

# Introducing INDIQUE ID

POWERED BY  MYAVANA.

**Indique ID** powered by Myavana is a hair analysis platform that creates personalized hair care plans based on an individual's texture, type, and condition. Based on the results, **Indique ID** will suggest products and protective styling options. The results of your hair analysis will be shared in a digital hair care profile that will be accessible via our website and mobile app. It will contain a personalized hair care plan of recommended products, regimens, texture specific matches, and even pair you with an Indique Pro Stylist to help you achieve your desired look. Clients will also have the option to share their results with their stylist!

*"Your hair is as unique as your fingerprint" which makes our scientific analysis so important and accurate!*



*"I'm so excited to bring more value to the hair industry in a new way with Indique Hair as we elevate the customer experience by catering to women's personalized needs."*

— Candace Mitchell, CEO & Co-Founder of Myavana



*"Many of our clients are eager to know how to properly care for their natural hair. With Indique ID, we are addressing their concerns and providing the education along the way!"*

— Ericka Dotson, Co-Founder & Creative Director of Indique Hair

## How it works for clients who purchase the kit online



Approximately 5 days after placing an order and completing a survey, clients will receive a kit with instructions on how to submit their strands for hair analysis.



Hair sheds naturally every day, so all the client will need to do is comb their hair in various sections as noted on the instruction card.



A prepaid envelope will be provided to the client, which they will use to send the hair strands they collect to the lab.



All first-time clients will complete a questionnaire about their specific hair care needs and goals.



A hair analyst will assess the clients' hair strands and provide results and recommendations in a digital hair care plan.



The client will receive an email with login instructions to view their hair care plan, start their healthy hair journey, and purchase recommended products!

## How it works for clients who book an appointment in an Indique Boutique



A registration link will be sent to the client to schedule an appointment, along with a link to a survey.



All first-time clients will complete a questionnaire about their specific hair care needs and goals.



A hair consultant at the boutique will assess the clients' hair strands and provide results and recommendations in a digital hair care plan.

*Indique has partnered with Myavana because we C.A.R.E.*

We Consult, Analyze, Recommend, and Educate you on a healthy hair journey!