

# A celebration of natural haircare

 By [Lauren Hartzenberg](#)

20 Sep 2017

There's a natural hair movement afoot that sees women - especially those of colour - choosing to ditch chemical straighteners and damaging styling tools in favour of embracing the wavy, kinky and coily tresses they were born with.



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This beauty revolution – and I don't use that term loosely – has brought about an unprecedented demand for quality haircare products catering to naturally curly hair. These modern 'naturalistas', as they're called, are conscious and educated consumers who pore over product labels in search of botanically-derived nourishing ingredients, in avoidance of the harsh, cheap chemicals found in many commercial brands.

In retailer terms, Clicks has emerged as somewhat of a champion for the natural hair movement, adding not only big international names like Cantu, Shea Moisture and Aunt Jackie's to its shelves but a host of small local manufacturers like Afro Botanics and My Natural Hair.

Clicks category manager for ethnic hair, Ester Appels, explained the strategy behind this product focus: "There is a huge demand for natural hair products in SA and, until recently, not enough products were manufactured locally. We recognised the gap and have over the past few years made huge efforts to source the best of local and international natural hair brands for our customers.

"Internationally, we looked at top-performing brands in terms of sales and quality of product and then secured exclusive rights. Locally, we are working with some of SA's leading minds in developing products specifically for our consumers."

Commenting on the evolution of Clicks customers' haircare needs, Appels noted, "There has been a definite trend towards embracing natural hair in all its forms. Ethnic hair is definitely a focus area for Clicks and we will be extending this category."

## Cape Town curl conversations

Taking this investment a step further, the retailer launched #ClicksCurls, an expo that celebrates the natural hair movement and showcases some of the relevant brands in stock. The first event took place in Johannesburg in March this year, and it was Cape Town's turn this past weekend.



Spier Wine estate welcomed over 600 Clicks Curls Cape Town attendees. MCed by actress Amanda Du Pont and comedian Siv Ngesi, the event played out as a supportive platform for curl conversations led by local and international industry experts.

Among them were Diane Bailey, brand ambassador and celebrity stylist, Shea Moisture; Mimmi Biggar, head of education - Dark and Lovely, L'Oréal SA; Crystal Styles, assistant director of marketing, Aunt Jackie's Curls and Coils; Alicia Bailey, global educational corporate trainer, McBride Research Labs and founder of Flawless Salons, Atlanta, Georgia; and Ntombenhle Khathwane, founder, Afro Botanics.

On the expo floor, more than 20 natural haircare brands marketed their wares, carried out hair demos and offered product advice to consumers. Each event attendee walked off with a free goodie bag of products valued at over R1,000!

Appels says the response to the event was unprecedented. "We sold out within 4 days and have had thousands of disappointed customers contact us via our social media channels. We are hoping to have more of these events in future across SA – watch this space!"

Scroll through some of the #ClicksCurls Instagram highlights below.

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Let the show begin . . . . #clickcurls #naturalhair #hairevent #auntjackies

*A post shared by Lloyd (@lloyd.leach88) on Sep 16, 2017 at 1:11am PDT*

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Orange. . . . . #cantu #cantubeauty #orange #clickscurls #curlygirls #afros #coils #naturalhair  
#colour #represent A post shared by Erin Jo Riddles (@erri.j111) on Sep 18, 2017 at 9:43am PDT

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The science of hair! When @clicks\_sa spoils us with Tricology talks by @crystalstyles #clickscurls  
#clickscurls2017 #clickscurlscapetown #clickscurls #naturalhairevent  
A post shared by deirdre pasquallie (@deirdrebydeirdre) on Sep 18, 2017 at 10:04pm PDT

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#Repost @gennadoingthings (@get\_repost) ··· My beautiful models for the day! Thank you ladies for making my job easy! 3 different curl types, 1 brand. @designessentialssa 💎💎  
#globaltexturespecialist #curls #purpleprincess #girlboss #iteach #natural #hairstyles #itravel  
#clickscurls #capetown #curly #DEBrandAmbassadors @fairycindabelle @nicole.norman

*A post shared by Alicia Bailey (@aliciaybailey) on Sep 16, 2017 at 1:57pm PDT*

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natural hair goodies. ☐ #clickscurls

A post shared by Aphiwe Khambule (@aphiwekhambule) on Sep 17, 2017 at 5:30am PDT

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FroMense... @clicks\_sa @lorealhair @loreal\_beauti #clickscurls

A post shared by Jackie Alkana (@jacqual1ne) on Sep 18, 2017 at 4:19am PDT

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African, floral and art themed and team 💎💎💎💎 Thanks for all your hard work girls and guys, and thanks to @clicks\_sa for the Best Silver Sponsor stand award! ••••• #clickscurls #multiculturalhair #naturalhair #artistlife #afrocentric #afro #proudlylocal #buylocalbrands #blackgirlmagic #mynaturalhairza #mondaymotivation #bouquet #texture #teamnatural #southafricannaturals #naturalhairart #naturalhairstyles #naturalhairproducts

*A post shared by Catherine Williams (@catherine\_m\_williams) on Sep 18, 2017 at 2:39pm PDT*

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Had such an amazing morning at the #ClicksCurls event! We got so many amazing products to sample at home! Thanks @clicks\_sa for bringing so many naturally curly girls together💎💎

*A post shared by Chantal Philander (@channichic) on Sep 16, 2017 at 8:45am PDT*

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Excellent Demo from @cantubeauty.africa #ClicksCurls

*A post shared by Taryn (@barrytaryn) on Sep 16, 2017 at 7:49am PDT*

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Making the most of #clickscurls with boo @dannibowler

*A post shared by Be Whole (@robynruththomas) on Sep 16, 2017 at 3:04am PDT*

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Diane Bailey brand ambassador for @sheamoisture. Hair love all the way from the city of lights, New York. @clicks\_sa #ClicksCurls 💎💎💎💎💎 I am home guys. Home and happy.

*A post shared by Simamkele Matuntuta (@simamkelem) on Sep 16, 2017 at 2:54am PDT*

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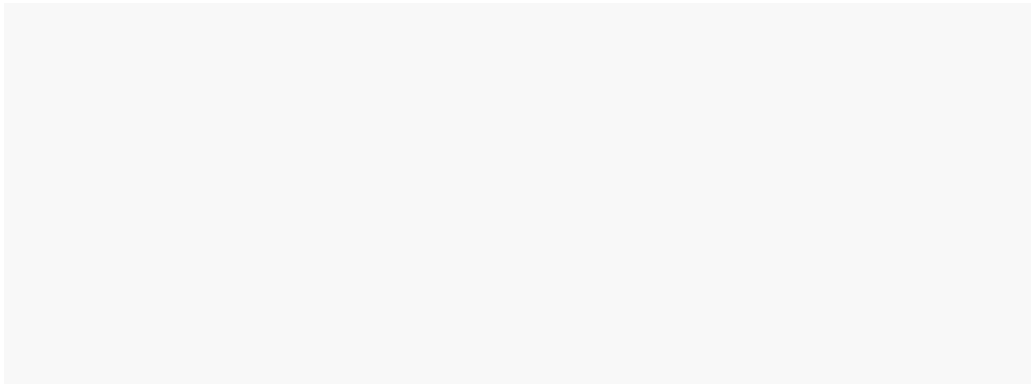


Issa Maleficent! Natural addition #clickscurls #mynsturalhair #candaceboskop #maleficent  
#photobooth

A post shared by candaceboskop💎💎 (@candaceboskop) on Sep 18, 2017 at 3:16am PDT

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I just went to my first natural hair convention! I got all these products for free. Thank you clicks.

Reviews coming soon. ##sheamoisturesouthafrica #everybodygetslove #clickscurls

*A post shared by Robin-Ann (@afroann23) on Sep 17, 2017 at 12:16pm PDT*

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## ABOUT LAUREN HARTZENBERG

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