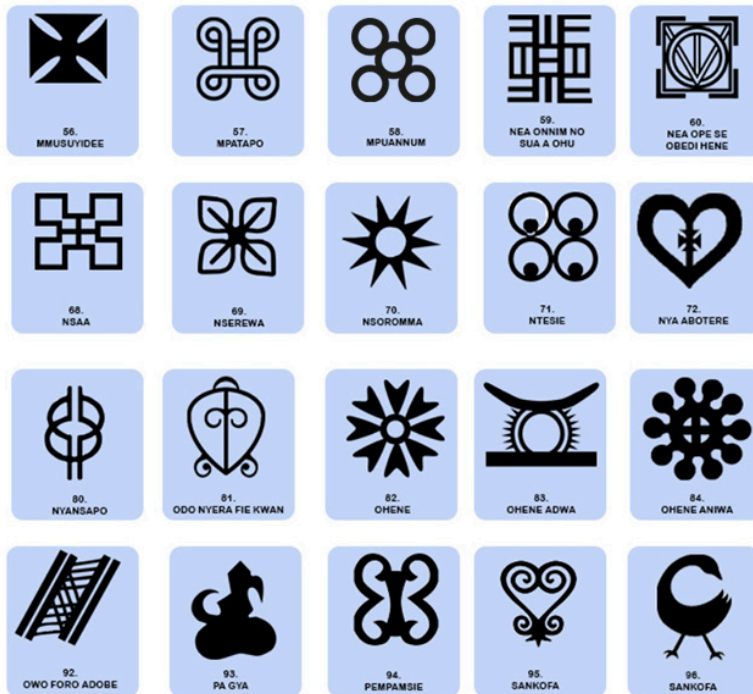
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What is my hair identity?

Hair styles are used as a decorative function but also convey distinct meanings such as beliefs, nationality and politics. Shapes and patterns define identities all around us and hair is no different.

Adinkra symbols have a decorative function but also represent objects that encapsulate evocative messages conveying traditional wisdom, aspects of life, or the environment. For example, Mpuannum (five tufts) traditionally worn by the Asante priestess and represents loyalty, faith and duty.



Parallels can be drawn from these symbols and some of the styles applied in braiding and cornrowing of black hair. Choose three which you think best express your personality.

If your hair could speak, what would be its message to the world?



The power of symbolism

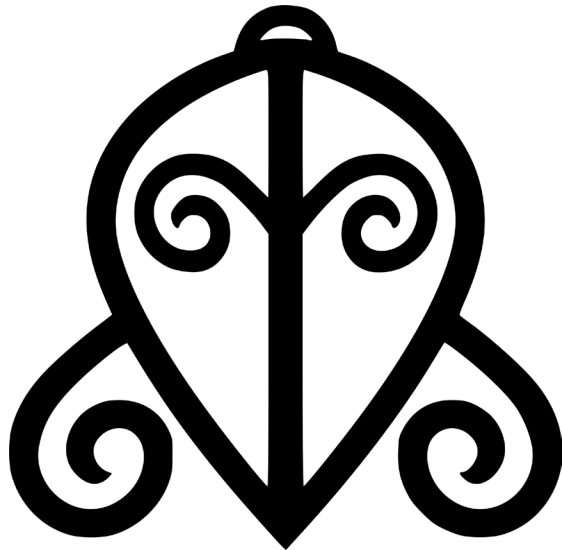
There are many symbols with distinct meanings, often linked with proverbs. Parallels can be drawn from these symbols and some of the styles applied in braiding and cornrowing of black hair.

This particular symbol is called Sankofa. The word Sankofa comes from the Akan people of Ghana. It is an Akan term that means, “to go back and get it.” One of the Adinkra symbols for Sankofa depicts a mythical bird flying forward with its head turned backward.

The idea being “do not be afraid to look into your past, learn from the good and the bad in order to have a better future”.

Adinkra symbols are not just beautiful designs: each symbol has a powerful proverb and life lesson behind it.

Which one of the Adinkra symbols would you choose as a logo for a hair care product. Why would you choose that one?



Define your hair identity

Design and draw a hairstyle inspired by the Adinkra symbols. Your hairstyle must be more than a fashion statement. It might include a map that speaks of your past, the present and the future. Think about all the various roads you have travelled in order to be where you are today.

Let's start by making a list to inspire you:

I have walked the road of determination
I have walked the road of patience
I have walked the road of forgiveness

Now think about the shapes and patterns that best describes your present:

Would it be a circular or a square shape?
Would it have many layers?
Would it have winding pathways ?
Where would these pathways end?

Once you have completed the present, create the shapes of your future. Think about the shapes and patterns you believe represent your ideal future.

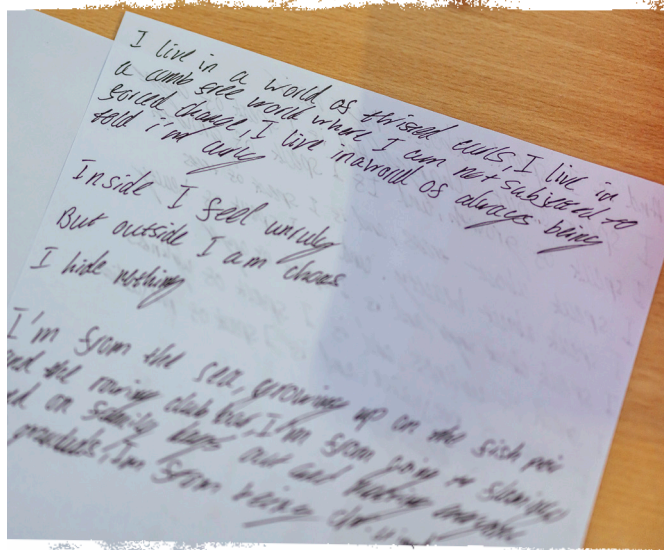


PHOTO: TOM MARTIN

Poem

Add your own words to each of the sentence starters below to create your own Hair verse.

When I think of my hair, I think of

My Hair is.....

It makes me.....

Although it sometimes.....

That's why.....

The impact of hair through time and place

Hair has played an important part in the world throughout history. Whether elaborately styled, shaved to the bare minimum length or completely covered, each style makes a statement. Some styles are purely decorative to follow the latest trends but others aim to make political, cultural or social statements.

Hair discrimination today is based on historic beliefs and opinions. In the past, people have gone to incredible lengths to make their hair conform to certain standards. Challenging these expectations is giving people the power to feel proud of their hair.

Stone Age paintings showing women with cornrows were discovered in the Tassili Plateau of the Sahara, dating back to 3000 B.C. Historically, male styling with cornrows can be traced as far back as the early nineteenth century to Ethiopia, where warriors and kings such as Tewodros II and Yohannes IV were depicted wearing cornrows. The tradition of styling in cornrows has remained popular throughout Africa, particularly in the Horn of Africa and West Africa.

HAIR THROUGH TIME

Hair has always played an important role throughout history. A hair style can go far beyond just the latest trend, indicating status and political standing.



AFRO HAIR HISTORY

In early African civilisations, hairstyles could indicate a person's family background, tribe and social status.

"Just about everything about a person's identity could be learned by looking at the hair," says journalist Lori Tharps, who co-wrote the book *Hair Story* about the history of black hair.



Madagascar c. 1868



C. J. Walker 1914
inventor of early relaxed hair treatment



Musician Billy Preston 1974



Afro-Peruvian Rastafarian with dreadlocks



Cornrows



Afro-Brazilian singer Larissa Luz



The overground hairway

During the period of the transatlantic slave trade many enslaved Africans were forced to shave their heads for sanitary purposes and also to break all connections to one's past history and culture. Women had to wash and condition their hair using butter, kerosene and bacon grease, and brushed it with the carding combs used for sheep. These combs were so sharp, they tore the scalp.

There were many who did not shave their heads and instead they would braid their hair tightly in cornrows to maintain a neat and tidy appearance.

Enslaved Africans also used cornrows to transfer and create maps to leave plantations and the home of their captors. This act of using hair as a tool for resistance is said to have been evident across South America.

It is most documented in Colombia where Benkos Bioho, a King captured from Africa by the Portuguese who escaped slavery, built San Basilio de Palenque, a village in Northern Colombia around the 17th century. Bioho created his own language as well as intelligence network and also came up with the idea to have women create maps and deliver messages through their cornrows.





The Tignon Law

In 1785, Spanish colonial governor Esteban Rodrigues Miró passed a law in Louisiana that stated Afro-Creole women should wear tignons, a head covering that was designed to conceal their “exotic” beauty. Tignon Laws were enforced to highlight the social order by labelling women of colour as different. The Afro-Creole women rebelled by using the Tignon as a fashion statement, embellishing their head wraps with beads, feathers, ribbons and jewels.

At that time, the headscarf was often associated with servitude and symbolized low social status. Despite its negative connotations at the time, Afro-Creole women injected style and elegance into the turban-like head coverings transforming them into the ultimate stylish accessory.

The Tignon Law was abolished in the 1800s however, women of colour continue to wear head wraps as a fashion accessory and to reaffirm and highlight their cultural heritage.

Source: Medium

POWER OF HAIR

Humanities and Hair



The singer, Rihanna, the first person to wear a durag on the cover of British Vogue.



Amy Sussman/Getty Images

The durag

The durag evolved from the 19th-century when slave women used head wraps to keep their hair up while working. Black men used a durag to style their hairstyle during sleep.

The durag remained exclusively functional until the 1990s, when it started to become a symbol of inner-city Black culture, becoming fashionable to wear on the streets and they made it cool to care about the appearance of hair.

Today there is a vast range of colours, prints, lengths, and fabrics available with several flamboyant customised durags making an appearance on red carpets. However, they make a statement that goes beyond just being a fashion accessory. They allow the wearer to express who they are using a piece of history.

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The Afro

The afro hair style, which emerged in the 1960s during the civil rights movement, was “a symbol of rebellion, pride and empowerment”.

As black people protested against racial segregation and oppression, the eye-catching style took off - an assertion of black identity in contrast to previous trends inspired by mainstream white fashions. And with it the African (or afro) comb re-emerged.

“The afro hairstyle became very popular and for that you need a long kind of pick... it’s quite high-maintenance.”

In response to the racial politics of the time, the fist comb - with a handle shaped like the black power salute - was designed in the 1970s.

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Bob Marley and his famous dreadlocks, also known as 'dreads'



Sisterlocs

Different black hair descriptions

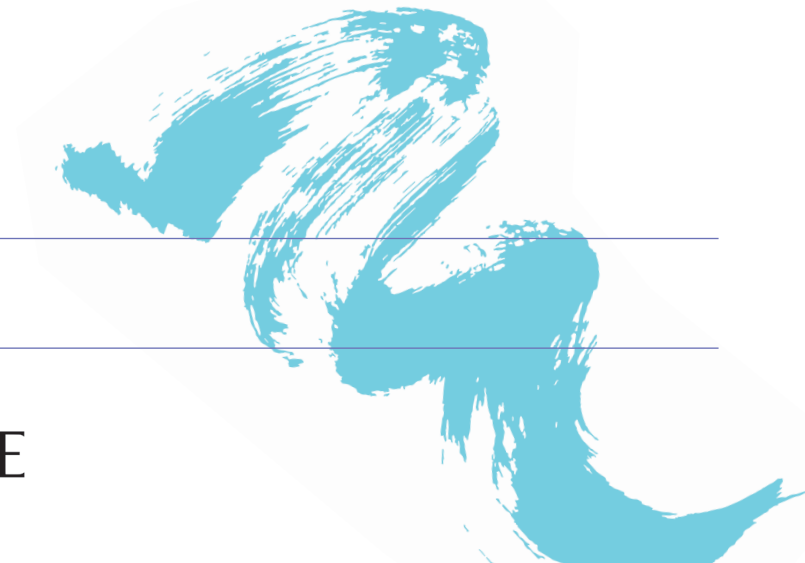
What is the primary difference between traditional locs and Sisterlocs?

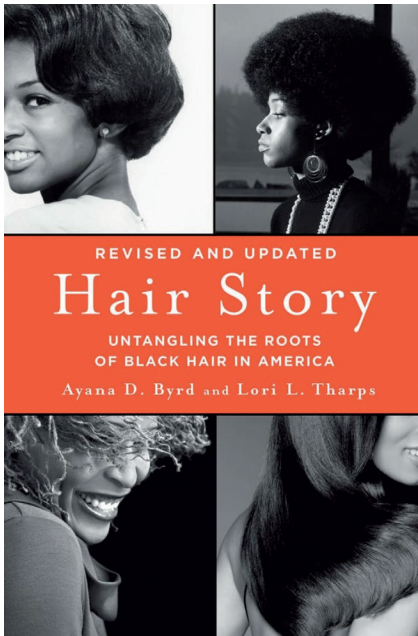
Traditional locs are most commonly created through palm rolling (or matting) medium to large amounts of hair, using a balm or wax. Sisterlocs are installed using a special tool and much smaller portions of the hair

Dreadlocks and Rastafari

Rastafari, also known as Rastafarianism, is an Abrahamic religion that developed in Jamaica during the 1930's. Rastafarians grow their hair into dreadlocks because it is a part of their Nazarite Vow.

Many Rastafarians believe their hair is their strength and will result in weakness if it is cut off.





Making a statement

In early African civilisations, hairstyles could indicate a person's family background, tribe and social status.

“Just about everything about a person’s identity could be learned by looking at the hair,” says journalist Lori Tharps, who co-wrote the book *Hair Story* about the history of black hair.



POWER OF HAIR

Humanities and Hair



Discover more about Madam C J Walker (top, left), Angela Davis (above) and Josephine Baker.

Moving forward

It is estimated that 11,640,000 Africans were forced to leave the continent between the 16th and 20th Centuries due to the transatlantic slave trade. These slaves took many of their African customs with them, including their specially-designed combs.

During the 19th Century, slavery was abolished in much of the world, including the United States in 1865. However, many black people felt pressure to fit in with mainstream white society and adjusted their hair accordingly.

“Men and women would put their hair in a hot chemical mixture that would almost burn their scalp, so they could comb it back and make it look more European and silky.” Combing hair with a hot comb was another way that allowed you to temporarily straighten your hair causing long term damage to the hair and burnt areas of skin around the hairline.

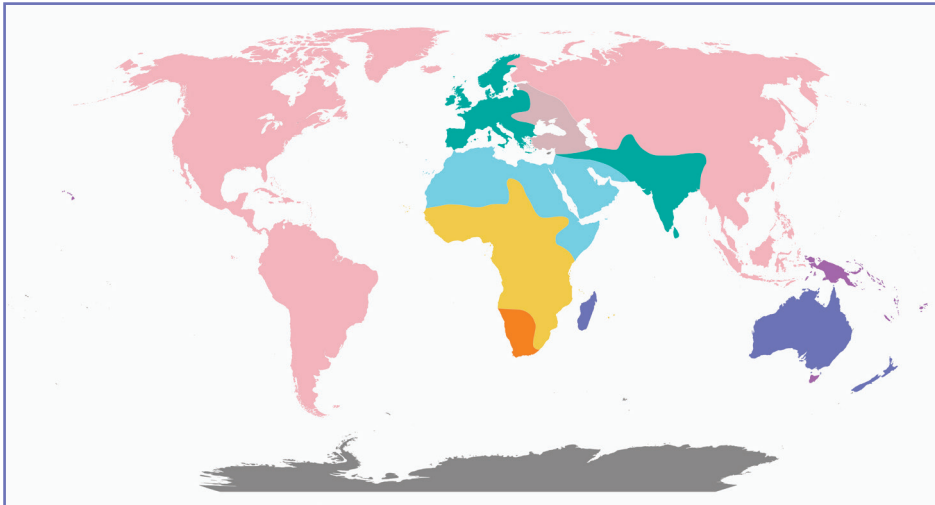
The industry grew to the extent that black entrepreneur Madame C J Walker, who sold hair growth products, shampoos and ointments aimed at the African-American market, was recorded as the first self-made millionairess in the US by Guinness World Records. Some of these products used the dangerous chemical Lye which can still be found in hair relaxing products today.

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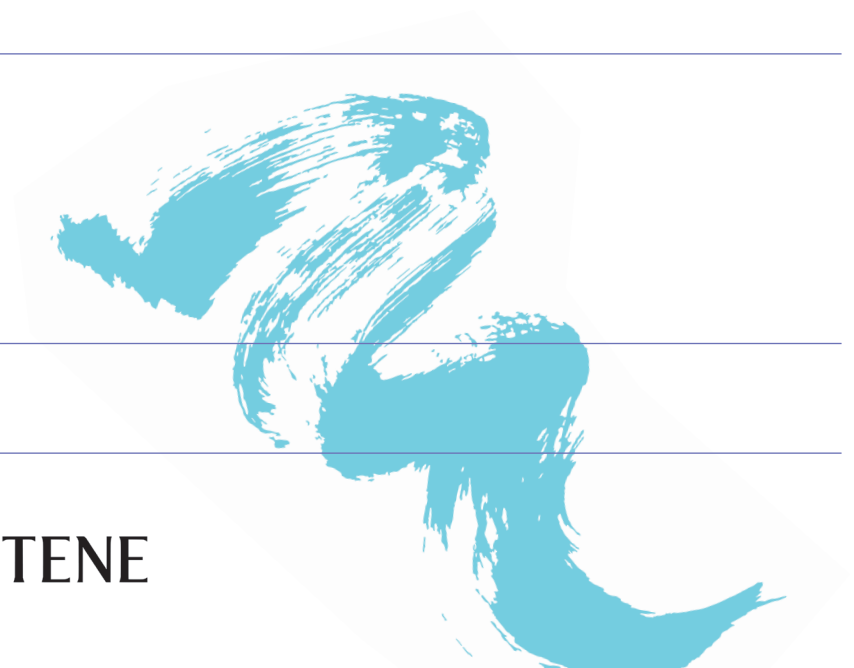


Exploring hair around the world

Look at the geography of different hair textures found more commonly in areas of the world. What impact does this information have on the strategies of hair care companies?



- ■ ■ Curly, short, flat in cross section
- ■ ■ Wavy, variable, oval in cross section
- Coarse, straight, cylindrical in cross section



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POWER OF HAIR



Humanities and Hair

Traditional hair styles around the world



Japan



Maori



Masai



Native American

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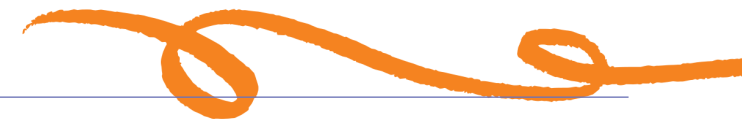
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By the end of the session we should:

- be more familiar with our own hair.
- be aware of different types of hair.
- consider how we can care for / treat our hair.
- know what products can do to our hair.





TYPE 1A - STRAIGHT (FINE)

Very soft, shiny, hard to hold a curl, hair tends to be oily, hard to damage.

TYPE 1B - STRAIGHT (MEDIUM)

Has much body. (i.e. more volume, fuller).

TYPE 1C - STRAIGHT (COARSE)

Hard to curl (i.e. bone straight).

TYPE 2A - WAVY (LOOSE WAVES)

Can accomplish various styles. Loose "S" pattern. Hair sticks close to the head.

TYPE 2B - WAVY (DEFINED WAVES)

A bit resistant to styling. Hair has more of a defined "S" pattern. Hair tends to be frizzy.

TYPE 2C - WAVY (WIDE WAVES)

Hair has wider waves. Resistant to styling. Hair tends to be frizzy.

TYPE 3A - CURLY (LOOSE CURLS)

Thick and full with much body. Definite curl pattern. Hair tends to be frizzy. Can have a combination texture.

TYPE 3B - CURLY (TIGHT CURLS)

Medium amount of space of the curls. Can have a combined texture.

TYPE 3C - CURLY (CORKSCREWS)

Tight curls in corkscrews. The curls are very tightly curled.

TYPE 4A - KINKY COIL (DEFINED COIL)

Tightly coiled. Has a very defined "o"-shaped pattern.

TYPE 4B - KINKY COIL (Z COIL)

Tightly coiled. Little less defined kink pattern. Has more of a "Z"-shaped pattern.

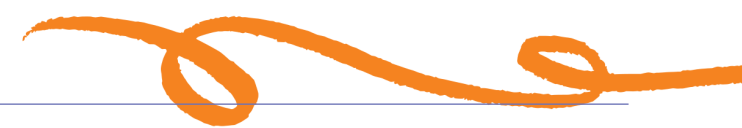
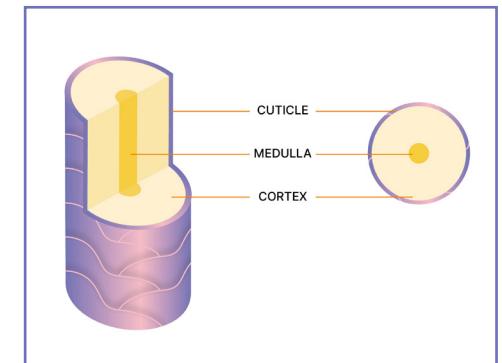
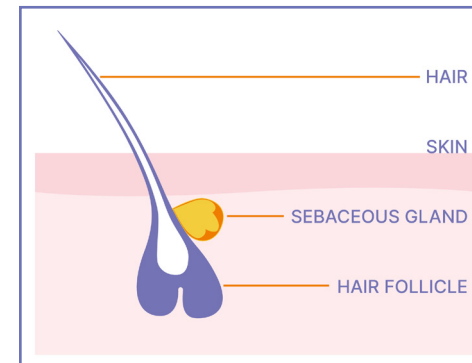
TYPE 4C - KINKY COIL (TIGHT COIL)

Tightly coiled. Almost no visible defined kink pattern, unless seen close up. Has an "o"-shaped pattern.

Hair structure

Examine how the variations in the shape of a hair follicle causes different patterns in hair and different speeds of growth.

- The layers of a hair consist of the outer protective layer called the cuticle.
- The medulla is the inner most section of a hair.
- The cortex contains melanin that gives a hair its colour.
- Eumelanin is found in brown and black hair.
- Pheomelanin is found in red hair.
- Blonde hair has least amount of Melanin.

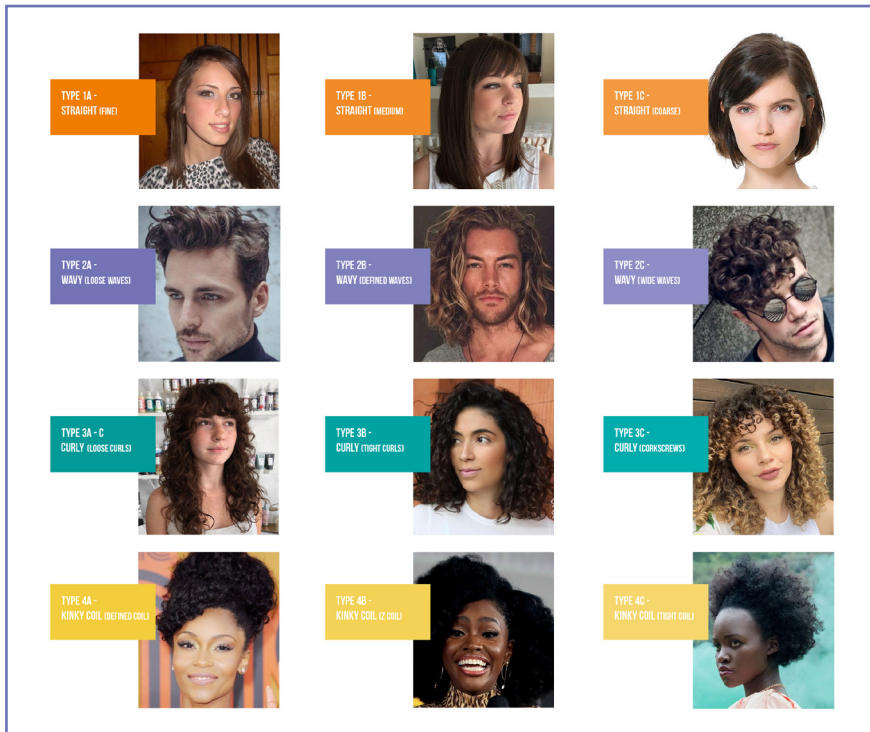




Types of hair

Hair can be divided into the types shown opposite.

- TYPE 1A - Fine straight hair
- TYPE 1B - Medium straight hair
- TYPE 1C - Coarse straight hair
- TYPE 2A - Loose wavy hair
- TYPE 2B - Defined wavy hair
- TYPE 2C - Wide wavy hair
- TYPE 3A - Loose curly hair
- TYPE 3B - Tight curly hair
- TYPE 3C - Curly corkscrew hair
- TYPE 4A - Kinky hair with a defined coil
- TYPE 4B - Kinky hair with a z coil
- TYPE 4C - Kinky hair with a tight coil





Looking at hair

Take a closer look.

- What colour is my hair?
- What does it look like close up?
- Is it the colour you thought it was?



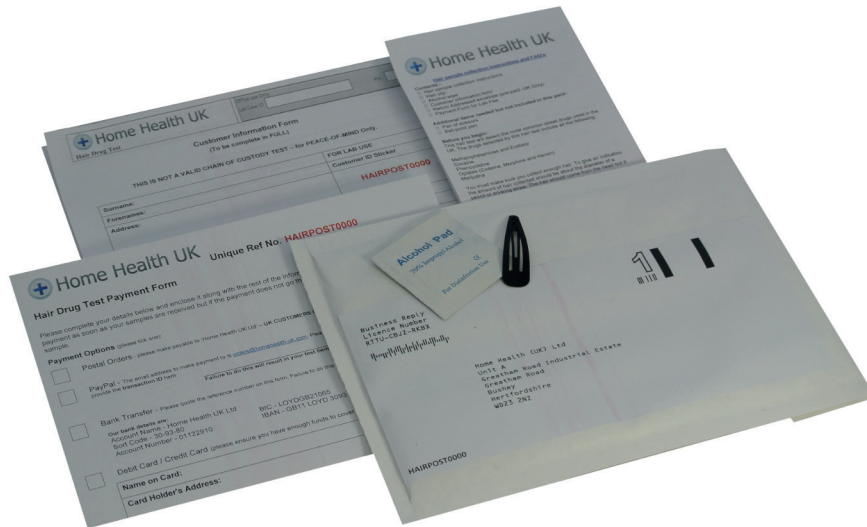


Did you know there is a hair drug test kit?

Hair Drug Test Kit (90 day hair strand testing) can test for:

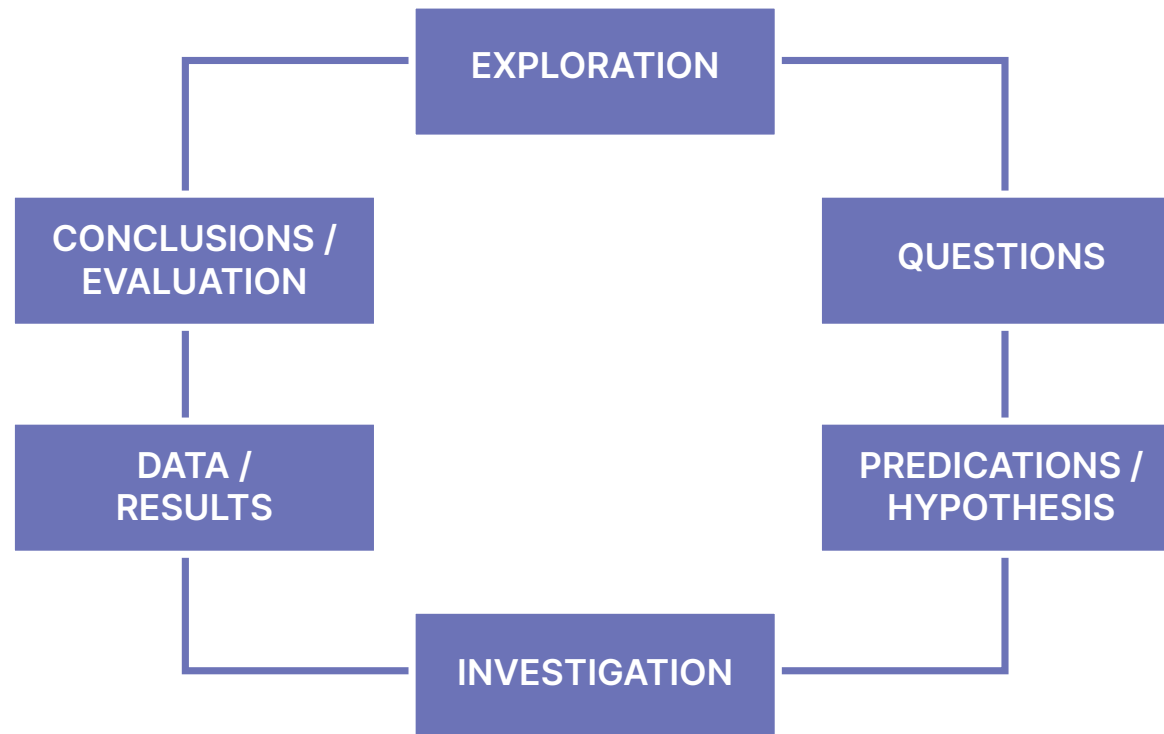
- OPIATES - including Heroin and Morphine
- COCAINE - including Crack and Coke
- ECSTASY - including E's and Methamphetamines
- SPEED - including Amphetamines
- PHENCYCLIDINE - Angel Dust
- MARIJUANA - including Cannabis

How, why and when should we be able to use this?





Key working scientifically skills



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Ask questions



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Ask questions



I wonder why hair...?

I wonder how would hair...?

I wonder if there is...?

I wonder what happens when...?

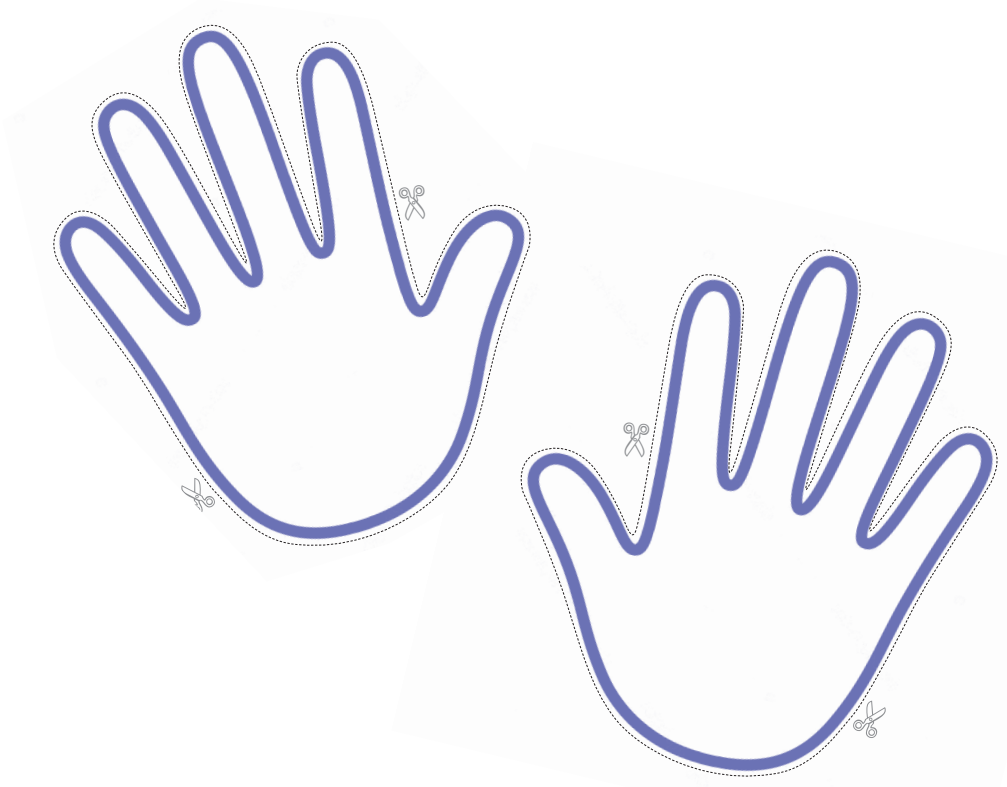
I wonder can you...?

I wonder what...?

I wonder how does hair...?

I wonder what if hair...?

I wonder which is...?



Question hand

What you need:

- A piece of paper
- Pen / pencil

How does it work?

- Draw around your hands on a piece of paper and cut them out.
- Write one of these phrases on each finger of one hand image.

What if...

Where does...

Who can...

How does...

Is there...

- On each finger on the other hand write a word that is linked to our hair theme. Think about what you are curious to find out about.
- Bring your hands together and create two new questions that you want ask by linking the words on two fingers!
- Write your question in the palm of each hand and share with someone.





Hair tools

- Explore how different styles may be achieved using certain tools.
- How does hair type change what tools work best on your hair?
- What tools that you use can actually harm your hair?
- How does the use of heat alter our hair structure?



POWER OF HAIR



Hair, Science and Society

Using science to make a hair statement

There is a wide range of treatments available now to change the texture of your hair. Some treatments should be carried out by a professional but others you may do yourself at home.



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POWER OF HAIR

Hair, Science and Society



Explore hair styles

How much does a hair style contribute to someone's fame?



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The science behind hair products

- Consider the effects of certain hair products on hair.
- What hair products are readily available for people with afro hair?
- What nutrients are best for your hair?
- How is marketing used to influence what products we buy?

What happens to my hair when I add

- water to it?
- henna to it?
- conditioner?



Natural hair care

Examine how this rapidly expanding industry is turning to more natural treatments and products.

People are increasingly looking for more natural products in their lives and hair care is no different.

Oils from coconuts, avocados, almonds, olives are very popular but did you know that everyday products, such as eggs, help hair growth. Beer can help to nourish and hydrate hair while Tea Tree and Aloe Vera are good for scalp conditions. Lemon juice and vinegar have also been used as hair products.

Consider how much natural hair care relies on old wives tales, what did your mamma used to say worked best on your hair?



Environment

Hair is not only affected by its biological make up and care but also by the environment around it due to conditions such as humidity or pollution.

Consider what elements in the environment affect your hair and what products may be used to protect your hair from these elements.

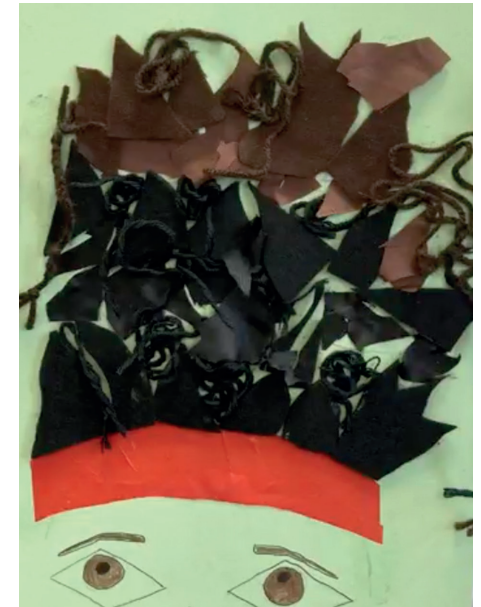
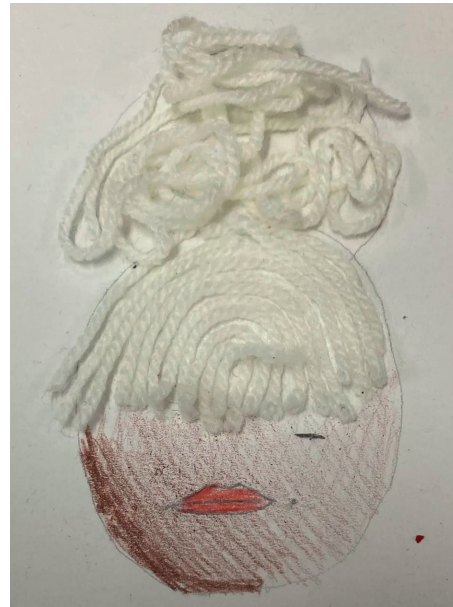
What chemicals are you using in your hair care and where do they end up? How much water and energy are you using looking after your hair? Are there ways you can reduce the environmental impact of hair care? This could be through washing your hair less frequently, using microfibre towels to rough dry your hair, or by letting your hair dry naturally.

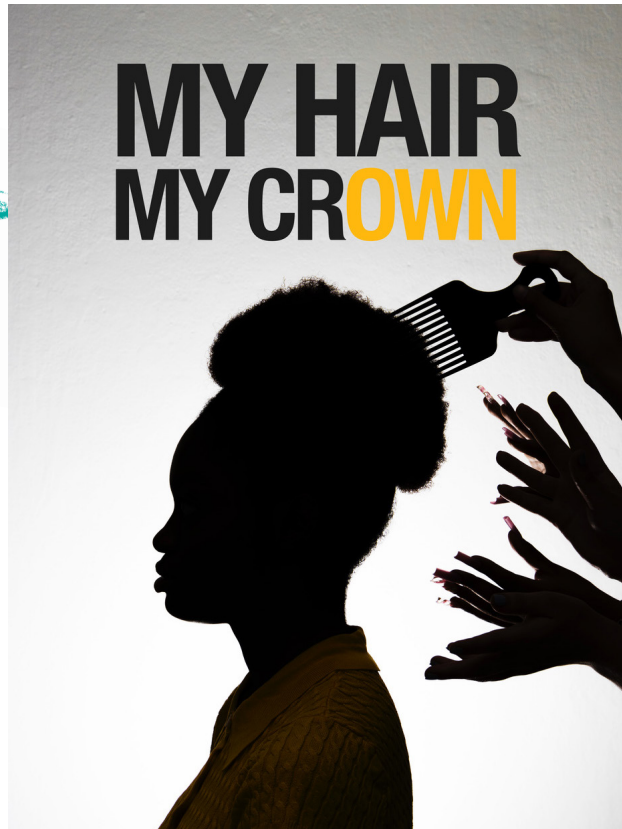




Art of hair

Using crayons, paints, found objects, string, fabric create a portrait of someone who has different hair from you.



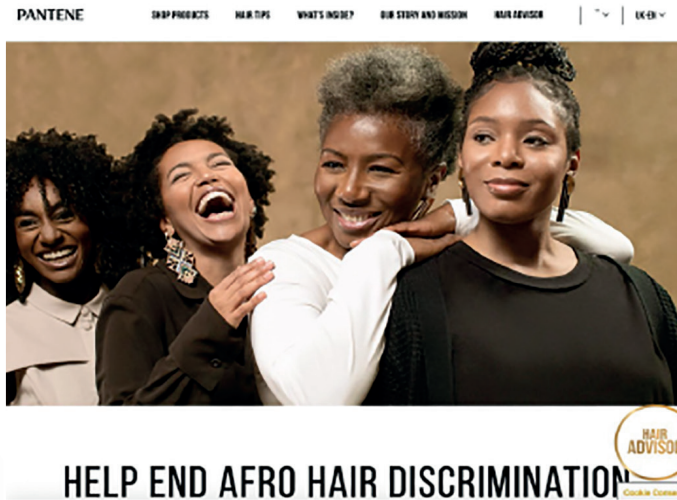


Photography

Using your phone or a camera create a portrait of someone that features their hair. Think about lighting, point of view, rule of thirds, composition, background and the story you want to tell about the person and their hair.



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Using the power of hair

Design and marketing of hair care products is a huge and ever increasingly competitive industry. Ideas Foundation works with brands to offer one day, two day, and five-day workshops where students can work on a live project set by a big brand, with a chance to present their creative ideas.

What is marketing? Let's create a definition.

Consider how we are influenced by the following:

- Hair advertising
- Product design
- Packaging design
- Hair trends





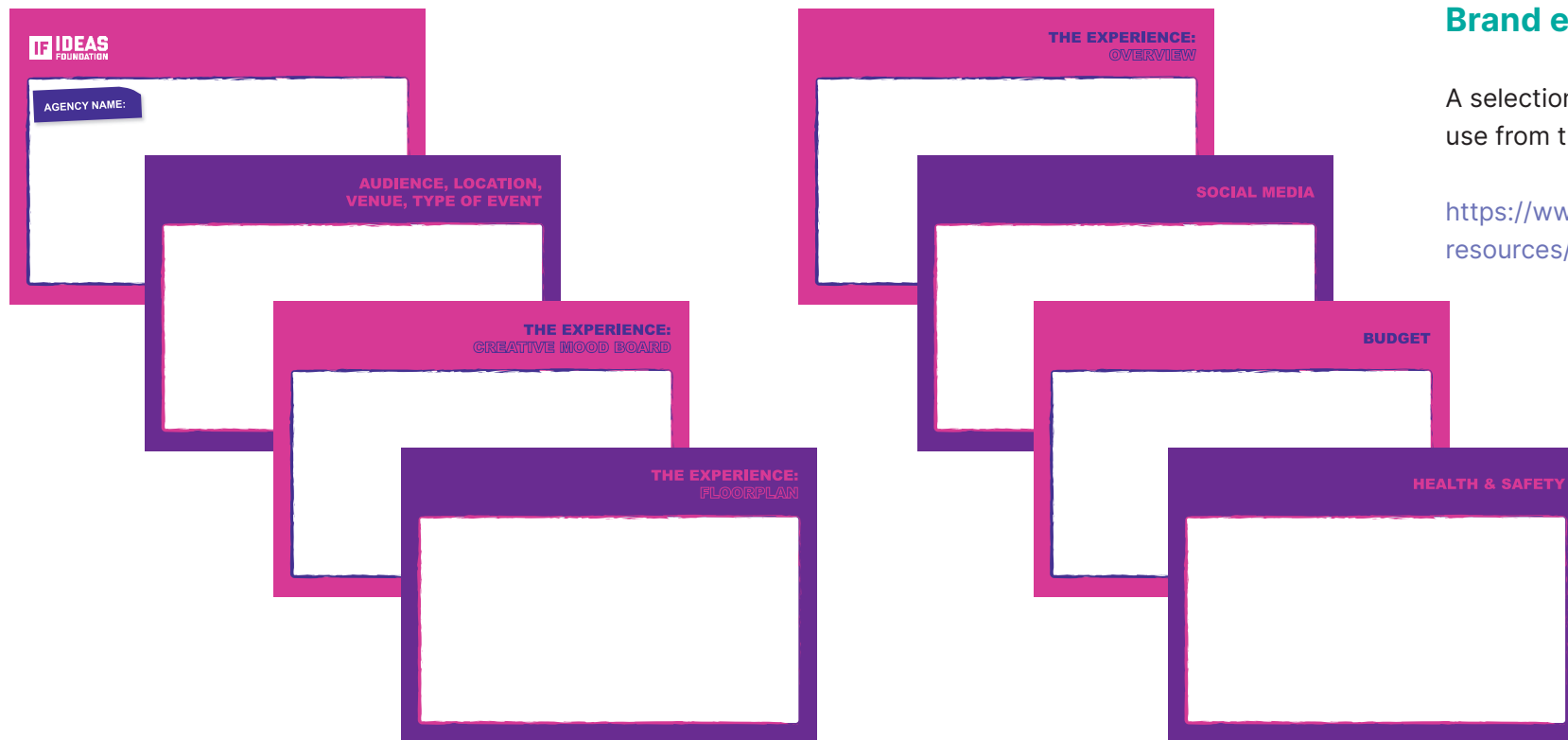
Make your own hair ad

Each group will act as an agency and create an advert for Pantene that celebrates the power of hair and raises awareness of hair discrimination with a new product launch including:

- A 30 second video advert for TV (perform and record or storyboard).
- Magazine adverts (teenage and parent-focused).
- A 30 second radio advert.
- A street poster.

Your group must also decide:

- What is personal to your team?
- What would be a good name for your team?
- Does the name sum up what your agency does?
- Is there a story behind your name that clients would love to hear?
- Is it catchy and easy to remember?



Brand experience templates

A selection of templates is available to use from the Ideas Foundation website:

<https://www.ideasfoundation.org.uk/resources/powerofhair-resources/>



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PHOTO: TOM MARTIN

Hair mood board

Your group must also create mood boards.

- Create a logo and visual and verbal reinforcements of the theme(s).
- Plan storyboards where necessary.
- Use your magazines/cut outs to create your event look and feel.
- What colours will you include?
- Think about the environment, materials you will use and textures.
- What will your event look like?
- What will catch the consumers' eye and draw them into the experience/ help us stand out from the crowd?
- Summarise reasons for choices to appeal to audiences.

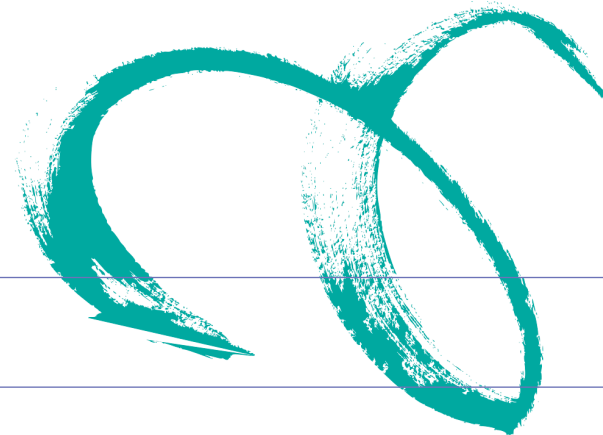




PHOTO: TOM MARTIN

Audience / location / venue / type of event

- Who are you targeting?
- Where would you find those people? (Other events, day-to-day life, cultural moments).
- What type of venue would you go to?
- What type of event would you do? (Think back to the examples of different types of brand experiences.)
- Agree on a campaign theme/themes for different target audiences.

The experience overview

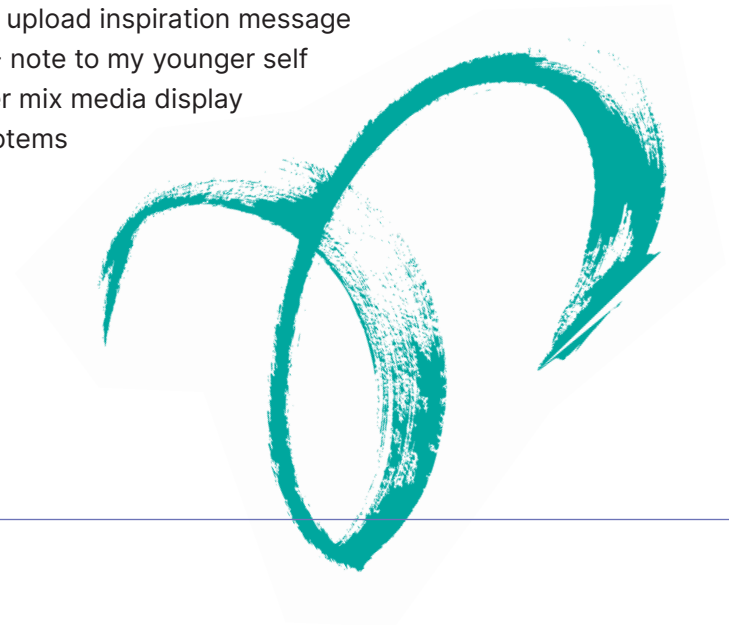
- What experiences/activities will you include at your event?
- Will you have food & beverage?
- Will you have any talent? (Music/artists/speakers).
- What do you want to make the attendees THINK, FEEL, DO?
- How will you make it ownable for Pantene?
- What will be the consumers key takeaway memory?
- How will you make your event SUSTAINABLE?

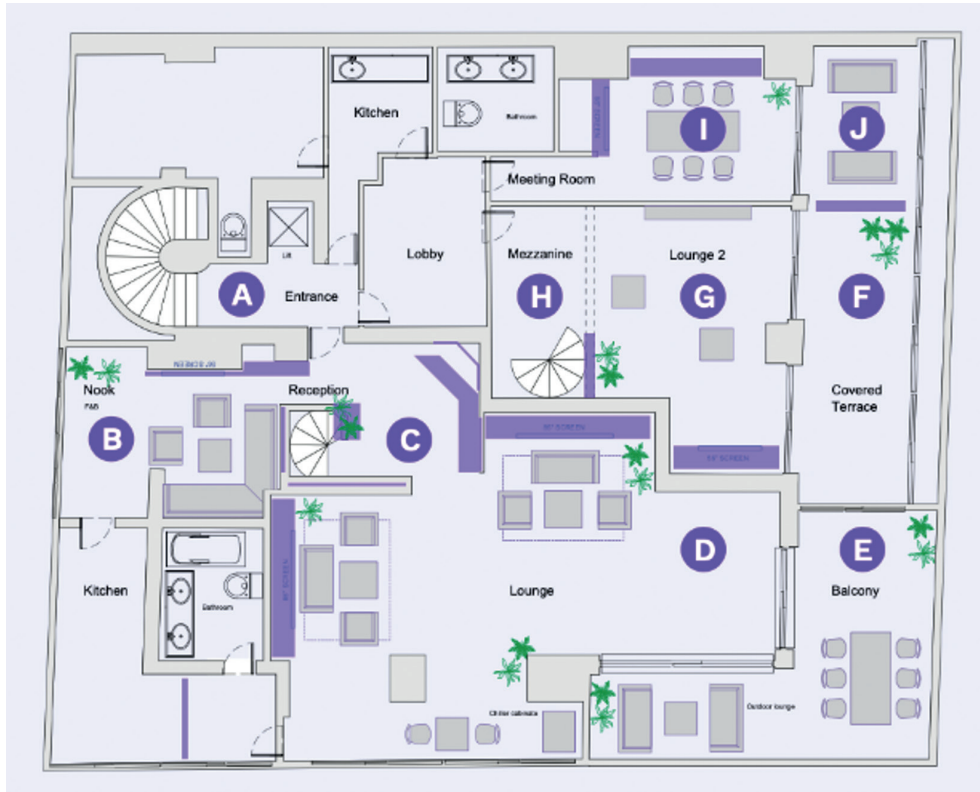


Create the experience with a floor plan and consumer journey

Plan

- 1 Registration
- 2 Photo opportunity
- 3 Scheduling booth
- 4 Storage - back of house
- 5 Facebook department zones
- 6 Activation 1 - upload inspiration message
- 7 Activation 2 - note to my younger self
- 8 Lead together mix media display
- 9 Wayfinding totems





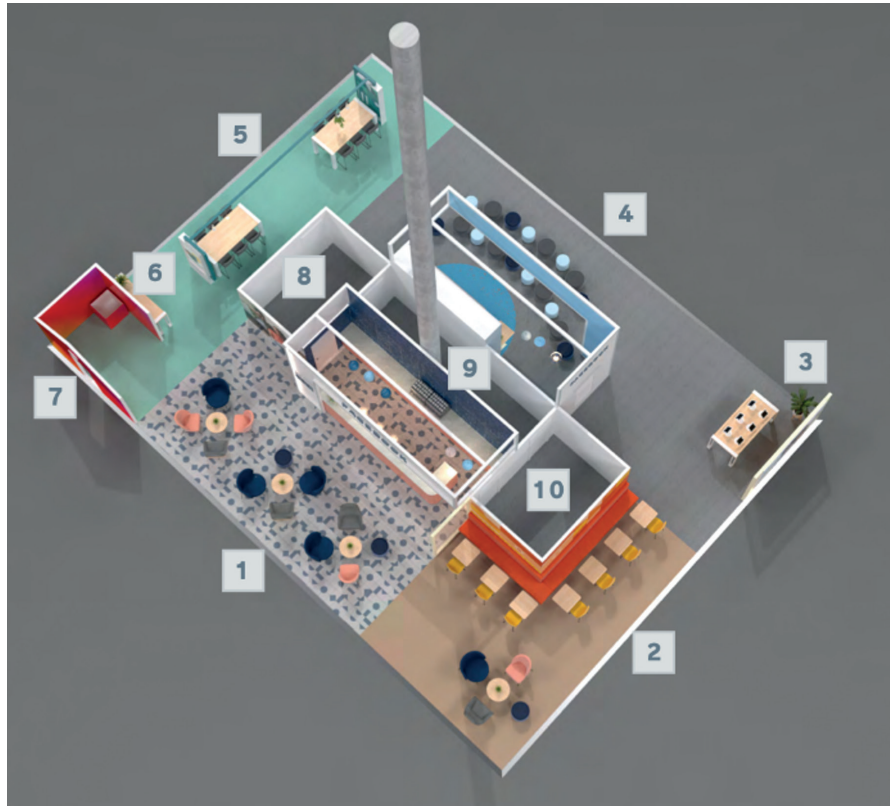
Floor plan

Standard set up

- A Entrance lobby / stairwell
- B Informal seating nook
- C Hosted welcome / reception
- D Main lounge
- E Outdoor lounge
- F Covered terrace
- G Activation lounge
- H Mezzanine / stage
- I Meeting room
- J Outside meeting lounge



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Floor plan

Standard set up

- 1 Café
- 2 Ask an expert - meeting space
- 3 Ask a recruiter
- 4 Workshop stage
- 5 Facebook marketing partners
- 6 Consumer marketing activation
- 7 House of Instagram
- 8 Storage / back of house
- 9 Storage
- 10 Café storage



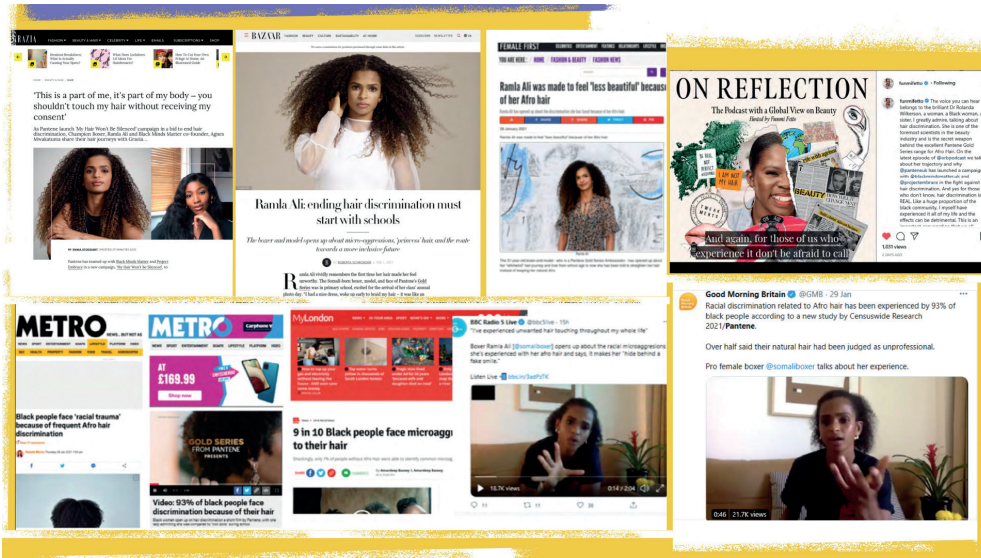
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Social media & partnerships

- What social media channels will you use to promote your event? (pre, during, post)
- Will you use any celebrities or social media influencers to promote your event?
- Will you partner with any other brands?
- What PR materials / publishers could you use? (Magazines, websites)?

Budget

- What do you need to include at your event?
- Bullet point EVERY SINGLE THING you might need.
- No need to put £costs next to the elements.





- When you add up how much each hair on your head grows over a year's time, you get 10 miles worth of hair!
- The average head contains over 100,000 hair follicles.
- Crash dieting can lead to temporary hair loss.
- A single strand of hair can support up to 6.5 pounds of weight.
- About 95% of the total skin area is covered in hair.
- We naturally lose 50-100 hairs a day.
- It would take about 3 years to grow your hair to shoulder length and 7 years to grow down to your waist.
- The major cause of dandruff is a fungus called *Malassezia Globosa*, which pushes dead skin cells to the surface quicker.
- Believe it or not, humans have the same amount of hair follicles per square inch as a chimpanzee!



Here's a hair quiz to see if you are a whiz!

1. Do you have a)500 b)50,000 c)5000000 hairs on your body?
2. The hair on your head can live up to 7years? T or F
3. Hair is found on every single part of your body? T or F
4. Which animal do humans have the same amount of her as?
5. Hair is made from KERATIN which is very strong but is it enough to lift an elephant? YES or NO

So what does your hair do? Can you give me a clue?

1. Head
2. Eyebrows
3. Eye lashes
4. Nose hairs
5. Arm/ Leg hairs

Dark, light, wavy or straight. Is it luck or is it fate?

- Melanin
- Follicle shape pictures (and get them to do arm movements)
- Skin colour
- Genes

How do we care for our lovely hair?

- 1.
- 2.
- 3.

GROSS ALERT!

To prevent greying some Romans wore a paste at night made from herbs and earthworms.

In Ancient Greece, women would fill in any space between their eye brows with dyed goat's hair attached with tree resin.

To dye their hair black, Romans baked pickled leeches into their hair.



**Thank you to the following who have been involved
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We hope you have enjoyed these resources. If you have suggestions on how we can improve them or have examples of student work that you would like to showcase, please email ideas@ideasfoundation.org.uk with Power of Hair in the header. Feel free to tweet student working using [#powerofhair](https://twitter.com/powerofhair).



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