

MIZANI®

TEXTURE LOVE SINCE 1991



it's in our roots
THE LOOKBOOK



04

TEXTURE LOVE SINCE 1991

Our Truths

05

MEET THE TEXTURE EXPERTS

The Mizani Artist Leadership Team

06

FEATURE: GET THE LOOK

Learn How to Create the Looks Your Guests Will be Asking for in 2025, Curated by Mizani Artists

08 The Perfect Wash & Go

10 Modern Silk Press

12 Spring Twists

14 Editorial Top Knot

16 Braided Blossom Fro

18

BUILDING YOUR BUSINESS WITH MIZANI

Setting Your Services Apart with The Mizani Aircut

20

THE MIZANI PRODUCT GUIDE

Care, Styling & Relaxers
Formulated for 360° Degrees of Texture

we're glad you're here

This Lookbook is our Mizani magic in a bottle. Anyone who works with texture knows that success lies in community support and having the right tools to create your vision. The looks featured in this book are a testament to that truth, each one created with teamwork, incredible product formulas, and most importantly texture love. We hope they inspire you as much as we enjoyed making them a reality.

with Texture Love,
Tippi Shorter, Jada Jenkins
Al Campbell, Jamal Edmonds
Mizani Artists

from our GM

Mizani has championed the textured hair professional since our inception. Today, we proudly continue to deliver on that mission with innovative formulas, services and education to drive forward the conversation around textured hair in our industry. My hope is that this lookbook inspires you as much as our community inspires me every day.

with Texture Love,
Teresa Lopez
General Manager, Mizani



Texture Love

SINCE 1991

Our Truths



MIZANI means Balance.

Because we celebrate our hair's heritage, we know its need for balance. More than just **moisture** to quench, **strength** is what gives our fabric of hair its definition. So our texture is never thirsty and always strong.



Designed by texture experts.

We call ourselves Texpert. Creative and highly-skilled in all things texture. Tested on every level of coil, curl, and wave. Committed to consultations behind the chair to personalize every style journey. And prepared to advise the most caring and effective at-home regimen.



Expect **kind ingredients**.
Care for your texture and the Earth.



Bring on the **unlimited style possibilities**.
Wig it, sleek it, braid it, twist it, wash 'n' go it or freestyle it. We've got you covered.



#TextureLove

Our unrelenting drive to love on every style choice and elevate our haircare experience. Our fabric of hair deserves it.

MEET THE TEXTURE experts

The Mizani Artist Leadership Team

“ Mizani is a **GENERATIONAL BRAND**, meaning it stands the test of time.

I know that by using these formulas, I have what I need to achieve any hair goal my client is looking for.

CARLON THOMPSON,
Mizani Artist

”



AL CAMPBELL
Chicago, IL
Specializing in
Extensions & Silk Press



ASHLEY BROWN
Brookfield, WI
Specializing in
Mizani Aircut & Silk Press



EVIE JOHNSON
Bowie, MD
Specializing in
Precision Cutting & Blending



TIPPI SHORTER
Kansas City, MO
Specializing in
Mizani Aircut & Color



JAMAL EDMONDS
Washington, DC
Specializing in
Creative Cut & Color



CARLON THOMPSON
Sacramento, CA
Specializing in
Silk Press & Mizani Aircut



JADA JENKINS
Lanham, MD
Specializing in
Mizani Aircut & Styling

LOOK

GET THE

Learn The
Process &
Products
Behind
Our 2025
Featured
Looks





THE PERFECT *wash & go*



25 MIRACLE MILK
Multi-Benefit
Leave-in Spray



25 MIRACLE CREAM
Multi-Benefit
Leave-in Spray



WONDER CROWN
Pre-Cleansing
Scalp Lather



**TRUE TEXTURES
CURL ENHANCING LOTION**
Curl Defining
Styling Lotion



FOAM WRAP
Light Weight
Styling Foam



**MOISTURE
FUSION MASK**
Creamy Moisturizing
Mask

PRODUCTS USED



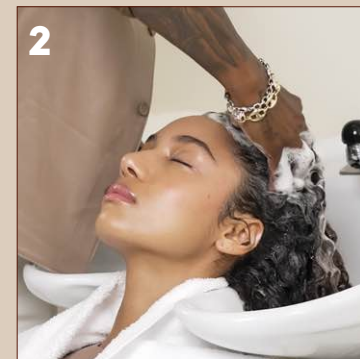
Pre-cleanse and clarify the scalp with **Wonder Crown** to remove oil and buildup.



Layer on **True Textures Curl Enhancing Lotion** for added definition and hold.



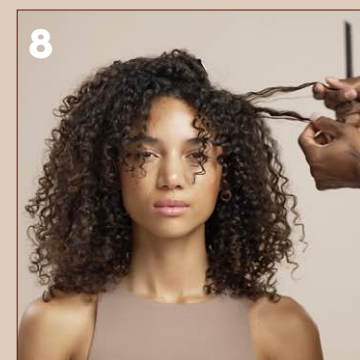
Gently diffuse curls to dry the hair and lock in definition.



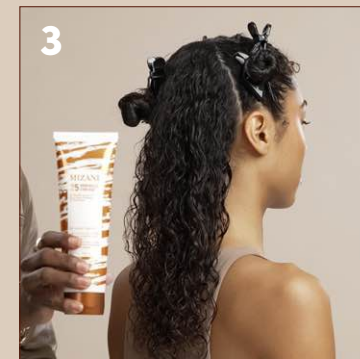
Shampoo, then deep condition the hair with **Moisture Fusion Mask**.



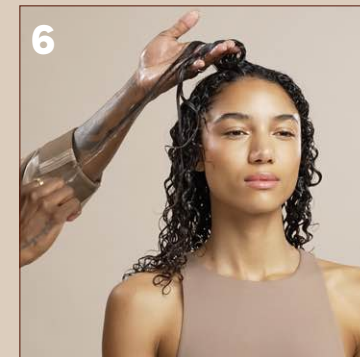
Finish by layering on **Foam Wrap Mousse** to minimize frizz while adding volume & hold.



Use fingers to separate & shape curls into the desired, finished shape.



After detangling with **25 Miracle Milk**, apply **25 Miracle Cream** in sections to define curls.



Use the fingers to twist, shape and define individual curls.

PRO TIP

LAYER PRODUCTS FOR OPTIMAL MOISTURE & HOLD

Layering **25 Miracle Cream**, **Curl Enhancing Lotion**, and **Foam Wrap** not only enhances the overall look but makes the style last longer and promotes the health of the hair.

Jamal Edmonds
Mizani Artist



STEP-BY-STEP



MODERN. silk press



25 MIRACLE MILK
Multi-Benefit
Leave-in Spray



PRESS AGENT SHAMPOO
Thermal Protecting
System



PRESS AGENT CONDITIONER
Thermal Protecting
System

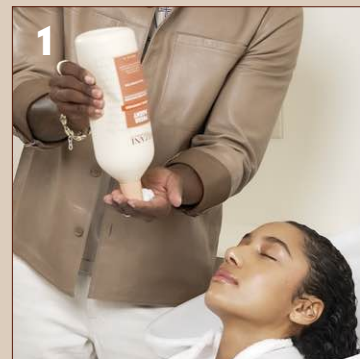


PRESS AGENT STYLING CREAM
Thermal Protecting
Cream Delivers Moisture
Cocktail with Serum!

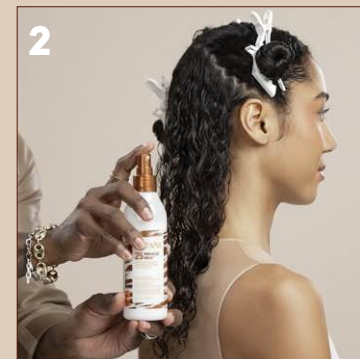


PRESS AGENT STYLING SERUM
Thermal Protecting
Serum Smooths & Locks
in Moisture
Cocktail with Cream!

PRODUCTS USED



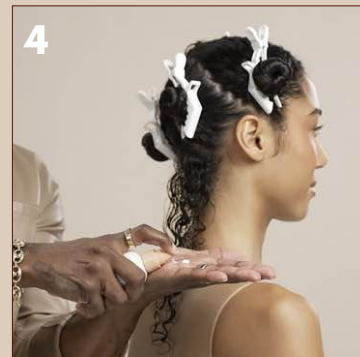
Cleanse and condition hair with **Press Agent Shampoo & Conditioner** to prep and protect.



Spray **25 Miracle Milk** all over to further condition and add heat protection.



Apply **Press Agent Styling Cream & Styling Serum** to the hands and emulsify together.



Apply the emulsification section by section before blow-drying.



Working in sections, blow-dry each section using a concentrator nozzle, pulling hair tight with a brush and pointing air down to minimize frizz. Ensure each section is fully dry before moving on.



Working in smaller sub-sections, press out the hair in one smooth motion.



Finish by flat-ironing over any sections that need extra smoothing.

STEP-BY-STEP

PRO TIP

COCKTAIL PRESS AGENT CREAM & SERUM FOR BEST RESULTS

When combining the **Cream** and **Serum** before applying heat, consider the porosity of the hair you are handling. **Press Agent Cream** provides moisture and protection, while the **Serum** provides sleek shine. For low porosity hair, use a ratio of 3 parts Cream to 1 part Serum. For high porosity hair, use equal parts Cream & Serum.

Al Campbell
Mizani Artist



SPRING Twists



25 MIRACLE MILK
Multi-Benefit
Leave-in Spray



SCALP CARE SOOTHING LOTION
Scalp Relief Lotion
Infused with Eucalyptus



TRUE TEXTURES SLEEK HOLDING GEL
Long Lasting Hold



ARTFUL EDGES
Edge Control &
Shaping Balm

PRODUCTS USED



On dry hair, make a section for each twist and apply **Sleek Holding Gel** to define and hold the part.



Secure each section into a small ponytail with an elastic.



Using a crochet hook, thread braiding hair under the elastic.



Begin a two-strand twist, using **Sleek Holding Gel** to smooth and hold hair in place.



Feed in small pieces of braiding hair to extend the twist to the desired length.



Finish each twist with more **Sleek Holding Gel** to ensure it doesn't unravel.



Use **Artful Edges Edge-Taming Balm** to lay and shape the hairline edges.



Finish with **Scalp Care Calming Scalp Lotion** on the scalp to soothe and relieve any tension.

PRO TIP AVOID USING EXCESSIVE TENSION WHEN SECTIONING THE HAIR.

The goal is to protect the hair and prevent any unnecessary stress that could lead to hair loss. It's perfectly fine to leave a small section of the hairline out for added comfort & care.

Jamal Edmonds
Mizani Artist



STEP-BY-STEP

EDITORIAL

Top Knot

PRODUCTS USED



25 MIRACLE MILK
Multi-Benefit
Leave-in Spray



PRESS AGENT SHAMPOO
Thermal Protecting
System



PRESS AGENT CONDITIONER
Thermal Protecting
System



PRESS AGENT STYLING CREAM
Thermal Protecting
Cream Delivers Moisture
Layer with Serum!



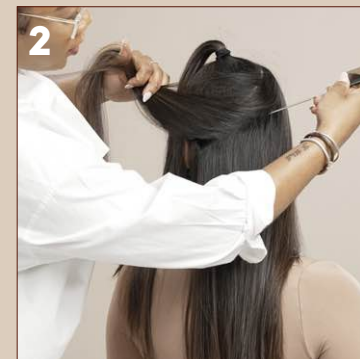
PRESS AGENT STYLING SERUM
Thermal Protecting
Serum Smooths & Locks
in Moisture
Layer with Cream!



HUMIDITY RESISTANT MIST
Anit Frizz Spray with
Light Hold



Starting with pressed hair, create a ponytail at the crown and lock it in with **HRM** spray.



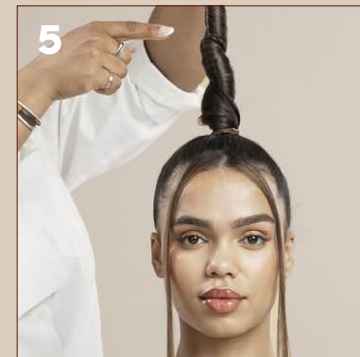
Section and add a layer of hair over the ponytail, securing with a bungee elastic.



Use a blow dryer with a concentrator nozzle to guide the hair in the right direction & lock it in using the **HRM** spray, smooth everything down for a sleek look.



Before adding the last section to the ponytail, section out the front pieces.



Add the last layer into the ponytail and twist into a knot, pinning in place.



Add small pieces of braiding hair into the front tendrils to create tiny, long braids.



Lock everything in with **HRM** for a frizz-free finish with hold & shine.

STEP-BY-STEP

PRO TIP

ALWAYS PREP THE HAIR PROPERLY BEFORE STYLING.

Here I prepped the hair with **Press Agent** before straightening. And always consider how the hairstyle will hold up; using the right finishing products can ensure the look remains flawless under various conditions.

Jada Jenkins
Mizani Artist





BRAIDED BLOSSOM *fro*

PRODUCTS USED



25 MIRACLE MILK
Multi-Benefit Leave-in Spray



HUMIDITY RESISTANT MIST
Anti Frizz Spray with Light Hold



ARTFUL EDGES
Edge Control & Shaping Balm

STEP-BY-STEP



With hair prepped in a silk press, map & section out the middle cornrow. **HRM** hairspray adds tackiness and texture.



Use **Artful Edges** to slick down baby hairs and define the middle part. Begin braiding, adding in braiding hair as needed.



Begin cornrows on each side using the same parting technique. Add in the front plaits that will make the crossover design in the front.



Moving to the back, section and braid to prep hair for a unit that will be placed later. Use **Artful Edges** to slick this section back.



Bring the undone front pieces to the back ponytail and arrange plaits as desired, securing with bobby pins and locking them down with **HRM**.



After applying **HRM** hairspray, set it with a diffuser. Her hair is now ready for the unit.



Pin the unit securely using bobby pins or wig clips on the unit.



Use a hair pick and/or brush to create a voluminous fro! Finish off with **HRM** for texture and shape.

PRO TIP

CREATE MOVEMENT & BOUNCE

It's important to allow for movement in the hair when creating an afro look. You don't want to make it stiff and solid, keep it light and airy. If working with a unit or extensions, **HRM** is ideal for adding that volume without making it too stiff. If working with a guest's natural hair starting off with a **Mizani Aircut** will create those pockets of air in the hair that can be reinforced with **HRM**.

Tippi Shorter
Mizani Artist



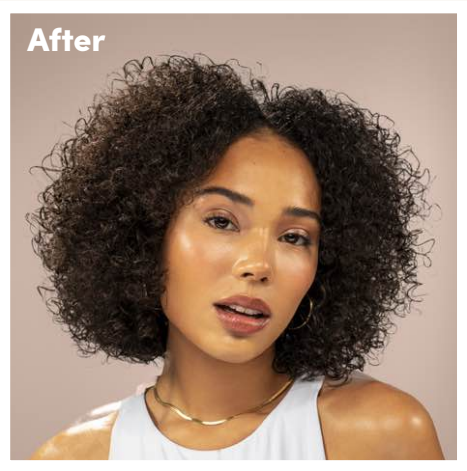
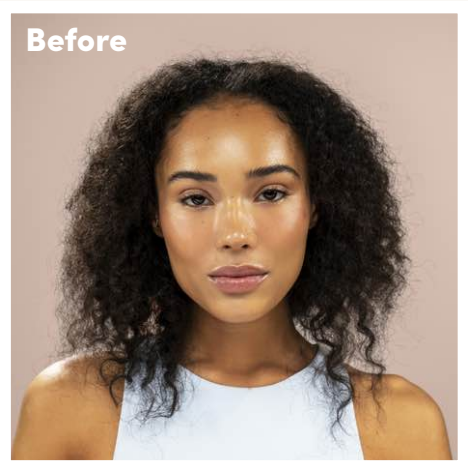
BUILDING YOUR BUSINESS *with* MIZANI AIRCUT



TIPPI SHORTER RANK
CREATOR OF
THE MIZANI AIRCUT &
MIZANI GLOBAL AMBASSADOR

WHAT IS THE MIZANI AIRCUT?

The Mizani Aircut is a proprietary cutting method for all texture types, from waves, to curls, to the tightest coils. Mizani Global Ambassador Tippi Shorter Rank spent 5 years meticulously crafting it with a clear purpose: to empower more hairdressers across the globe to cut curls with **confidence, better results, & true texture love**. The result is better client retention, more competitive rates and increased exposure to help grow your career.



WHY IS IT A GAME CHANGER?



**GROUNDING IN
THE SCIENCE OF TEXTURE**
Learn how density, porosity, and consistency should inform your cut

ABC

RECREATABLE
Create a 'formula' for your guests next visit & leave guesswork behind



VERSATILE
Cuts are crafted to look great worn curly OR straight



**BETTER SERVICE
MEANS BETTER RATES**
Mizani Aircut-certified stylists have reported service menu increases of up to 40%



**BACKED BY
COMMUNITY**
Be featured on Mizani's Certified Stylist Finder & receive free ongoing education

FIND A CERTIFICATION NEAR YOU

2-Day Comprehensive
In-Person Sessions Led by
Mizani Educators



THE COLLECTIONS

MIZANI PRODUCT FAMILY GUIDE



The COLLECTIONS



25 MIRACLE

25 benefit leave in treatments that works miracles to provide moisture, detangling, protection & shine.



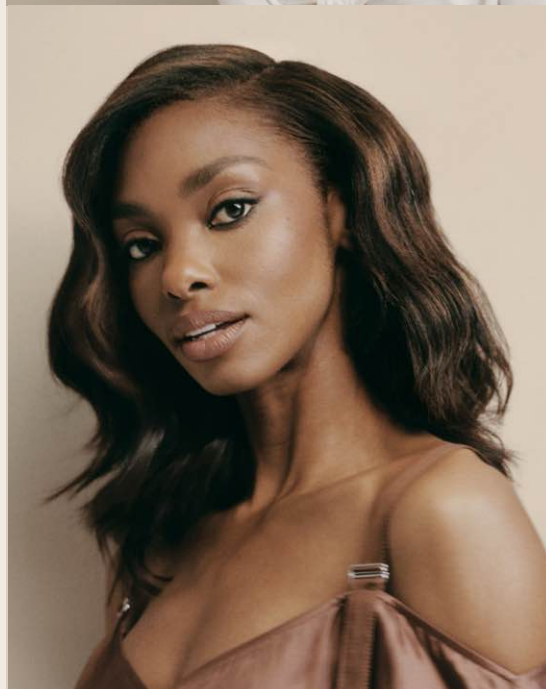
MOISTURE FUSION

Intense hydration ideal for dry or damaged hair in need of TLC.



SCALP CARE

Soothe, calm and relieve moderate to severe flaking and scalp discomfort.



PRESS AGENT

Thermal protecting system ideal for preserving the integrity of curls when using heat tools.



STYLE SHIFTER SOCIETY

Scalp Cleanser, Thermal Protectant and Restyling Spray made for all Style Shifters.



CORE STYLING

The OGs, tried and true stylers that provide varying levels of hold without the crunch.



TRUE TEXTURES

Comprehensive care & styling system for natural curls, coils and waves with intentional ingredients.



STRENGTH FUSION

For all damaged & brittle hair types & textures in need of repair. Ideal after any chemical service.



RELAXERS

Butter Blend: No-lye relaxers with conditioning agent for safe & effective treatment, paired with essential post-relaxer haircare.
Classic Relaxer: Traditional relaxer formulas to go from curly to straight in a matter of minutes.

MIZANI®

TEXTURE LOVE SINCE 1991

