

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





Clara Amfo

Award-winning radio broadcaster, podcaster and TV presenter, Clara Amfo is the Brand Ambassador for the Pantene Gold Collection. She will also be working on educational initiatives to celebrate to increase positive representation of Afro textured hair. This is a range, co-created by a team of black scientists, to cater specifically for Afro textured hair.

Clara says, 'I'm deeply honoured to work with Pantene Gold Series and the wider ambassador team to help empower people to love their Afro hair and drive awareness of its diversity and beauty. However much hair you have and however you choose to style it, the power of hair and a good hair day has an enormous impact on our identity, confidence, and self-esteem, regardless of age, race, class, sexuality or gender.'

[An introduction to Power of Hair, by Clara, can be found here:](#)

<https://www.youtube.com/watch?v=LJTb4Faf2GI>



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

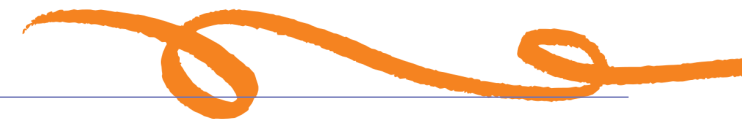


By the end of the session we should:

- 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.

A science introduction video can be downloaded here:

https://www.dropbox.com/s/4g88k7k32d5ivbb/Pantene%20Science%20of%20Hair_Edit_007.mp4?dl=0





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.

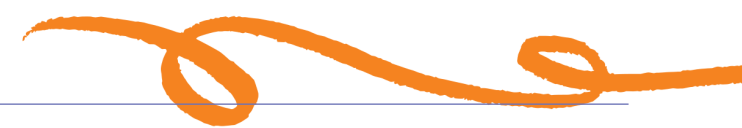
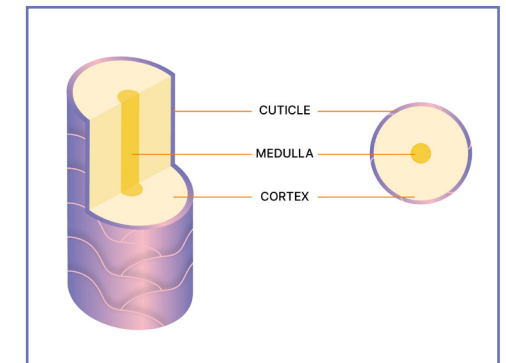
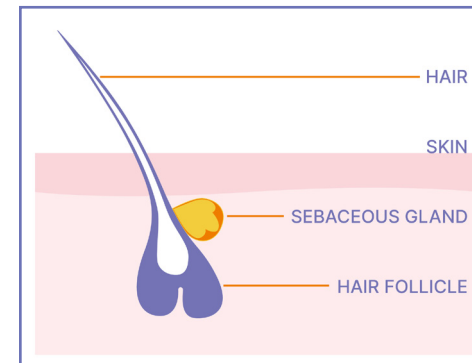
TYPE 4C - KINKY COIL (TIGHT COIL)

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.

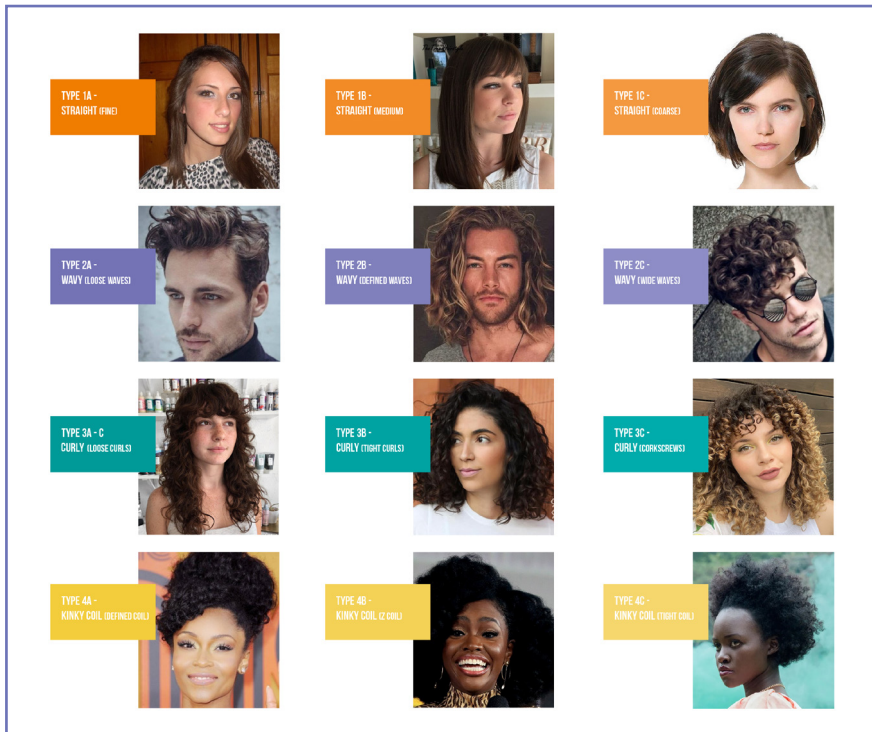




Types of hair

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?



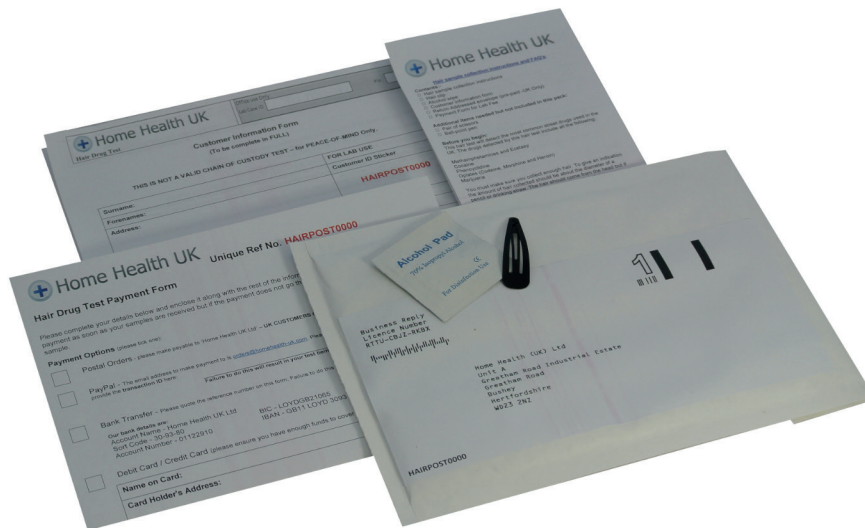


Did you know there is a hair drug test kit?

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

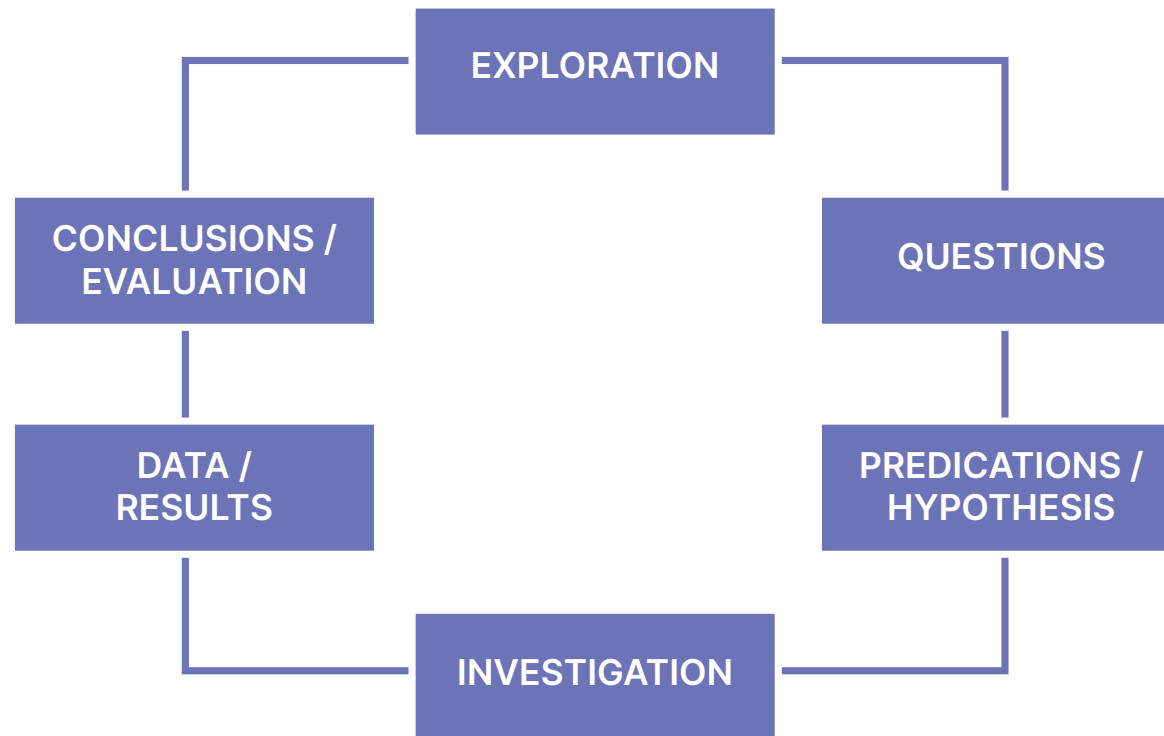
- OPIATES - including Heroin and Morphine
- COCAINE - including Crack and Coke
- ECSTASY - including E's and Methamphetamines
- SPEED - including Amphetamines
- PHENCYCLIDINE - Angel Dust
- MARIJUANA - including Cannabis

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

Consider perceptual discrimination. How do we judge someone by how much we see of their hair?

For example, put a close-up of grey stubble in one window. The second window image could show more of the picture with someone with grey-stubble in a designer outfit at red carpet gala.

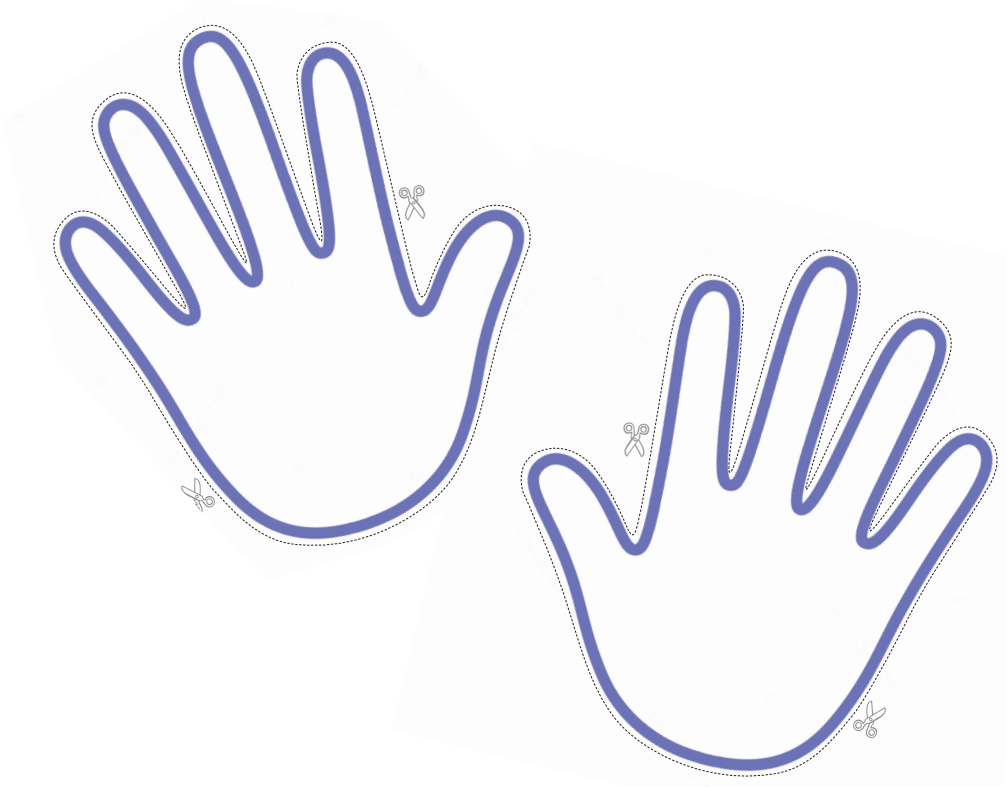




Ask questions



I wonder why hair...?	I wonder what happens when...?	I wonder how does hair...?
I wonder how would hair...?	I wonder can you...?	I wonder what if hair...?
I wonder if there is...?	I wonder what...?	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?





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.



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.





- 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.



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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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