

USDC SCAN INDEX SHEET



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3:97-CV-00138 CORNWELL V. CALIFORNIA BOARD

\*58\*

\*DECL.\*

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 16 and American Hairbraiders and Natural  
 17 Haircare Association (AHNHA)

UNITED STATES DISTRICT COURT

FOR THE SOUTHERN DISTRICT OF CALIFORNIA

18 JOANNE CORNWELL, et al., )  
 19 )  
 20 Plaintiffs, )  
 21 )  
 22 vs. )  
 23 )  
 24 MARJORIE M. BERTE, et al., )  
 25 )  
 26 Defendants. )  
 27 )  
 28 )

No. 97 CV 0138B (POR)

DECLARATION OF JOANNE  
 CORNWELL IN SUPPORT OF  
 POINTS AND AUTHORITIES  
 REGARDING TRADE  
 SECRETS

Date: July 9, 1998  
 Time: 9:00 a.m.  
 Courtroom H  
 Hon. Louisa M. Porter

*[Handwritten Signature]*

*[Handwritten Signature]*

1  
2 1. My name is JoAnne Cornwell. I have personal knowledge of the  
3 facts stated herein. I am over 18 years of age and if called upon to testify  
4 to the matters set forth in this Declaration, could competently do so.

5 2. I am a Plaintiff in the above-captioned case.

6 3. On or about January 5, 1998, I responded to Defendants' First Set  
7 of Demands for Production of Documents for Inspection, Copying, and  
8 Photographing.

9 4. In 1993, I founded Sisterlocks, a San Diego-based company  
10 established to meet the natural hair care and psychological/self-esteem needs  
11 of people with highly textured hair.

12 5. In 1996, Sisterlocks received trademark protection for the name as  
13 it applies to hair care products, recording videotapes, educational services  
14 and beauty salons and services associated therewith.

15 6. My Sisterlocks business is comprised of three main "divisions":  
16 hair care services; products and accessories; and education and training.

17 7. With respect to the hair care services, I have invented a technique  
18 of physically manipulating naturally textured (or highly textured) hair in its  
19 natural state. The technique is quite distinct from braiding and involves  
20 working with the hair's natural tendency to interlock. I call the technique  
21 "sisterlocks."

22 8. I charge approximately \$375 for an initial sisterlocks consultation,  
23 hair locking session, and first follow-up visit. I charge \$20 per hour for  
24 subsequent relocking or re-tightening visits.

25 9. I developed the sisterlocks system of natural hair management  
26 specifically for the purpose of addressing the natural haircare needs of  
27 people with African-type hair, because, in my experience, mainstream  
28 cosmetology has never addressed those needs.

1  
2 10. Sisterlocks also has a product line. I use a shampoo formula  
3 developed by a manufacturer experienced in naturally textured hair care. I  
4 also use formulas for a moisture treatment and hair reconstructor from this  
5 manufacturer that are geared toward people with naturally textured hair.

6 11. In addition to hair products, Sisterlocks sells two informational  
7 videotapes. The first, "That Hair Thing," describes the different hair issues  
8 many African Americans face and provides testimonials to Sisterlocks. The  
9 other video, "Come Home To Sisterlocks," provides information on how to  
10 care for sisterlocks.

11 12. Sisterlocks also sells publicity and marketing materials to assist  
12 Certified Consultants (described below) in pursuing their businesses that  
13 include Sisterlocks services.

14 13. Sisterlocks' educational component works with three levels of  
15 individuals interested in offering Sisterlocks services: trainees, Certified  
16 Consultants, and Certified Training Associates (CTAs).

17 14. The first level involves a two-day training session. The first day  
18 is comprised of six lessons about theories and methods for sisterlocks:  
19 characteristics of tightly textured hair; locking patterns of the hair; parting  
20 and sectioning the hair; finger positions and tool applications; the hair's  
21 natural interlocking process; and shampooing techniques. The second day is  
22 comprised of three advanced lessons: retightening and remedy techniques;  
23 troubleshooting and fixing things; and the Sisterlocks consultation. The  
24 second day also includes sessions on marketing and on the business  
25 relationship between trainees and Sisterlocks.

26 15. This training seminar costs \$675.00. I have trained  
27 approximately 100 people in the Sisterlocks two-day course.  
28

1           16. All basic trainees must sign a Training Registration Form, a true  
2 and correct copy of which is attached hereto as Exhibit A. This form  
3 acknowledges that only those authorized by Sisterlocks, namely Certified  
4 Training Associates (or CTAs) may disseminate the information learned in  
5 the basic course. In other words, neither an individual completing the basic  
6 training, nor a Certified Consultant, may disseminate that information to  
7 others.

8           17. Many among those who complete the training go on to pursue  
9 certification as a Certified Sisterlocks Consultant. Essentially, this is the  
10 step the entrepreneur will make in establishing or expanding his/her own  
11 business to include the Sisterlocks system of natural hair care.

12           18. Certified Consultants are authorized to offer the Sisterlocks  
13 system only as it was taught to them under the trademarked Sisterlocks  
14 name, and all products and services associated therewith. They can also  
15 purchase Sisterlocks products, gain access to our network of potential  
16 customers, and get support from the home office in everything from  
17 developing their business, to getting tips on how to improve their  
18 techniques, to co-sponsorship opportunities at trade shows.

19           19. Prospective Certified Consultants must complete the entire two-  
20 day training course through the advanced level covering re-tightening and  
21 remedy techniques for sisterlocks; troubleshooting and fixing things; and the  
22 Sisterlocks consultation.

23           20. The advanced level also discusses the certification process and  
24 marketing the Sisterlocks business.

25           21. Students in the advanced level also must sign the Training  
26 Registration Form, a true and correct copy of which is attached hereto as  
27

28

1 Exhibit A, acknowledging their agreement not to reveal any of the  
2 Sisterlocks lessons.

3 22. To achieve certification, practitioners must submit an application  
4 with a \$50.00 fee and document their work on three qualifying customers  
5 (using photos and questionnaires from applicant and clients). Certification  
6 is completed after the seminar in the trainee's own business setting. To  
7 ensure competency, Sisterlocks reviews all materials and contacts the  
8 clients, if necessary, to evaluate the work of the applicant.

9 23. Certification takes anywhere from several months to a year or  
10 more.

11 24. Sisterlocks has certified approximately 20 consultants to date.

12 25. Among the Certified Consultants, a few will decide to become  
13 Certified Training Associates (CTAs). This level of training equips CTAs  
14 to conduct the initial Sisterlocks training programs described above. Those  
15 seeking to become CTAs attend a two- to three-day course at a cost of  
16 \$600.00 that teaches how to train students in the nine Sisterlocks lessons  
17 described in paragraphs 14 and 19, above. The CTA course also provides  
18 supplemental lessons on teaching about the certification process and how  
19 Certified Consultants can best market their Sisterlocks business.

20 26. The nine lessons described in paragraphs 14 and 19 are  
21 illustrated in a step-by-step manner on instructional videotapes that I have  
22 created. These lessons comprise the heart of the education and training  
23 component of the Sisterlocks enterprise, both in terms of my teaching  
24 others, and in assisting others to become Certified Training Associates so  
25 that they may teach others.

26 27. These instructional videotapes are covered by the Sisterlocks  
27 trademark, and they are not available for sale.

28

1  
2 28. The tapes containing Lessons 1-9 are shown in the classroom to  
3 trainees only, but they are not otherwise available to trainees. They are not  
4 available at all—even for viewing—to anyone not present at the training  
5 seminar.

6 29. The tapes containing Lessons 1-9 are re-shown to Certified  
7 Consultants only if they return to the training seminar for a refresher  
8 course, but they are not otherwise available to Certified Consultants. After  
9 the seminar, lessons 1-9 are no longer available to any other trainee unless  
10 that person returns to the training seminar for a refresher. Even then, the  
11 tapes are available only for viewing during the two-day training course.  
12 The cost for a trainee or Consultant to return for all or part of the training  
13 course is \$50.00.

14 30. Since CTAs study to train others in the Sisterlocks system and to  
15 assist others in starting their Sisterlocks businesses, CTAs are given copies  
16 of the instructional videotapes and instructed on how to use them after they  
17 complete the CTA training course. CTAs are also given a Training Manual  
18 and instructed on how to use it in teaching the Sisterlocks system. Attached  
19 as Exhibit B is a true and correct copy of the Training Manual for  
20 Sisterlocks Certified Training Associates.

21 31. Before Sisterlocks releases the instructional videotapes to CTAs,  
22 each CTA must sign an agreement, a true and correct copy of which is  
23 attached hereto as Exhibit C.

24 32. All CTAs signing the agreement promise not to duplicate or  
25 reproduce any products protected by the Sisterlocks trademark, including  
26 the instructional videotapes, without written authorization from Sisterlocks.  
27  
28

1  
2 33. Only authorized Sisterlocks CTAs may carry out the Sisterlocks  
3 training, the bulk of which is included in the nine Sisterlocks lessons. All  
4 training using such lessons must be carried out under the Sisterlocks name.

5 34. The authorization granted to CTAs to teach the Sisterlocks  
6 curriculum is non-transferable, meaning that anyone teaching the curriculum  
7 or using the instructional videotapes must first go through the process  
8 described in paragraphs 14-26 above. No others are or have been  
9 authorized to do so.

10 35. I drafted the agreement in Exhibit C myself, with the intention to  
11 protect the confidentiality and value of the Sisterlocks system of natural  
12 haircare, and the education/training program that I developed. Although the  
13 agreement does not use the term "trade secret," my intention was and  
14 continues to be to protect the confidentiality of the tapes. At the time this  
15 agreement was drafted, I could not afford a lawyer to assist me in all the  
16 technicalities of intellectual property law.

17 36. To my knowledge, all Sisterlocks CTAs have abided by the terms  
18 of this agreement.

19 37. All copies of the instructional videotapes contain a copyright  
20 notice and are equipped with a "scrambler" notification, which warns that  
21 copying the tapes may result in damaging the copying equipment.

22 38. To date, Sisterlocks has only released eight sets of instructional  
23 videotapes to Sisterlocks CTAs under the conditions described above.

24 39. Sisterlocks has never authorized the copying or use of the  
25 instructional videotapes outside of their use as a Sisterlocks training tool.

26 40. I spent approximately two years developing the Sisterlocks  
27 natural hair management system, including products, trademark rights,  
28 development, techniques and tools, and approximately three years creating

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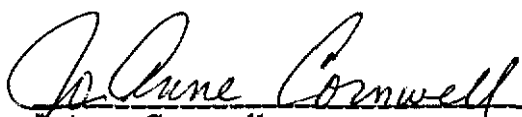
the education/training component of Sisterlocks. Further, I have invested approximately \$20,000.00 in the development and production of instructional videotape, in addition to approximately \$20,000.00 in the research and development of tools, educational materials, and products in support of the Sisterlocks system.

41. Approximately 45% of Sisterlocks revenue comes from the hair care services division, and 40% of the revenue comes from the education/training division, with 15% for products/accessories.

42. Were the instructional videotapes or the information thereon made readily available to the public—particularly to individuals in and affiliated with the cosmetology industry, who compete with me for clients in need of hair care services and training—I believe that the economic viability of both the education/training component and the hair care services components of my business would suffer. In turn, my Sisterlocks enterprise would suffer greatly.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on this 25<sup>th</sup> day of June, 1998.

  
JoAnne Cornwell



**SISTERLOCKS®**  
Training Registration Form

Location: \_\_\_\_\_

Certified Training Associate: \_\_\_\_\_

**Basic Class / Advanced Class**

Trainee Name: (Print) \_\_\_\_\_

Company Name: \_\_\_\_\_

Current Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

**I understand that this SISTERLOCKS® training program is protected under a U.S. Trademark, training is administered only by Certified Training Associates, and certification under this program is not transferrable.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I consider myself a: (check all that apply)

Braider       Locktician       Cosmetologist       Stylist

Original: CTA / Yellow: Trainee / Pink: SISTERLOCKS

CORP \_\_\_\_\_



TRAINING MANUAL

for

*Sisterlocks*

Certified Training  
Associates

*Sisterlocks* 5663 Balboa Avenue #355 San Diego, CA 92111 (619) 564-5116

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# Sisterlocks

## VIDEO TRAINING COURSE

### Lesson #1

#### Characteristics of Tightly-Textured Hair

Covered in this lesson:

Three important features of tightly-textured hair for *Sisterlocks*

1. Curl Pattern
2. Rough / Smooth Cuticle
3. Stiffness / Pliability of hair shaft

Materials needed: NONE

Glossary of Terms:

Curl Pattern	Cuticle
Stiffness	Pliability
Density	Slippage
Settling-in	Back-Combing

Teaching Objectives:

Reinforce the concepts of **LONG, MEDIUM** and **SHORT** curl patterns that are also **DEEP, AVERAGE** or **SHALLOW**.

Review the effects of different curl patterns on the locks. (Short patterns lock quickly with little slippage; Medium patterns slip more; Long curl patterns are very slow to settle in.)

Discuss how to test and adjust for cuticle types.

# REVIEW FEATURES OF TIGHTLY TEXTURED HAIR

Talk about ways to test and adjust for stiffness or pliability of the hair shaft

Activities:

Ask for words used to describe African-textured hair.

Examine the curl-pattern in different trainees' hair.

Test for roughness of cuticle in someone's hair.

Try to discover some additional signs that hair is either stiff or pliable

Talk about hair care products clients have used and what effect they have. Also talk about natural lustre vs. shine; the effects of heavy oils; etc.

Notes:

NOTES:

- Curl Pattern
- Rough or Smooth Cuticle
- Stiffness or Pliability

# REVIEW LENGTH / DEPTH

- LONG / MEDIUM / SHORT
- Deep
- Average
- Shallow

NOTES:

# REVIEW CURL PATTERN

- SHORT CURL PATTERNS
  - Lock Quickly
  - Minimum Slippage
- MEDIUM CURL PATTERNS
  - Longer Locking Time
  - More Slippage
- LONG CURL PATTERNS
  - Longest Locking Time
  - Most Slippage

NOTES:

# REVIEW - CUTICLE

- TEST:
  - Hair free of conditioners
  - Natural hair when possible
  - Several spots if necessary
- USE:
  - "Starter" shampoo
  - Back-combing if necessary

NOTES:

# REVIEW

- SPRING-BACK PROPERTIES
- QUESTIONS ABOUT CLIENT'S HAIR

NOTES:

# Sisterlocks

## VIDEO TRAINING COURSE

Lesson #2

Locking Patterns

Covered in this lesson:

The two most common locking patterns:  
4-pattern  
3-pattern  
Two less common locking patterns  
Double 3-pattern  
Reverse 4-pattern

Materials needed:

Practice Board  
Mannequin Head  
Clamp for Mannequin  
Hair Clips/Clamps

Glossary of Terms:

4-Pattern      3-Pattern  
Double 3-Pattern      Reverse 4-Pattern  
Point of Entry      12-Position  
9-Position      6-Position  
3-Position      Looping Direction  
Looping Cycle      Tension

Teaching Objectives:

Establish directions for each locking pattern being taught. Reinforce the importance of accuracy of finger directions and establishing tension between each loop.

(Finger patterns are covered in another lesson. NOT IMPORTANT HERE)

Discuss what the different locking patterns are designed to accomplish in different hair types.

Activities:

Use your practice boards to create samples of mistakes that can occur. (ie. doubling up on locking directions, tension too loose or too tight, etc.)

Work with practice boards to establish a 'feel' for locking directions, tension and the accuracy of motions.

Practice on both sides of the practice board.

Discuss the different growth patterns possible and what to do about them when locking. (ie. thinning at the hair line; more than one curl pattern; smooth or rough cuticle; etc.)

Notes:

(All Patterns - Maximum Uniformity)

- Separate Through the Center
- Proper Tension
- Accurate Looping Positions
- Identify Point of Entry
- Dont Change Direction

NOTES:



# REVIEW 4 - PATTERN

# REVIEW LOCKING PATTERNS (Different Hair Types)

- USE:
  - 3-Pattern for hair with medium to long curl pattern
  - 4-Pattern for hair with short curl pattern
- COMBINE PATTERNS to maximize stability
- VARY PATTERNS to either create or subdue volume



# REVIEW MAXIMUM UNIFORMITY

- Establish Stable Reference Points
- Always Work Through Center
- Set Up Each Loop at 90 Degrees
- Make Loops at Base of Locks

NOTES:

# Sisterlocks

## VIDEO TRAINING COURSE

### Lesson #3

#### Parting and Sectioning

Covered in this lesson:

**Standard Sectioning Method for doing Sisterlocks.**

**Recommended Parting Sizes for different hair types and conditions.**

Materials needed:

Mannequin Head and Clamp  
Hair Clips / Clamps  
Parting Size Card

Glossary of Terms:

**Sectioning / Parting  
Standard Sectioning Method(s)  
Standard Pattern of Parting Sizes  
Density vs. Thickness**

Teaching Objectives:

Stress the value of proper sectioning when locking to accomplish the following:

Assess overall condition of hair / scalp

- See changes in growth pattern
- Monitor locking time
- Keep work neat
- Delegate tasks (for 2 on head)

Clarify why this method may result in as few as 6 or as many as 12 sections. (ie. Change in

# REVIEW STANDARD SECTIONING METHOD (Benefits)

### Density)

Explain the reasons why parting sizes for locks may vary. (ie. Thin Spots; Change in Density; Breakage. NOT Change in Curl Pattern)

Clarify why recommended parting size ranges are important.

### Activities:

Examine the growth pattern of several people's hair, and determine proper number of sections for Sisterlocks.

Same as above for parting sizes.

Discuss some conditions of the hair and scalp that can affect the choice of parting sizes.

Discuss the advantages of straight parts, uniform locks, etc.

Illustrate the types of hair clips and clamps that work best .. or not so well.

### Notes:

### HELPS YOU:

- Assess Overall Condition
- See Changes in Texture and Density
- Monitor Locking Time
- Keep Work Neat
- Delegate Tasks (2 on head)

### NOTES:

# REVIEW SECTIONING METHOD

- 2 Crown Sections
- 2 or 4 Side Sections
- 2, 3, 4 or 6 Back Sections
- Set Up Each Loop at 90 degrees
- Make Loops at Base of Locks

NOTES:

# REVIEW PARTING SIZES

USE:

- 1/8" to 1/4" for MICROS
- 1/4" to 3/8" for AVERAGE to LARGE
- Over 1/2" is TOO LARGE

NOTES:

# REVIEW

## Parting Sizes and Irregularities

- Thinning Hair
- Changing Density
- Unevenness or Breakage

## Changes in Curl Pattern (not density)

- Vary Locking Pattern (not parting size)

NOTES:

# REVIEW STANDARD PATTERN OF PARTING SIZES

- Small in Front
- Medium in Mid-Section
- Medium to Large in Crown and Back

NOTES:

# Sisterlocks

## VIDEO TRAINING COURSE

### Lesson #4

#### Finger Positions and Tool Applications

Covered in this lesson:

**Refining locking technique through the use of efficient finger position sequences and tools.**

Materials needed:

Mannequin Head and Clamp  
Hook Tool  
Clip Tool  
Hair Clips / Clamps

Glossary of Terms:

**Finger Position Sequences**  
**Hook Tool**  
**Clip Tool**

**Teaching Objectives:**

Help Trainees understand the importance of accurate, smooth locking technique (along with good organization) for quick, efficient locking.

- Always clip hair aside
- Back-comb only if necessary
- Efficient finger position sequences

Teach recommended finger sequences initially for all locking patterns. (Trainees may vary these later.)

Teach correct use of hook tool and clip tool for maximum speed and customer comfort. Focus on the following:

- When to switch to tool
- How to grip the tool
- How the set-up differs for tools
- Establishing tension with tools
- Using non-working finger
- Avoid catching loose hairs

Activities: Practice finger sequences on mannequin until smooth.

Practice with tools on mannequin until smooth.

When appropriate, practice on live model to sensitize trainees to the amount of pulling and snarl that can be tolerated.

Do "Speed Trials" on mannequin (or on live models.)

Notes:

NOTES:

- Clip Loose Hair Aside
- Back Comb Only If Required
- Smooth Finger Motions

# REVIEW MAXIMUM EFFICIENCY LOCKING

# REVIEW FINGER POSITIONS 4-PATTERN

- Left Thumb      Set for 12
- Right Index    Set for 9
- Left Index     Set for 6
- Left Index / Thumb    Set for 3

NOTES:

# REVIEW HOOK TOOL TECHNIQUE

- Begin 1-1/2 inches from Scalp
- Grip Close to Hook
- Hook Faces Scalp
- Set-up Done With Tip
- Set Tension With Tip
- Non-working Finger Assists
- Tilt Tool to Avoid Catching
- Working Index Finger Assists

NOTES:

# REVIEW FINGER POSITIONS 3-PATTERN

- Left Thumb            Set for 12
- Right Index         Set for 9
- Left Index           Set for 6
- Right Index         Set for 9

NOTES:

# REVIEW CLIP TOOL TECHNIQUE

- Hook Is Toward Scalp
- No Set-up Required
- Tip Is Point of Entry
- Establish Tension With Tool

NOTES:

# Sisterlocks

## VIDEO TRAINING COURSE

### Lesson #5

#### The Natural Interlocking Process

Covered in this lesson:

How tightly-textured hair progresses through the Natural Interlocking Process to form mature locks. This varies with the different hair types.

Materials needed: NONE

Glossary of Terms:

Coil  
Matting  
Encasement

Teaching Objectives:

- Teach trainees how to monitor the Natural Interlocking Process in different hair types.
- Begins at tip and moves toward roots
  - Locks continue to settle-in (at different rates) over time
  - Hair at tip reflects stages of process (ie. coil, encasement, tight lock)

- Stress the importance of proper daily care to help control the Natural Interlocking Process and keep locks from degrading over time.
- Proper hair care products
  - Don't stress fragile locks
  - Proper setting and styling techniques
  - Monitor the effects of heat styling
  - (Shampooing covered in next lesson)

Activities: Have trainees describe the differences in how the various curl patterns (Short, Medium, Long) progress through the Natural Interlocking Process.

If possible, examine and determine the current stage of someone's hair that has been locked.  
or

Predict how several trainees' hair would progress through the Natural Interlocking Process.

# REVIEW THE NATURAL INTERLOCKING PROCESS

Notes:

- Process Begins Near Tip
- Continues to "Settle-in"
- Stages of Process:

Coil

Encasement

Tight Lock

NOTES:

# REVIEW THE NATURAL INTERLOCKING PROCESS (Hair Types and Differences)

- Short Curl Pattern:  
Passes Through Stages rapidly  
Locks Efficiently
- Medium Curl Pattern:  
Tends to Coil Much Longer  
Doesn't Encase As Efficiently
- Long Curl Pattern:  
Needs Help for the Process  
Back-Combing to Start Encasement

NOTES:

# Sisterlocks

## VIDEO TRAINING COURSE

Lesson #6

Shampooing Techniques for  
Newly-Locked and Mature Sisterlocks

Covered in this lesson:

Step-by-step shampooing  
instructions for newly-locked hair.

General instructions for shampooing  
mature locks to help maintain  
uniformity over time.

Materials needed:

Refer to Starter Kit:  
Tip Sheets  
Washing Bands  
Starter Shampoo

Refer to Sisterlocks Spray Shampoo

Glossary of Terms:

**Bundling the hair**  
**Washing Motion**  
**Separating Locks**

**Settling-in**  
**Mature Locks**

Teaching  
Objectives:

Review characteristics of newly-locked hair  
and how these change over the first few  
washings. (ie. less scalp; locks softer; locks  
begin filling in)

Discuss the things that can cause locks to  
degrade during washing. (ie. too large; too loose  
at tip; wrong products and/or washing techniques)

Review steps for shampooing newly-locked  
hair:

# REVIEW CHARACTERISTICS OF NEWLY-LOCKED HAIR

- Bundle
  - Wet hair through (Moderate pressure)
  - Use Starter Shampoo
  - Proper washing motion
  - Re-suds rather than excessive scrubbing
  - Rinse/Towel Dry/Separate at roots
  - Dry completely
- Review signs that locks have settled-in:**
- Volume increases
  - Ends begin to shape up
  - Hair stops slipping
- Review steps for shampooing mature locks:**
- Wet hair (Moderate pressure)
  - Use *Sisterlocks* spray shampoo
  - Proper washing motion
  - Suds/Rinse/Towel Dry

- Lots of Scalp Showing
- Locks Stiffer Than Normal
- Locks Not Full Thickness

**Activities:**

Discuss how individuals normally shampoo their hair. Determine which habits would work for *Sisterlocks* and which would not.

Discuss the types of shampoo products we typically use on our hair

**NOTES:**

**Notes:**

# REVIEW WASHING CAN DISRUPT LOCKS

IF:

- Locks Too Large  
or  
Tension Too Loose
- Tips Not Protected
- Wrong Products Used
- Wrong Washing Techniques

NOTES:

# REVIEW SHAMPOOING TECHNIQUES (NEWLY-LOCKED HAIR)

- Bundle Hair
- Thoroughly Soak (moderate pressure)
- Proper Shampoo Application
- Proper Washing Motion
- Repeat Shampoo Applications
- Rinse Thoroughly
- Towel Dry
- Separate At Roots
- Dry Completely

NOTES:

# REVIEW CHARACTERISTICS OF LOCKS THAT HAVE SETTLED-IN

- Locks Increase In Volume
- Ends Are More Defined
- Locks Don't Slip

NOTES:

# REVIEW SHAMPOOING TECHNIQUES (Mature Locks)

- Wet Thoroughly (moderate pressure)
- Use Spray Shampoo
- Use Correct Motion
- Suds As Needed
- Separate At Roots
- Dry Thoroughly

NOTES:

# Sisterlocks

## VIDEO TRAINING COURSE

### Lesson #7

#### Re-Tightening and Remedy Techniques

Covered in this lesson:

**Tips for making re-tightening sessions go as smoothly as possible**

**Remedy Techniques for some common situations that arise**

Materials needed:

Locking Tools  
Hair Clips and Clamps  
Mannequin Head and Clamp (or model)

Glossary of Terms:

NONE

**Teaching Objectives:**

Trainees should strive for **ideal conditions** with their clients whenever possible. Re-tightening sessions go faster under these conditions:

- Uniform Parts
- Correct Parting Sizes
- Not too much New Growth or Slippage
- Re-tighten in Clean Hair
- Locks Not Matted

**Good records** should be kept to maintain uniform locking patterns and monitor condition over time.

A **systematic approach** to re-tightening is crucial.

- Find Original Sectioning Parts

# REVIEW IDEAL RE-TIGHTENING CONDITIONS

- No Random Change in locking direction
- Maintain Stable Reference Points
- Loop in Cross-Directions
- Maintain Uniform Tension
- Complete Looping Cycle when possible
- Adjust Tension as necessary over time.

Discuss ways to control **common problems**:

Straying Hairs (Medium to long patterns stray most; Always separate locks; OK to clip a few strands; Control with regular re-tightenings)

Mattling (Short patterns mat in new growth or slippage; Eliminate by careful cutting)

Excessive Slippage (Advise of normal settling times; Use Starter Shampoo; No heavy oil in locks; Avoid heat styling; Repair unraveling locks; Use Reverse 4-Pattern to correct)

- Original Sections Uniform
- Correct Parting Sizes
- Proper Locking Pattern

Activities:

Project what can happen if **good records are not kept** detailing lock condition and progress.

Discuss ways of encouraging clients to **keep to an appropriate re-tightening schedule**.

Project what **problems can arise** if re-tightenings are not done uniformly.

Discuss ways to handle **clients who do not care for locks well** between visits.

Notes:

NOTES:

# REVIEW RE-TIGHTENING TIPS

- Find Original Sections
- Don't Vary Direction
- Stable Reference Points
- Loop in Cross-Directions
- Uniform Pattern / Tension
- Complete At Least One Looping Cycle
- Adjust Tension As Needed

NOTES:

# REVIEW STRAYING HAIR

- Usually in Medium to Long Curl Patterns
- Separate Locks After Each Washing
- OK to Clip Stubborn Strays
- Control With Regular Re-Tightenings

NOTES:

# REVIEW LOCKS THAT MAT

- Occurs Most in Short Curl Patterns
- Results From Growth or Slippage
- Excessive Matting Must Be Cut

NOTES:

# REVIEW CONTROLLING SLIPPAGE

- Settling Times:

<u>Curl Pattern</u>	<u>Time</u>
Short	2 - 4 Weeks
Medium	3 - 6 Months
Long	Up To 1 Year

- Use Starter Shampoo
- Avoid Heavy Products
- Avoid Heat Styling
- End-Raveling  
Comb Loops to End  
Add Loops at Base
- Use Reverse 4-Pattern As Needed

NOTES:

# Sisterlocks

## VIDEO TRAINING COURSE

### Lesson #8

#### Troubleshooting and Fixing Things

Covered in this lesson:

Techniques for correcting problems that occur with the locks

Locking Damaged / Problem Hair;  
Dry Scalp / Dandruff; Split Ends;  
Hairline Locking; Splitting Locks;  
Combining Locks; Lumpy Locks;  
Locks that Fray

Materials needed: Locking Tools

Glossary of Terms:

Break-Off Range  
Cross-Looping

Teaching Objectives:

Help trainees recognize and correct problems requiring non-standard techniques.

Damage

- Recommend medical care for chronic problems
- For temporary thinning, adjust parting size to density at scalp
- Clip sparse ends before locking

Dry Scalp / Dandruff

- Refer to dermatologist if necessary
- Special products may affect locks

Damaged Ends

- Recommend proper shampooing / grooming
- Schedule regular grooming appointments

# REVIEW LOCKING DAMAGED HAIR

- Clip tips only
- Recommend proper products
- Recommend non-heat styling
- Hairline Locking
- Base parting size on density at scalp
- Coax fragile hairs into locks
- Control excess slippage as outlined
- Splitting Locks
- Compare Dividing and Comb-out methods
- Combining Locks
- Wait for enough new growth
- Follow clipping and cross-loop guidelines
- Don't clip "y" branch from very thin locks for a while
- Lumpiness
- Determine cause and correct (ie. uneven tension / Random looping directions)
- Follow cross-looping guidelines
- Fraying Locks
- (Normal) Clip away excess strands
- (Excessive) Weave strands back through locks

Activities:

Discuss how **improper care of the locks** can affect their look and overall versatility.

Notes:

Make suggestions for **improving daily care** habits of the average customer to avoid serious problems.

NOTES:

- Check For Medical Problems
- Thin Hair (If Temporary)  
Check Density At Scalp
- Thin Hair (If Permanent)  
Use up to 1/2 inch Parts
- For Breakage  
Clip Sparse Ends

# REVIEW DRY SCALP OR DANDRUFF

1. Consult Dermatologist If Necessary
2. Special Products May Lengthen Settling Period
3. Shampoo At Proper Intervals;  
Rinse Thoroughly;  
Dry Completely
4. Use Light Care Products

NOTES:

# REVIEW DAMAGED ENDS

- Control With Periodic Groomings
- Clip Damaged Tips Only
- Recommend Proper Care Products
- Recommend Alternatives To Heat Styling

NOTES:

# REVIEW FRAGILE HAIRLINE LOCKING

- Choose Sizes Based On Hair Density At Scalp
- For Breakage  
Coax Hair Into Locks and Re-tighten Often
- For Slippage  
Regular Re-tightening;  
Proper Washing and Products

NOTES:

# REVIEW SPLITTING LOCKS

## Dividing Method (Short Curl Pattern)

- Create Two Branches
- Keep Groomed; Add Loops When Necessary
- Clip Away Smaller Branch  
Comb-Out Method  
(Medium / Long Curl Patterns)
- Undo Lock From Tip
- Re-Part and Re-Lock
- Return To Starter Shampoo and Gentle Shampoo Techniques

NOTES:

# REVIEW COMBINING LOCKS

- Need 1 to 1/2 inches of New Growth
- Clip Joining Lock 1/2 inch Above Loose Hair In Remaining Lock
- Wrap Loose Hair Around Base
- Draw Loose Hair Through Base of Remaining Lock
- Cross-Loop Ends
- Don't Clip (Thin) Locks Before Joining Same Goes For ANY Hair Type That Tends To Slip
- Clip After New Locking Area Has Settled

NOTES:

# REVIEW LUMPY LOCKS

## Causes

- Uneven Tension or Poor Technique

## Remedies

- (Uneven Tension)  
Gently Loosen Tight Section - Moving In One Direction Only
- (Poor Technique)  
Set Up For Loop Through Widest Part of Lump;  
Complete Loop
- (Poor Technique)  
Move In Cross-Directions

NOTES:

# REVIEW FRAYING LOCKS

Normal Fraying:

- Clip Hairs - Not Near Core Of Lock

Excessive Fraying

- Weave Loose Strands Back Into Locks

NOTES:

# Sisterlocks

## VIDEO TRAINING COURSE

Lesson #9

The Sisterlocks Consultation

Covered in this lesson:

- The Consultation has 3 Phases:**
1. Intro. and Information Gathering
  2. Info. Sharing about *Sisterlocks*
  3. Doing **Sample Locks** in hair

Materials needed:

- Sample Starter Kit
- Sample Printed Materials
- Picture Portfolio(s)
- Tools, Clips, Clamps

Glossary of Terms:

- Starter Kit**
- Sample Locks**

Teaching Objectives:

- Ask trainees to think about why a consultation is necessary with Sisterlocks.
- Works with natural texture(s)
  - Locking techniques vary
  - Lock sizes vary
  - Initial 'look' is not final 'look'
  - Special grooming techniques required
  - "Reality Check" helps customer satisfaction

A consultation informs clients what to expect and gives a clear idea about **Cost, Maintenance needs, Positive relationship with hair.**

Talk about **how to pre-educate clients** (ie. Different kinds of free printed information)

What happens during **Phase #1?** (Hair Care History; Acceptance Issues; Grooming Habits)

What takes place during **Phase #2?** (Review Printed Materials; Pricing Info.; Picture Portfolio; Shampooing Techniques; Special Care)

What happens in **Phase #3?** (Sample Locks; Schedule Follow-up)

Activities: Discuss common **misconceptions about natural hair**, and how to address these with clients.

Discuss common **misconceptions or reservations about getting Sisterlocks** (ie. a hair style, added hair, can't take out)

Discuss the **things a consultation helps prevent**.

Notes:

# REVIEW THE CONSULTATION

- Sisterlocks Works With The Natural Hair
- Locking Techniques Vary
- Locks Mature Over Time
- Special Grooming Techniques Required

NOTES:

# REVIEW CONSULTATION - PHASE 1

## Information Gathering

- Hair Care History
- Acceptance Issues
- Grooming Habits
- Lifestyle Considerations  
(Not On Tape)

NOTES:

# REVIEW CONSULTATION - PHASE 2

## Information Sharing

- Review Printed Material
- Explain Pictures
- Discuss Basic Care
- Invite Questions From Client

NOTES:

# REVIEW CONSULTATION - PHASE 3

- Do Sample Locks to Test Patterns and Sizes
- Client Tests Locks Through 1-2 Washings
- Schedule Follow-up To Make Final Decisions

### NOTES:

# Supplimental Lesson #1 THE CERTIFICATION PROCESS

(READ THROUGH THE FOLLOWING TEXT WITH YOUR TRAINEES, MAKING SURE TO EMPHASIZE THE HIGHLIGHTED POINTS.)

Now that you have completed the Advanced Training Curriculum, you are ready to take the final step: CERTIFICATION.

SISTERLOCKS is the first natural hair care system to provide a private certification feature for its graduates. We feel this is necessary because there are no external standards to go by in the hair care industry that are relevant to what we do to our type of natural hair. We believe in professionalism all the way, and we want to be able to guarantee our future clients that the individuals who have successfully completed our training curriculum have been exposed to the best information and techniques currently available.

CERTIFICATION involves a commitment on your part to carry out the SISTERLOCKS procedures on your clients in a way that is consistent with the information and techniques you have learned in these lessons.

- You will do 3 qualifying customers and document your work with photographs and response questionnaire forms from both you and your clients.
- Submit all materials along with application form and applicable fees to your CTA, who will forward this packet to the home office.
- The SISTERLOCKS home office will review all materials, and if necessary, call you or your CTA with questions.
- When the evaluation has been completed and any outstanding problems addressed, you will be issued a document from SISTERLOCKS certifying you as a Consultant. This certification will be valid for an initial period of 2 years, with the option of annual renewal thereafter.

## Supplimental Lesson #2 MARKETING YOUR SISTERLOCKS BUSINESS

**(GO OVER EACH OF THE FOLLOWING POINTS WITH YOUR TRAINEES. THESE WILL HELP THEM DEVELOP THEIR CLIENT BASE)**

Your business relationship with SISTERLOCKS can be lucrative and rewarding! It can also be challenging, especially if this is your first time operating a business. Your CTA will be an important resource in helping you most effectively market your services and the SISTERLOCKS products and accessories.

CTAs are responsible for seeing you through the SISTERLOCKS Certification process. They are trained and have the experience necessary to address most of your questions and concerns.

It doesn't matter whether you have a home-based business or retail location for your business. We do recommend however, that you get a business license in your city if you don't already have one.

Remember, your business remains your own, but with our certification, you are authorized to represent our products and services under your business name. This gives you an edge, because our name is trademark protected, and therefore not available for just anyone to use.

A growing number of states have enacted natural hair care legislation. Check within your jurisdiction. SISTERLOCKS does not monitor state regulations for practicing natural hair care, but we recommend that you join the American Hairbraiders and Natural Haircare Association (AHNHA) for advice and assistance. (202) 723-5495

Getting exposure for your SISTERLOCKS business is probably the biggest initial challenge you will face. We suggest the following strategies that have worked well for us:

- Do periodic mailings, and include our color brochure with other printed information.

- Develop a series of press releases to submit to local publications. (The home office can assist you with this)

- Offer Informational Seminars of Receptions where you present the SISTERLOCKS concept, screen a video, raffle free services, etc.

- Offer "Special" or introductory" pricing for the SISTERLOCKS package.

- Maintain an image that is always well organized and professional.

Don't forget, the SISTERLOCKS product line was developed to fit the special hair care needs of your clients, and anyone who wants to maintain the health of their naturally-textured hair. Encourage your clients to use our products. **This can be a significant profit center for your business.**

Once you are Certified as a SISTERLOCKS Consultant, the home office will also assist you with marketing your business. Here are some of the ways we can help:

- You can order those products and accessories not carried by your CTA directly from the home office.

- You are automatically listed on our national registry of Certified Sisterlocks Consultants.

- When your business needs a jump-start, request free referral lists of people in your area who have inquired about SISTERLOCKS.

- We can assist you in developing press releases for your local media. (A media kit is available, complete with trademark information, business profile and media clippings.)

- Gain access to our periodic informational newsletters from the home office that include tips on styling, troubleshooting, business development and more.

- You will have opportunities to collaborate with the home office in setting up booths at regional trade shows.

- You will also have access to collaborative advertising opportunities in national magazines.

#### NOTES:



# Sisterlocks™

## CERTIFIED TRAINING ASSOCIATE AGREEMENT/CONTRACT

This Agreement is made as of \_\_\_\_\_ 1996 between \_\_\_\_\_ (hereafter referred to as "Associate") and SISTERLOCKS, a sole proprietorship trademark company in the City of San Diego, California.

### THE SISTERLOCKS TRADEMARK

SISTERLOCKS holds a U.S. trademark on its name in relation to the following areas: Hair Care Products; Prerecorded Videotapes; Educational Services; Beauty Salons. This means that only true SISTERLOCKS products and services can be represented as such, and producers of these products and services must be authorized. Furthermore, no duplication or reproduction of products or materials protected by this trademark may be made without written authorization.

### INDEPENDENT CONTRACTOR AGREEMENT

This agreement acknowledges the existing Independent Contractor relationship between the Associate and SISTERLOCKS. Whenever applicable, Associate is paid a mutually agreed upon fee for services rendered without any deductions for withholding taxes, Social Security, disability or other payroll-related deductions.

Associate is responsible for payment of personal income taxes. Associate is not eligible for medical, retirement or other benefits unless specifically stipulated otherwise.

Associate understands that while carrying out specifically outlined duties relating to their relationship to SISTERLOCKS, all restrictions on use of trademark as specified in this document apply.

All trademark restrictions outlined in this document are legal and binding to the extent that they are consistent with the guidelines of the U.S. Patent and Trademark Office, and any applicable legal jurisdiction.

SISTERLOCKS reserves the right to alter the description, content and nature of products and services protected under its trademark.

### NON-COMPETE AGREEMENT

Associate understands that training programs teaching the SISTERLOCKS system are trademark protected. This means that training programs teaching SISTERLOCKS must be carried out under that name and no other, and must be carried out by authorized Associates. Furthermore, authorizations outlined in this agreement between the Associate and SISTERLOCKS are not transferrable to other individuals or institutions.

Certification as a CERTIFIED TRAINING ASSOCIATE grants Associate authorization to teach the SISTERLOCKS system using standardized techniques and materials as presented in the training course. This authorization may be used in carrying out both individual and group training programs according to guidelines outlined in this agreement. Authorization is non-transferrable and does not extend to businesses and institutions such as beauty salons, training schools and beauty colleges where separate licensing agreements with SISTERLOCKS are required.

### ADVERTISING

Associate understands that any advertising using the SISTERLOCKS name must be done consistent with guidelines outlined in this agreement. Namely, only true SISTERLOCKS products and services may be represented as such and only by authorized individuals. All published material using the SISTERLOCKS name must include the home office number. When advertising in newspapers, magazines and any publication other than local, Associate agrees to conform to recommended advertising formats and content.

### DISTRIBUTOR AGREEMENT

SISTERLOCKS agrees to extend wholesale pricing on all products and accessories to Associates operating in compliance with this agreement. Minimum quantity purchases may apply.

### EXCLUSIVITY AGREEMENT

SISTERLOCKS agrees to grant Associates limited exclusivity of access to the training video set (ie. lessons 1-9) through February of 1997. This means that during this period, SISTERLOCKS will not mass market its training video set within the metropolitan areas where current Associates carry out their primary training activities. SISTERLOCKS reserves the right to target market without restriction to beauty colleges, training centers and the like, regardless of geographical location. It also reserves the right to mass market outside of the areas where current Associates carry out their primary training activities

**DURATION OF THIS AGREEMENT**

This agreement may be considered in effect for the calendar years of 1996 and 1997, as long as the terms herein are upheld. This agreement may be terminated in writing by either party on the condition that its terms have not been met.

---



*JoAnne Cornwell*  
JoAnne Cornwell  
Owner, SISTERLOCKS

IN WITNESS WHEREOF, I have read and understood the conditions of this Agreement, and hereto execute this Agreement as of the date set forth:

Signed: \_\_\_\_\_  
CERTIFIED TRAINING ASSOCIATE

Date: \_\_\_\_\_

\_\_\_\_\_  
Notary Public

(seal)

Date: 3/19/96

ORIGINAL

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~~DEPARTMENT OF JUSTICE  
SUPERIOR COURT OF CALIFORNIA~~

BY: DEPUTY

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9 Attorneys for Plaintiffs  
10 JOANNE CORNWELL AND AMERICAN HAIRBRAIDERS AND  
NATURAL HAIR CARE ASSOCIATION

11  
12 UNITED STATES DISTRICT COURT  
13 SOUTHERN DISTRICT OF CALIFORNIA  
14

15 \_\_\_\_\_ )  
16 JOANNE CORNWELL and the AMERICAN )  
17 HAIRBRAIDERS AND NATURAL HAIR CARE )  
18 ASSOCIATION, on its own behalf and )  
19 on behalf of its members, )  
20 Plaintiffs, )  
21 vs. )  
22 CALIFORNIA BOARD OF BARBERING AND )  
23 COSMETOLOGY; ROSEMARY FALKNER; )  
24 DANIEL SIERRAS; DIANN EASTMAN; )  
25 JOAN CASTLE JOSEFF; JEANETTE )  
26 KEATON; RONALD LIND; CAROLE )  
27 MATCHETTE; HOWARD STEIN; PHILIP )  
28 TAYLOR; CALIFORNIA DEPARTMENT OF )  
CONSUMER AFFAIRS; PAMELA RAMSEY; )  
SUSAN HARRIGAN; DANIEL E. LUNGREN, )  
Attorney General of the State of )  
California, all in their official )  
capacities, )  
Defendants. )

No. 97 CV 0138B (POR)

DECLARATION OF PERSONAL SERVICE

Date: July 9, 1998  
Time: 9:00 a.m.  
Courtroom: H  
Hon. Louisa M. Porter

1 I, Pete Arnold, the undersigned, hereby  
2 certify and declare under penalty of perjury that the  
3 following statements are true and correct:

4 1. I am over the age of 18 years and am not a party  
5 to the within cause.

6 2. My business and mailing address is Knox Attorney  
7 Service, Inc., 2250 Fourth Avenue, San Diego, CA 92101.

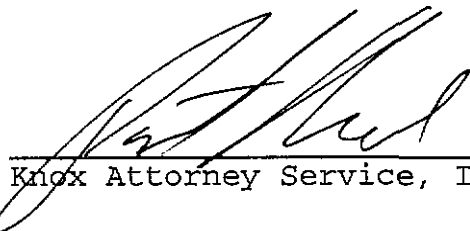
8 3. On July 6, 1998, I served a true copy of the  
9 attached documents titled exactly:

10 **DECLARATION OF JOANNE CORNWELL IN SUPPORT OF POINTS AND**  
11 **AUTHORITIES REGARDING TRADE SECRETS;**

12 by placing them in an addressed envelope and delivering it  
13 to the following:

14 **Thomas Lazar**  
15 **Deputy Attorney General**  
16 **California Department of Justice**  
17 **Office of Attorney General**  
18 **110 West A Street, 11th Floor**  
19 **San Diego, CA 92101**

20 I declare under penalty of perjury under the laws of  
21 the state of California that the foregoing is true and  
22 correct and that this Declaration of Personal Service was  
23 executed this 6th day of July, 1998 at San Diego,  
24 California.

25   
26 \_\_\_\_\_  
27 Knox Attorney Service, Inc.  
28