

HAIR FIT JOURNAL

are you ready to go on a wild journey?

Bole.

ALICIA & MELISSA BODE

content

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let us introduce ourselves

We are sisters Alicia and Melissa Bode from Adelaide in South Australia. We had a small vision that has turned into a BIG vision for the future of the hairdressing industry.

We want to inspire and empower you to not only have the best hair but to share with you tips and tricks that we have gained from our many years in the industry.

There is so much to teach you and so many exciting ways to get you thinking about your hair differently!

MISSION

To become a cult brand that is the most eco friendly sustainable brand in the world by 2028

PURPOSE

to TEACH, EMPOWER and INSPIRE



WELCOME to your BODE JOURNAL GUIDE to amazing hair!

We realised after years of listening to new clients to the Bode family, how basic knowledge about hair care had been forgotten and more importantly not passed on to you from other hair stylists.

We felt a real need to go back to what makes everything work and that's the foundations. Without a solid base we can never move onto greater things and of course greater hair!

The tools in your Bode journal guide will help you create long lasting change, through gained knowledge and applying these basic techniques and principles, all in the space of 12 weeks. The questions and the prompts will help gain you clarity and become more aware of how your hair is feeling and the things that it needs.

This journal is not only the greatest gift you can give yourself and the people you love; it is also the pathway to healthy life changing tips to maintaining great hair.

We dedicate this journal to you, for believing that knowledge is power. Thank you for taking the first step and together we are here to support you as your journey begins.

Love Alicia and Melissa Bode

Using your journal

We believe that simple is better and more effective in committing and building solid habits to change. We LOVE simplicity and we like things to make sense.

Firstly, there is always a weekly check-in page that will be placed at the start of every week. This will prompt you to write down any small or big things that have changed by asking you simple questions. Remember that discipline is the key to change.

Secondly, there are pages for every day with basic questions about health, mindfulness, exercise and of course hair! It is the same every week so it is easy to follow. The more repetition you have the more it becomes a habit and the more you will focus your awareness on it.

If this journal is used every day it can transform your hair for the better!

You will

- Make better choices with shampoo and conditioners
- Understand the importance of health and why it plays a big role
- Understand the impact of harsh chemicals in shampoos and conditioners and how this is detrimental to your health
- ♦ Learn new tips on combing your hair
- ♦ Build discipline
- Uncover blind spots and find solutions to your hair challenges
- ♦ Look good = Feel good

My Hair Fit Inspo

This is a great chance to now inspire yourself and look back on your journey to see how far you have come.

In the first frame place a photograph of your current hair.

In the second frame place a photograph of hair that inspires you and you want to work towards.

Come back to this page every time you need inspiration or whenever you are tempted to give up. Now is not the time to revert back to your old products and habits.

PICTURE ON!

CURRENT HAIR

HAIR GOAL

My hair goals and purpose

Goals are broken down into small, specific, measurable, achievable steps. The PURPOSE of a GOAL is to give our life meaning and to get a feeling of fulfillment. Without goals, we just exist.

There needs to be purpose as to why you are doing this journey otherwise at some point you will not feel the need or passion to continue.

Identify and write below the purpose of your hair goals. This is your why. Why do you want to complete this 12 week hair transformation? This doesn't have to be long just something that is going to keep you on this hair journey.

Purpose		

After completing your purpose, we want you to now set three goals for yourself. What do you want to have achieved by the end of YOUR 12 week journey?

Make these specific, measurable and achievable.

For example

"TO HAVE GOOD HAIR"

This isn't measurable or specific however it is achievable but not broken down enough.

"TO HAVE HAIR THAT FEELS HEALTHY, LOOKS HEALTHY AND MAKES ME FEEL GOOD ALL IN A 12 WEEK PERIOD"

This is specific (feels healthy, looks healthy, makes me feel good), measurable (in a 12 week period) and achievable (can definitely be achieved).

Goal one			
Goal two			
Goal three			

Setting the foundations

Our intention is to build your foundation of understanding why you do things and why they are so important. We believe that without a solid foundation you can't move forward. Our promise to you is that you will gain a greater insight about your hair, empowering you to make the changes needed for great hair.

Shampoo and conditioner

Why is it important you ask? We believe your health is just as important as your hair. We want to lead you onto a health conscious path and inform you as to why supermarket shampoo and conditioner isn't as wonderful as the television ads may tell you.

Poor quality shampoo and conditioner ingredients include a large amount of sulfate, parabens and silicone. These products may be cheaper, however they are cheaper for a reason.



What is sulfate?

Sulfates are chemicals used in cleansing agents in a variety of products ranging from dishwashing liquid to brands of shampoo. This ingredient helps the product in creating a foamy texture. These chemicals are commonly found in the low cost massed produced shampoos. Sulfates may be effective at removing oil and dirt from the hair however this chemical can be very harmful and can cause irritation to the eyes, skin, mouth and lungs. For people with sensitive skin, sulfates may clog pores and cause acne. This ingredient has also been linked to stripping away the hairs natural oils and protein.

What is silicone?

Silicone is almost like a rubber and/or plastic. It is used as a seal against water and even air. It is NOT a natural ingredient and its side effects are detrimental to our hair. Silicone weighs the hair down and prevents moisture from penetrating the hair shaft. Over the period of only a few days there becomes a build up on the hair shaft, preventing the conditioner to be absorbed. It gives us the illusion of shine but this is not the shine we want, this is a fake shine from plastic.

What are parabers?

Parabens are chemicals that have been used for decades. They prevent bacteria and act as a preservative in shampoos. Some parabens can mimic the activity of the hormone estrogen in the body cells and have been found to attach themselves to estrogen receptors. Parabens pass through our skin into our bodies and have been found in breast tumors. They are also linked to skin conditions such as dermatitis and rosacea.

How to Shampoo and condition your hair

This seems simple right? After being in the hair industry for so long, we were blown away with the lack of knowledge behind this simple task. Altering this simple step will transform the way your hair looks and feels.

ALWAYS shampoo your hair twice!

The first shampoo cleanses your scalp, taking off any dirt, oil and product build up. The second shampoo actually cleanses your hair. You should only be using no more than a 10c piece of shampoo. If your hair is extremely dirty, you can also do a third small shampoo to help along the way.

Shampoo is designed only for your roots. When shampooing, use your fingertips starting from your hairline, going in a circular motion. Work your way down to the base of your neck. Try not to tangle your hair during the shampoo process, as it will cause breakage.

Conditioner is only designed for your mid-lengths to ends. Applying conditioner too close to the root area may make your hair oily. Your hair produces enough natural oils to keep it moisturised. Leave the conditioner on for up to five minutes in order for it to penetrate into your hair shaft.

Never use a comb to detangle your hair in the shower!
This is a common mistake that people make as it causes a lot of breakage and damage to the hair. Your hair is at it's most vulnerable state when it is wet, especially if you are blonde. Please, WE BEG YOU to remove this step from your routine!

Stop shampooing your hair so much. When it comes to washing hair there is no one size fits all method. Shampooing it every second day is fine, once a week is fine and even once every third day is fine also. The only guideline we recommend in this step is to not wash it every day. Your hair needs its natural oils in order for it to stay healthy.

Your schedule

Everyone's schedules are different in terms of lifestyle so it's important to make the perfect schedule for you when it comes to shampooing your hair. It's ok if this changes week to week, the most important steps are the ones we've just given you. If you alter the small changes we have provided, we promise you will start to see results.



Hair myth

We have heard time and again people say, "I think I need to change my shampoo and conditioner because my hair is getting too use to it." This is a myth but there is some truth behind it too.

Your hair doesn't get use to it. Your hair may have reached a certain point that now requires something different. For example if you were using a shampoo and conditioner for damaged hair and your hair isn't damaged anymore, then you may have to move onto something that is a more general shampoo and conditioner for all hair types.

Small changes eventually add up to huge results 99

Lets talk about treatments

Why use a treatment?

A treatment is a high powered mask designed to penetrate the hair, restoring and maintaining internal strength.

Why is it so important?

It is particularly important if your hair is dry, damaged or frizzy. It can help reduce hair breakage and repair dry and damaged hair.

How often should I use one?

We recommend a treatment once a fortnight. A deeply nourishing hair mask can make a big difference. Even if you have fairly healthy hair a mask is important to incorporate into your fortnightly routine.

BODE treatment hack

Wet down a small towel (big enough to wrap around your head) with warm water, ring out and place in the microwave for one minute.

Then wrap the towel around your head. The steam from the towel aids to open the hair shaft allowing the mask deeper into the hair. If you want to go a step further, add a few drops of essential oils to a water bottle and spray onto the towel prior to placing in the microwave. We recommend 'Scent A grade-ROMANCE essential oil.'

When adding your treatment into your regime your hair mask is used in place of your conditioner.

Get combing girl

COMBING.... Yes a simple task right? Are you doing it properly is the next question. We've inserted five BODE HACKS that will take your hair from a five to a ten! These results won't happen over night and definitely wont happen by just doing it once. It takes consistency and discipline and ensuring these small changes to your hair routine in order for it to start showing results.

Never towel dry your hair like a shaggy dog

Now what we mean by this is when you get out of the shower you should never pop your towel on your head and start vigorously drying. Like we said above, hair is at its most brittle and vulnerable state when it's wet. You should always grab your towel pop it on your head and start to blot dry. This is by far more effective and will prevent more work for you when it comes to brushing and blow-drying the hair, and most importantly won't cause further damage and/or breakage.

Never comb your hair when wet

This is a BIG no no! This is something that is extremely common. Your hair is the most brittle when wet, especially if you are blonde. By drying your hair off 80% dry, you will notice that the knots should almost fall out and then it is safe to comb.

3

Use a wide toothcomb or detargle brush

By using a wide toothcomb or detangle brush this will prevent pulling and hair breakage. The wider combs provide an easy glide through and leave your hair feeling great. The detangle brush is easy to use and will work its way through all the small knots that you may not have even known existed.

4

Always start from the bottom and work your way up

This one is probably one of the most important hacks to know when combing your hair. By starting from the bottom and working your way up you are taking away all the knots to ensure that when you get to the top of the hair its only smooth sailing from there.

5

Consistency is key

Now there's absolutely no point telling you all of this valuable information if there is no execution behind the curtain. It's like anything in life, if you aren't delivering consistent action and follow through, there will always be disappointment on the other side. Take the time to action these simple steps in your weekly journal.





Our commitment to you is ensure we make your life easy by leading you in the right direction.

We have written some simple sentences to place on your bathroom mirror to constantly remind you of the two mm changes you are going to action each time you comb your hair.

BLOT DRY HAIR

WIDE TOOTH COMB OR DETANGLER BRUSH ONLY

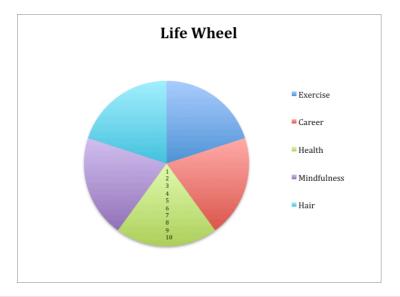
COMB STARTING FROM THE BOTTOM AND WORK YOUR WAY UP

DRY HAIR OFF TO 80%

CONSISTENCY IS THE KEY

Health and the correlation with your hair

This is often something that gets over looked when it comes to hair. Now we aren't just talking about medications, we are talking about lifestyle also. We have created a wheel, placing the important five pillars that can tie into impacting your hair. We believe that everything affects everything. Don't get us wrong, you can still have healthy hair without some of these things but to get the best results it is important to look at your life as a whole and see what areas could possibly use a little more work.



As you can see above there is five sections we would like you to rate yourself in. Follow the instructions on the next page to complete the activity.

On this wheel rate yourself in each pillar from one to ten (ten being high, one being low) we have inserted numbers in part of the chart to guide you. Every pillar should contain these numbers so you can identify where you fall from one to ten.

2

With a pen, connect each score like a dot to dot.

Reflection time

How does it look?

Do your lines make a nice circle or does it seem a little off and all over the place? Yes? No?

If this were to be a wheel of a car, how smooth would this car run?





Your LIFE WHEEL is a good indication of what you are focusing most of your attention on and what you may be neglecting.

Now you are probably thinking...what has this got to do with hair? Great question!

Health and wellbeing are such a big factor in hair growth, loss and quality. If areas of your life are causing you great amounts of stress like career or the medication you are on is causing an unhealthy lifestyle, we believe this all ties in together.

We aren't going to prescribe the perfect nutrition or tell you to quit your job or stop taking the medication (if its something you truly need) we are just heightening your awareness to other factors that may have been overlooked, as we only tend to focus on the problem.

What you end up doing about these sections of your life is completely up to you. We have inserted some prompts in your journal to ensure that your life as a whole is balanced on each day of the week.

12 weeks starts now

Journaling is like
whispering to one's
self and listening at the
same time

Week One

What have I learnt about my hair?

How does my hair look and feel?

What charges have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

Monday

Was it wash day? Was exercise involved in my day? Did I stop to meditate? How healthy was my diet today?

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How healthy was my diet today?

Surday

Was it wash day? Was exercise involved in my day? Did I stop to meditate? How healthy was my diet today?

Week Two

What have I learnt about my hair?

How does my hair look and feel?

What changes have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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Week Three

What have I learnt about my hair? How does my hair look and feel? What charges have I made this week! On a scale of one to ten how disciplined was I and why? My goal and focus for next week

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Was it wash day? Was exercise involved in my day?
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How healthy was my diet today?

Week Four

What have I learnt about my hair?

How does my hair look and feel?

What charges have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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Surday

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Week Five

What have I learnt about my hair?

How does my hair look and feel?

What charges have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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Week Six

What have I learnt about my hair?

How does my hair look and feel?

What charges have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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Week Seven

What have I learnt about my hair?

How does my hair look and feel?

What charges have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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Surday

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How healthy was my diet today?

Week Fight

What have I learnt about my hair?

How does my hair look and feel?

What changes have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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Surday

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Week Mine

What have I learnt about my hair?

How does my hair look and feel?

What charges have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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Week Jen

What have I learnt about my hair?

How does my hair look and feel?

What charges have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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Week Eleven

What have I learnt about my hair?

How does my hair look and feel?

What charges have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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Week Tweleve

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How does my hair look and feel?

What charges have I made this week!

On a scale of one to ten how disciplined was I and why?

My goal and focus for next week

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the end of a journey
means the start of
another one