

INSIDE THIS ISSUE:

Salon Updates	1
Client Response to Sept. Blow-out Article	1
Sesame Street Message to Black Girls	2
What the Modern Man is Really Thinking	2
Client Testimonial	2
Brazilian Blow-out Public Advisory	3
Cleveland Natural Hair Care Expo Update	4
About Us	4

Schatzi's Out in the Community:

- Lecture: Natural Hair Care & You, October 26, 2010, TOS Lecture Hall, Shaw University - 7pm.
- Lecture: How to Care for My Aging Hair, November 16, 2010, 2pm, Durham Council for Senior Citizens.
- Lecture: Hosted by Dreadz N Headz, Baltimore, MD, January 15-16, 2011.
- Panel Discussion: "Good Hair" NCSU - Talley Student Center Ballroom, February 17, 2011.

Salon Updates

In many ways, October marks the start of the holiday season. The brisk autumn winds are always a reminder of the cycle of life and the coming of a new season of remembrance. In the world of hair care, it means another opportunity to educate and hopefully stimulate meaningful dialogue about the choices that we make for our lives and their impact upon ourselves and future generations. As I see greater numbers of ladies opting for a more natural solution to their haircare needs, I know that time and tide are on our side. I know this because that

which is sustainable is also desirable and good. Perfection can be neither corrected nor improved upon. So we have only to realize perfection for what it is, and to appreciate it as such.

Just this past week, I walked in the rain for about 45 minutes out of my hour long midday walk—not because I wanted to get wet but because I wanted to walk more than I wanted to stay dry. Without an umbrella or a hat, I walked in the silence of rain drops and admired God's creation. During that walk, I reflected on the fact that many sisters have never appreciated

such a free and wonderful gift as a leisurely walk in the rain. It is my wish that we all may learn to see and appreciate the simple pleasures of life without condition.

Within the salon, we are embarking on a number of educational opportunities in the coming weeks. In starting all of my lectures, I state "May the words of my mouth and the meditations of my heart be acceptable in His sight, Oh Lord." The same is true for the contents of my newsletters and all that I write. To you valued reader and listener, may you be blessed in all that you do for today and always.

Response to Sept. "Thoughts on the Dominican Blow-out" Article

Thank you so much for all your newsletters Miss Schatzi, but particularly this one. I'm glad you addressed the issue of the blow-out as it relates to hair health. I had this done 3 times along with getting color once, and although it was silky straight and beautiful, I concluded that the heat they used was just too hot and couldn't be good

for my beautiful natural hair. What I appreciated most about this article was that you presented the facts and were very open to let others make the choices for themselves. I believe this is an art that many of us do not possess. So thanks again for sharing your wisdom in such a beautiful way- I truly

enjoy your newsletters! Continual blessings upon you and yours.

Denise

Thanks for the kind words, Denise. I feel honored to know that the newsletter is blessing your life in such a meaningful way. Thank YOU for reading and reflecting on our message. You have paid us a great reward in doing so. Thanks also for allowing us to share your thoughts with others. Warmest regards to you and yours.

Schatzi



Photo borrowed from
www.theroot.com

*“Since love
grows within
you, so beauty
grows. For
love is the
beauty of the
soul.”*
St. Augustine

Video: Sesame Street Tells Girls to Love Their Hair

Reprint of an article by Lauren Williams posted on www.theroot.com on 10/13/10

Note from Schatzi: *I received a link on Facebook and two separate email links on the day the attached article was printed. (Thanks for sharing Taz, Vicki and Jasmine!) It was clearly a hit among the natural hair community. The article talks about a video put together by Sesame Street targeting Black girls with a message of self-love. It was quite powerful piece that I enjoyed watching. Unfortunately, it didn't*

receive nearly as much publicity as the recent Katy Perry Sesame Street video controversy. But then, I can't say I'm surprised. Check out the video on the Web at:
<http://www.theroot.com/buzz/emses-ame-streetem-tells-girls-love-their-hair>

In this lovely clip from *Sesame Street*, a self-loving puppet, in a song clearly

geared toward little black girls, teaches kids to love their hair just as it is. It's a pretty fabulous message for young black girls, who are bombarded with messages, both subtle and overt, that tell them their natural hair texture is not desirable. Can you tell us how to get to Sesame Street? It's such a happy place ...

What the Modern Man is Really Thinking

Partial Reprint of an article of the same title posted on www.msn.com

Through a new national survey, Esquire learned just how far apart today's 20-year-olds and 50-year-olds are in their attitudes, expectations, and beliefs. Not surprisingly, there are areas where the two groups are in agreement: both groups prefer watching football to any other sport, both recognize the abiding coolness of Clint Eastwood, and both groups support gun control and the death penalty. But the survey found a number of differences in their opinions of off-shore drilling and how sure they are their kids will have better life than they did, among others. Perhaps most unexpected of all is the finding that 20-year-olds are more conservative in many

of their social attitudes: this group is three times more likely than 50-year-olds to say that divorce is never an option; they're more likely to want their wives to stay home and take care of their kids; and there are more 20-year-olds who self-identify as pro-life than pro-choice. **(Note from Schatzi:** The bullets below were only those that I found particularly interesting.)

- When asked to name the best role model for young men in America today, both groups chose Barack Obama by a wide margin. However, when asked to rate his performance in office, a plurality of both

20-year-olds and 50-year-olds say he's not doing a good job.

- Baseball no longer appears to be America's favorite sport. Football is the spectator sport of choice for men of both ages (by a margin of more than two to one compared to baseball). The second favorite of 20-year-olds: Ultimate Fighting, which receives more support than both basketball and baseball.
- When asked, "Which country do you view as the biggest threat to America in the 21st Century?" the highest number of respondents in both groups responded, "Ourselves."

Testimonial from a New Salon Client (reprinted with permission)

Hello. I just want to compliment this wonderful black owned business. I'd like to thank you for your professionalism and all that you do. I have had the honor of speaking or dealing with 3 of the staff. I spoke to the owner (which I didn't know it until AFTER the call). She was helpful and courteous and WANTED my business. That means a lot in today's society. I made my consultation with her, but ended up with Etheopea bc I was kind of early (and excited) to get there. Etheopea was

knowledgeable and super nice. I was impressed by the atmosphere and the professionalism of the salon from the initial phone call. However, I knew that the last and final test would be my actual stylist and hair experience....GREAT! My stylist was Jamie and she was awesome. She was very personable and assisted with and answered ALL of the thousand questions that I had about being newly natural.

Thank you guys. CUSTOMER

SERVICE is #1 for me. Even if my hair turned out great, I wouldn't have come back or suggested the salon to anyone without that. I will be back. And by the way, I've already sent a client into the salon. She too was impressed with the professionalism.

Sorry for being so lengthy. Keep up the good work ladies.

Tarsha
Thanks Tarsha!! We're so happy to be of service to you.

Probable Danger of Harmful Poisoning with Brazilian Blowout

Reprint of an article posted on www.diagolo.com on October 18, 2010

Note from Schatzi: I found the attached article while conducting a joint Web search with my sister. I'm including this article as a follow-up to the September write-up on the Dominican blowout. For those who don't know the difference, the Brazilian Blowout is the Hollywood counterpart to the Dominican blowout. The difference is that it is marketed as a keratin treatment which prevents the hair from frizzing for up to six weeks, regardless of the number of shampoos. I thought the article interesting because it highlights that it's not just African American women who are seeking to "tame" their active hair strands. Cosmetic companies KNOW there is much money to be made in finding a quick and dirty remedy to humidity and the frizzes. The problem however comes when we must live with the effects of treatment...

In the quest for ultra-straight hair, the Brazilian Blowout has promoted itself as a safe choice. Brazilian Blowout is designed to sit on top of the locks, instead of penetrating it. This claim of being a "safe" product may not be the case. Recent tests are saying that Brazilian Blowout could, in fact, be dangerous. The Oregon Health and Science University

issued a public health alert, forewarning that Brazilian Blowout contains formaldehyde at amounts up to 1060 percent above safe levels.

What a Brazilian Blowout provides

Brazilian Blowout is the brand name of a wide line of products. In a salon, nevertheless, Brazilian Blowout is a non-permanent hair-straightening item. The Brazilian Blowout cost can range from \$ 150 to \$ 600 per treatment. More expensive than faxless payday advances, a Blowout lasts about four weeks.

Poisonous chemical compounds in Brazilian Blowout hair remedies

A workplace must have safety methods and Material Data Safety Sheets if any product in use has .1 percent or more of formaldehyde. After numerous complaints from salon workers, the Oregon Health and Science

University analyzed salon samples of Brazilian Blowout. The findings of these tests were that Brazilian Blowout contains between 4.85 to 10.6 percent formaldehyde.

Beauty or Hazard

Safety warnings must be included on any product that has more than a "background" level of formaldehyde. Even low exposure levels cause irritation and burning of the skin, eyes, nose and throat. Carcinomas and heart palpitations are also caused by the chemical. The official statement from Brazilian Blowout is the product is secure. The claim is that because they didn't provide the sample for testing, the tests are not valid. The Safe Cosmetics Act of 2010, H.R.5786 would regulate the industry, but it has not yet passed.

Resources: For more information on this topic, visit the Oregon Health & Science University website or check out HealthCanada, Advisory 2010-167, October 7, 2010 posted on <http://www.hc-sc.gc.ca>.



Photo borrowed from www.ology.com

"Hope is the dream of a soul awake."

French Proverb

SCHATZI'S

258 W. Millbrook Rd.

Raleigh, NC 27609

Phone:

(919) 844-1933

Phone 2:

(919) 844-2867

E-Mail:

Schatzisdayspa@aol.com

We're on the Web!

See us at:

www.schatzisdayspa.com



Cleveland Natural Hair Care Expo Update

On October 9th and 10th, I was pleased to attend the Cleveland Natural Hair Care Expo and hopefully add another voice to the message of self-acceptance and self-love that so many brothers and sisters are singing today. It was an enjoyable week-end for me personally. Because I was a presenter and was not

aggressively marketing and selling a product, I had the luxury to attend the class offerings by other learned educators and to generally mix and mingle with the vendors to learn about their products and services. I was definitely impressed with the talent in the room. From the experience, I will highlight two vendors who

made a positive impression on me during the week-end: Oraje from Temple of Oraje Hair Spa and Amir from Under the Tree Fragrances. These brothers are true to their craft and very knowledgeable. Check out November's issue for more info!

About Our Organization...

Schatzi's is a natural hair and personal care salon with a warm and nurturing ambiance for clients to "Embrace the Beauty of You." *Schatzi's* is located in the Park on Millbrook Condominium complex, near the intersection of Six Forks and Millbrook Rds.

Schatzi's design gallery provides services that nurture natural hair with talented

stylists who are happy to guide you through and beyond the naturalization process. Our day spa encourages mental, spiritual and physical well-being through a range of relaxation services, including massage therapy, facials and other skin care services. Our two floor art gallery is provided courtesy of local artist Jasmine Hawthorne.

Au Naturel newsletter, an essential part of our information sharing services, is a wondrous labor of love that is a joy to create and a gift to you our valued clients and to the public at large.



SCHATZI'S

258 W. MILLBROOK RD.
RALEIGH, NC 27609



EMAIL DISTRIBUTION LIST