



Deva.

The Premier **Curly Hair** Experts

About Deva stylists

We are pleased to offer you a choice of professional stylists in your region who have recently attended an introductory Deva Curlaboration. Please note that Deva Concepts does not offer this course as a licensing program but rather as a supplementary educational forum for hairdressers to advance their existing knowledge base. The Deva Curlaboration Workshop is designed to introduce and familiarize each participant with Deva's patented cutting and highlighting technique and the necessary cleansing, setting and styling options needed to address the curly client.

Each attendee also participates in a hands-on cutting and highlighting workshop to unlearn the assumed way they currently cut and color curly hair and re-learn with Deva's acclaimed techniques. Please note that all professional Deva stylists are not licensed by Deva Concepts – they are licensed by the state board in which they currently reside.

Questions a client should ask a DevaStylist when booking an appointment

- 1 When did you attend the Curlaboration?
- 2 How long have you been utilizing the Deva cutting technique?
- 3 How long have you been utilizing the Deva highlighting technique?
- 4 Do you cut the hair dry as Deva requires?
- 5 Do you cut without a comb as Deva requires?
- 6 Do you carry the Deva line?
- 7 How many curly clients do you cut the Deva way?
- 8 How often do you take refresher courses to continue to develop your Deva skills?
- 9 Do you wear your hair naturally curly or wavy?
- 10 Will you practice the Deva method on my hair every time I visit you?
- 11 Do you use Deva products in your own hair?
- 12 Will you set my hair the Deva way?

DevaConcepts

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