



If You Love It, It Will Grow: A Guide To Healthy, Beautiful Natural Hair

Phoenix Austin

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HOLISTIC CARE FOR NATURAL HAIR!!

Thanks to Dr. Phoenix Austin, a physician and natural hair guru, we now have a fabulous book that explains how to grow and maintain healthy and longer afro-textured hair. And with a head of gorgeous natural hair herself, Dr. Phoenix proves that she's not only talking the talk, she's walking the walk!

In this book, you will learn:

- How afro-textured hair grows and why it's unique from other hair types
- How to stop hair breakage and hair loss that plagues many women with afro-textured hair
- How to best use nutrition and other health-based principles to maximize hair growth potential
- How to develop a life-long and flexible hair regimen based in holistic hair care
- How to leverage the power of Ayurveda, an ancient form of alternative medicine that has helped women grow beautiful hair for thousands of years

In truth, If You Love It, It Will Grow is more than a book, it's a philosophy! There is a great interconnectedness between how women feel about their hair and how they feel about themselves. Growing healthy, longer and beautiful natural hair is absolutely within your reach. It's all about giving your hair what it needs- that extra bit of TLC. If You Love It, It Will Grow!

Praise for Dr. Phoenix Austin

"If You Love It, It Will Grow isn't simply a clever title...it's the truth! I hope that you enjoy If You Love It, It Will Grow as much as I have and that Dr. Phoenix's expert advice is as good to your afro-textured hair as it has been to mine!" - Jamilah Lemieux. Editor, EBONY.com

"A wonderful addition to natural hair and I highly recommend that you check it out!" Natural Chica (aka Mae)

If You Love It, It Will Grow: A Guide To Healthy, Beautiful Natural Hair Details

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From Reader Review If You Love It, It Will Grow: A Guide To Healthy, Beautiful Natural Hair for online ebook

Maliza Mukungu says

Summarized content about black hair. The author gives some details about natural hair and provides different methods being used to grow natural hair, from natural resources, vitamin supplements and Ayurveda. Overall it was good read and it provided me with a basis on which to do further research on my own.

Su says

I really enjoyed the in-depth explanations as to how Afro-textured hair works and why it does what it does. I also appreciated the doctor's attempt to be candid and address the audience as if this was an informal girl talk.

On the other hand, the switch between the two styles was, at times, a bit awkward though not so much so that it was bothersome. I was bothered by how often Dr. Phoenix inserted shameless plugs for her various (and expensive) hair and beauty products and numerous links that will redirect you to her website. I thought that was tacky. And while Dr. Phoenix tries to uplift all women with Afro-textured hair, she does throw low-level shade at women who are not yet or have no desire to go natural, and often times you'll read passages where she breaks down her hair care routine and offers suggestions, adding "this is just my way, and nobody has to follow it - we are all different - but if you really want good hair you'll follow it. But all hair is good hair!"

While I sometimes felt the writing to be disingenuous, I found the book informative and I learned a few new things and picked up a new trick or two to help moving forward in my totally natural hair journey.

Lex says

I like Dr. Phoenix, I follow her on social media and I'd say every once in a while I'll have the honor of learning something completely new from her. It has been quite a few months since I've read this book but that fact can attest more to my review. I'm certain I haven't integrated anything new from her since I already use some of the techniques she speaks on.* I did use her chapter on Ayurvedic practices as an intro and picked up more books on the subject. Overall, the book was general and redundant technique wise. Honestly everything that's in the book you can find on Youtube for free. More than likely I didn't get much from the book because I've been natural for going on 5 years now so stuff like the definition of co-wash and the sulfate debate etc. is very basic and personally tiring for me. I will disclose that I have been as of late fed up with the the community so as a result I've gotten very simple with my hair. I guess what has stuck with me is her main premise that you need to love your hair. So for that I can gladly recommend this book for beginners but if you've been natural for 3+ years and/or are well aware of the natural hair community I'd skip this one unless you want a central resource.

*most of my hair insights this year have come from Hey Fran Hey, Green Beauty Channel** and Mo Knows Hair(YouTube).

****Green Beauty Channel** is by far my favorite natural hair resource right now, she approaches natural hair from a scientific standpoint(she even suggests a new way to type your hair). She makes her own products as well, which I'm into too (I'm over the illogical pricing of products for us too). If I read another natural hair book, I'd want it to be like GBC.

Kris says

This was great guide for black natural hair. It covers all aspects including transitioning, growth, health and every thing in between. I recommend to those who want to get into natural hair or perhaps advice on why a certain regime isn't working.

Omi Branch says

A Must-Read for New Naturals

I am obsessed with this book! The wealth of information and personal stories are exactly what I need for my natural hair journey (6 months transitioning). I read once and highlighted basically the entire book...sent a copy to my "happy with my results" stylist after raving about it in her chair...and now I'm reading AGAIN! This time with my notepad! I'm loving it and growing it! Thanks a zillion Dr. Phoenix!

Shelia Brathwaite says

Informative Natural Hair Guide

I found this book informative . The book is easy to read and understand. The contents breaks down into chapters information about the makeup of natural hair and how to care for it. Advice on how to care for and maintain natural hair is covered very well. I have been natural for about 5 years now and I have some knowledge about caring for my natural hair. I was able to learn even more and reinforce what I have learned throughout the years.

Ekene Chuks-Okeke says

Lots of info in this book. Some I already knew about but needed reminding, or clarification, and I learnt new things too. You should see the side of my copy, all lit up with my colorful bookmark sticker-thingies (whatever they are called) A good read if you'd like an introduction to natural/ black hair care. Fine, if you're an active blog reader or youtuber, it may seem basic to you but then again, there's nothing new under the sun, especially not about our kinks! No magic tricks about it :)

Ajai Deon Brooks says

Love my natural locks

I am 18 and I chose to read this book because my hair got damaged from dying and straightening it. My hair has been natural for 7 years now and I finally got my curl pattern back after full year of having no heat in it...that is before I colored and straightened it this past months. I realize I will never do that again! This book taught me how to love and care for my hair and to patient. This is a wonderful book and any African American female with afrocentric hair should definitely read this book.

Kei says

This is a very knowledgable read that clarified a few things I needed to understand about my hair. I've been natural-haired for 10 years now. I chopped all of my hair down to a short afro and achieved voluminous growth in a short period of time (2 years after my big chop, my hair was shoulder length. Three years after that, my hair had grown to mid back length and passed the collar-bone in the front and sides). I achieved that growth through low manipulation and wore mostly twists as a protective style. To change things up, I've started wearing my hair "free" i.e. untwisted, unbraided and to style it, I started blow-drying. Sadly, as a result, I experienced heat damage, that led me to having to cut my hair again (a little shorter than shoulder length).

This book thoroughly explained exactly why heat is so damaging, something I never truly understood. It also opened my eyes to understanding why proper oil usage is so important. [At this point it might be necessary for me to mention that in my avi photo, my hair is professionally done in loc-style twists. It looks like straightened hair in the photo-filter but it is not].

What I love most about this book is that Dr. Austin has a core message that I personally value, and that is approaching your hair as a holistic part of your overall health. She goes into significant detail about exercise and specific nutritional needs for your body. Many of us know we need to eat a balanced diet and drink more water, but are we committing to this as a lifestyle change? If not, then we shouldn't wonder why we're not achieving maximum hair growth and overall health results.

Also, accepting your hair goes far beyond simply stopping the chemical processing. When you accept your hair and stop trying to make it look like something it is not designed to do on its own, then you're truly loving your hair. This doesn't mean to never style it, but to be cautious and well-informed in your styling choices. Less manipulation equals greater growth potential and Dr. Austin did a very satisfying job of explaining this while still offering great tips for those of us who just have to use that blow-dryer on occasion.

At times, this book is a bit redundant, but I believe the author's motives were intentional and for very good reason. The major points she continued to emphasize serve as a reminder, or a sort of mental cheat sheet for when you are shopping for hair products or cleansing and caring for your hair. Knowing what ingredients to look for and which ones to avoid is the only way to remain consistent with your hair care regimen when you are trying to achieve maximum growth.

I recommend this book to any woman who wears her natural hair texture. This book is loaded with crucial information that many health care or hair care professionals are usually unwilling to sit and discuss with you.

MoonRoseReviews says

What's the secret to long, healthy afro textured hair? Dr. Phoenix Austin, M.D., a health junkie originally from Panama and currently living in the Washington, DC area wrote a book on how to do exactly that. *If You Love It, it will Grow* is a detailed and sincere effort to support women in thinking and being healthy. One recurring theme is that women should love their unique selves. This means not being judgmental of each other's (hair choices), and using verified and researched information when choosing healthier products.

Not always easy-reading, this self-help book moves from storytelling to technical and back again. Dr. Austin is able to easily switch from a warm, conversational voice to that of a health care professional giving advice; yet some readers might not enjoy the back and forth. What readers are certainly likely to benefit from is the overall philosophy of love and beauty that can be experienced holistically when a commitment to a healthy lifestyle and attitude are prioritized.

In the Tradition of That Hair Thing by Joanne Cornwell (2009) and Ultra Black Hair Growth II 2000 Edition by Cathy Howse (2000), *If you Love it, it will Grow* (2011) and the aforementioned books are what happens when well researched, confident, educated black women, discover and share their tried and true unique hair solutions for longer afro-textured hair. They get so passionate about what they've learned that they don't just write a book, they create a community of practice and business by developing their own techniques and products to "fill in the gap" where commercial products "fail".

There's plenty of room for Dr. Phoenix Austin, M.D in this genre; the "often deeply personal, political and far too often painful" topic of hair within the natural-haired women of color and aspiring naturals community has been lived by both men and women of color for generations. Every solid, researched, and effective book on caring for and embracing afro-textured hair and the various ways in which it can be worn chips away at sociological and psychological stigma, fear, and misconceptions.

Dr. Phoenix Austin, M.D fully delivers on her promise to explain "how to grow and maintain healthy, longer afro-textured hair in a simple and straight forward way". In alignment with her theme of "healthy lifestyle & self-perspective = healthy and long hair" this book really shines in Chapter 5 when she goes into depth about her "Lifestyle Principles for Healthy Hair Growth". She's adamant that you "shouldn't try to separate your overall health from your hair" and it's tough to disagree with that.

It's concerning though, when she says a balanced diet includes dairy products. Really? Just ask Harvard University's nutrition experts (who are not influenced by food industry lobbyist by the way) who also created a food guide based on sound nutrition research that's clear that dairy products have pretty much nothing to do with a balanced diet.

If You Love It, it will Grow was especially helpful when it detailed in explain how to best wash afro-textured hair and which natural hair emollients derived from plants, butts, seeds, fruits are best to use on natural hair.

In short, Dr. Phoenix Austin, M.D is right on target when she says "This is why women, young and old, regardless of race or culture need to accept ourselves and be who we want to be regardless of what other people may think or idolize. Love yourself and be your biggest cheerleader in life. In life, there will be people who don't like how you look. These people may even look just like you. Don't concern yourself with them, their issues or dislikes. Don't let ignorance or fear stop you from being who you want to be. In the end,

negativity is just noise and nonsense. It's like bad frequency on a radio, so just change the station and tune it out" (Page 208-208)

Acquelline.K says

I am a newbie in the natural hair community, and I have been surfing through websites, blogs etc to try and acquire some knowledge concerning afro-textured hair care. I've been so overwhelmed, and at times frustrated because content out there can be somewhat confusing and contradictory, but reading this book put my mind to ease because I learned so much on hair care, and the information was articulated in such a clear and eloquent manner, that everything made sense to me, even the scientific terms which usually intimidate me.

Seria A. says

Great book! It's not just about your hair it's about taking care of your body as a whole.
