

# Ten Secrets I Learned From Doing Celebrity Hair

**(and how it can help you)**

**FELICIA LEATHERWOOD**



# About

# Felicia Leatherwood

Leatherwood's styles have been featured on such high profile acts as Oscar Award nominee Ava Duvernay ("Selma" director), Issa Rae of HBO's Insecure, megastar Will Smith, Grammy winner/R&B superstar Jill Scott, "Iron Man"/"Empire" star Terrence Howard, "Mad Men" star Teyonah Parris, "Black-ish" star Anthony Anderson, "The Color Purple" composer and Grammy/Tony Award nominee Brenda Russell, Maybelline supermodel Tomiko Fraser, actresses Nicole Ari Parker, Kim Coles and Kimberly Elise, Simone Missick (Misty Knight) of NETFLIX Luke Cage Series, as well as a host of entertainment executives, rising stars and beauty entrepreneurs. Her magazine cover and editorial spread exposure include Vogue, Variety, Essence, Elle, Ebony and more.

Whether online, on FOX's hit show "The Real" or in person, Leatherwood's message is rooted in the idea of holistic health and fundamentally loving yourself --- a true inside out approach to hair care. It is from these experiences that the idea of a specialized hair solution began to form.



# Ten Things I've Learned From Doing Celebrity Hair

**(and how it can help you)**

*As a woman, I understand that if you look good, you feel good. As a stylist, my job is getting you both, the look and the feel of confidence that every woman needs.*

**F**or many years, I have worked with top celebrities specializing in natural hair. I've loved the challenge of creating beautiful looks and keeping them looking fresh for every photo opp. Along the way, I have also learned a few things to help any woman in her daily natural hair journey. This guide contains some of my favorite tips for getting the look you want, without feeling stressed about it. There are helpful hints, tips, style ideas and tools with a virtual helpful hand to guide you.

# Research Their Look And Know What They Like

**I never like to duplicate a style that a client has worn already or has had done by another hairstylist. I spend a lot of time researching past looks that the celebrity has had before meeting with them to do their hair.**



## How Can You Adopt This Into Your Hair Story?

Play in the mirror with your hair on a day when you have free time to spend creating different looks. Take pictures of them all so that you won't forget what you did.



# Be Prepared For Anything

Make sure you have all of your hair accessories, tools, and products on hand in case the first hairstyle doesn't go as planned for you. You can never assume you will have adequate time to execute the style, so you have to be prepared to go with the flow if things don't work out.

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# Have A Hair Accessory Bag Of Tricks

I suggest always having the Felicia Leatherwood Detangler Brush, and a great leave in conditioners such as LIVING PROOF NO FRIZZ OR CURLS BLUEBERRY BLISS REPARATIVE LEAVE-IN, a pack of HAIR PINS in different sizes, NYLON PONYTAIL HOLDERS AND A RATTAIL COMB. These are my must haves.

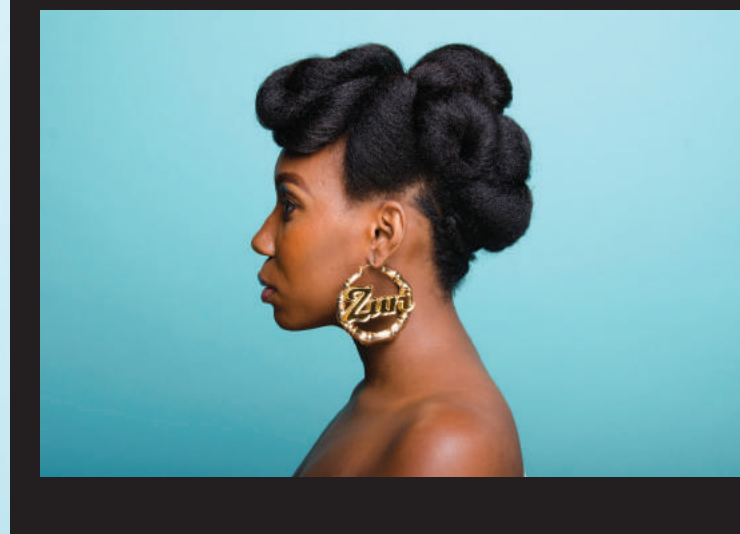
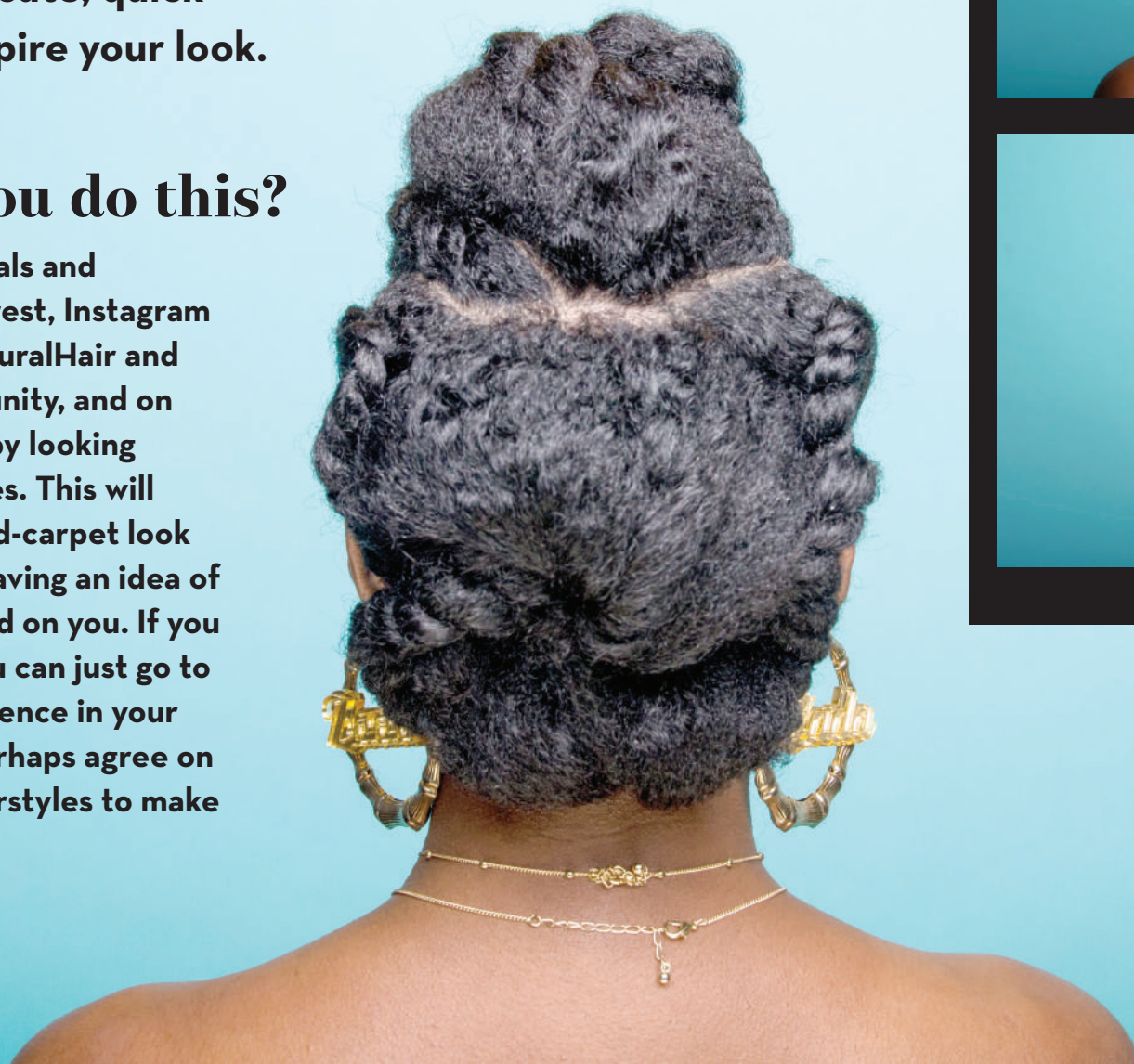


# Have An Arsenal Of Quick Hairstyles

It's good practice to have a photo library of really cute, quick hairstyles to inspire your look.

## How can you do this?

You can find hair ideals and references on Pinterest, Instagram in the hashtags #NaturalHair and #NaturalHairCommunity, and on YouTube or Google by looking up Natural Hair Styles. This will help you put your red-carpet look together faster by having an idea of what would look good on you. If you don't like it, then you can just go to the next photo reference in your photo library and perhaps agree on a combination of hairstyles to make one cute one.



# Don't Take Things Personally

Sometimes a celebrity client may be stressed out from their day, or maybe they are focused on their script and don't always have the time to chitchat.





# Have You Ever Had A Bad Hair Day?

Well, our hair can be the same way. Some days our hair just wants to be left alone. On those days, when your hair is being a bit moody, be easy with yourself and keep a positive mental attitude, no matter what your hair decides to do.







# Be On Time, Even If They Are Not

From time to time, you may have a client who often runs late. That doesn't give you a pass to run off and start being unprofessional by mimicking their tardiness.



## Why Does That Matter?

Tardiness does not beget tardiness; that only creates more of it. Being on time and scheduling a routine with your hair that you keep will help your hair thrive. Treat it with care on a regularly scheduled day and time.

# Mind Your Business

**Never insert your own personal views if you have not established a personal relationship and been given permission to do so by the client. Permission means, if your opinion was not directly asked for, there's no need for you to have a say.**

**That being said, also mind the business of your hair. It's OK to share or exchange hair-care tips, but everyone is different and may not need the same type of care that you require, so don't go around trying to be a know-it-all for every hair type. Mind your business!**



# Make A Little Gift Bag For A Lasting Impression

Want to leave a lasting impression? Besides doing a fabulous job and staying professional, it's always a good practice to leave the client with a few of your favorite things, such as sample sizes of styling products you love, wrapped nicely with your business card inside.

It is also good practice for you to keep a goodie bag of your favorite go-to products so that you never stray too far away from the products your hair loves while testing out other products.



# Have Products You Can Introduce To Them

While working with the client, I always try to find out the history of their hair care and lovingly suggest products that will give the results they may be looking for along their hair journey.

While experimenting with other products, be sure to find people with your same hair texture to help guide you to products that are most beneficial to your hair type.





# Always Check With Hair And Makeup So You Can Complement The Look

Before styling the client, I always find out what the celebrity is to make sure that I am creating a look that works as a total package and is appropriate for the event.

## How does this help you?



As I've said before, you want to make sure you pick a cute, fun look that goes with your makeup, dress, and overall look for the type of day you will be spending out in the streets.



## Don't Get Too Comfortable

This has become my philosophy to live by... "Always be on your game." Don't get too comfortable. Stay on it. Learn more and grow constantly. This includes every aspect of life including your hair.

It is important to switch up our hairstyles so that we don't get stuck in a rut. Freshen up your look every so often, and add a couple more looks that you can do on yourself with ease. No stress!



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