

Au Naturel

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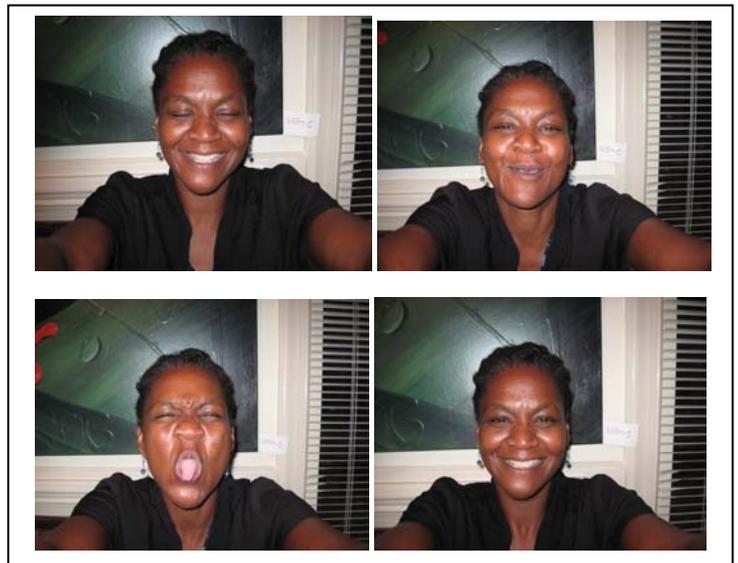
SPECIAL EVENTS:

**Lecture Soiree:
Saturday, Aug.
28, 2010 from 6-
9:30pm.**

- What's Hair Got to Do With It?, by Greta M. Hawthorne, MSW--a lecture on unraveling race in America.
- Nappyness: the Linguistics, the Psychology & the Economics of a Cultural Renaissance, by Schatzi H. McCarthy.

The Many Faces of Four Years at *Schatzi's*!!

This anniversary of our salon's birth finds me personally with a very humble and thanksgiving spirit. These 4 years have been a time of personal and professional growth. Some days were joyful, others made me *laugh so as not to cry* but in all, it's been a positive experience and a whole lot of fun!! I recall meeting with SCORE business entrepreneurs about 5 years ago to share my vision and interests only to have them tell me all about the sleepless nights, the long hours: the struggle. In the words of one gentleman: "This business will be kept alive by nothing but your sheer will and determination." I thought, "Good Lord. That should be easy then." HA! Boy, was I naive. But in the end, I have come to appreciate that he was



very wise. But he also spoke as a material man, bound by the limitations of the physical realm. So, I believe he had it only partially right. *Will* and *determination* are essential ingredients to longevity. But, they are just not sustainable. It has been faith in God and the trustworthiness of some very exceptional people that

have served as our wellspring for soul renewal. For this reason, I want to believe that we have carried the burden of struggle with some grace and hopefully a needed sense of humor. ☺

At *Schatzi's*, we're 4 years and counting!! We give thanks for God's grace in serving you another year & look forward to many more!!

Customer Appreciation Lecture Soiree & Pot Luck

In honor of our four year anniversary and to show appreciation to you our valued clients, we are hosting an evening lecture soiree on Saturday, August 28th 2010 from 6-9:30pm. Two lectures will be presented for this evening affair: 1) What's Hair Got to Do with It? - a

lecture by Greta McCullom Hawthorne, (aka my Mom)--author of Black Holocaust in 1984: An Alternative, on unraveling race in America; and 2) Nappyness: The Linguistics, the Psychology and the Economics of a Cultural Renaissance - a repeat of the lecture that I presented at the NC

Natural Hair Care Expo in June. It will be a very intimate gathering. We encourage all to bring your favorite dish or drink and come out for a night of soulful reflection and wonderful fellowship! More info will follow via email. Hope to see you there!

A Natural Beauty: Four Years & Counting

Transitioning



August 2006



January 2007



January 2008



July 2010

This write-up highlights my girlfriend, Yoneka. She came by the salon when we first opened back in August 2006. She has been one of our greatest supporters and has remained committed to the natural! She was also our first transition client, along with her daughter. She figured if the natural has kept MY hair so healthy for all years that she has known me (since 1998), then she's going to

give it a shot!! The August 2006 photo shows Yoneka's hair when she first came to the salon in the initial stages of transitioning. In this photo, Yoneka has about 2 inches of new growth from her last relaxer. Because she was not comfortable with the idea of really short hair, we transitioned her with styles that would allow the two hair textures to co-exist in harmony. In her words, her hair was just not growing and achieving

the health and vitality goals that she felt it should be reaching. With her own mother being a hairdresser, she had been relaxed for many years. What I observed in her hair preceding 2006 was a continuing cycle of growth and breakage with consistent vitality being very limited. So, we decided to use different styles that would be professional and would not stress her hair out.

Early Growth Stages

The January 2007 photo shows Yoneka shortly after the relaxer was cut out of her hair. Here, Yoneka has between 3-4 inches of new growth. She was now comfortable with the idea of getting rid of the relaxer. After cutting it off, we blow-dried her hair so that it would not seem so short and then we did a rod-set two strand twist

that I pinned up for a very professional look.

Through the growth process, Yoneka's natural style of choice was the two strand twist. I tell my clients it is natural PERFECTION!! While it's surely not everyone's favorite, it provides a very viable styling alternative for diversity.

In January 2008, one year after cutting the relaxer out of her hair and about a year and half after initiating the naturalization process, Yoneka has a full head of hair that gently frames her face and begs the question: Why did I ever relax my hair in the first place? Old habits indeed die hard!

A Long, Healthy, Mature Head of Hair

In my view, this July 2010 photo, juxtaposed against the August 2006 photo, best shows the power of natural beauty more than words can say. Here, Yoneka has about 12 inches of hair growth and we're still counting...

Yoneka also dabbles in cornrows, flat twists and loose styles quite a bit. For

the sake of consistency, we have maintained the two strand twist for photo comparison purposes. As you can see from the photos, Yoneka's hair is now very healthy; it moves with grace and style. Well, I guess the EYES have it. Ain't she beautiful! She always was! But, in my view, it's now more

obvious than in 2006 to see JUST HOW MUCH!!

Everyone's hair is different so results will vary by person. But, I have not met a client yet who did not celebrate the power of the natural for fostering hair growth and vitality. If you're on the fence, these photos may inspire you to *embrace the beauty of you.*

Challenging the Barriers to Massage Therapy Benefits

A Continuation of an article printed in the July 2010 *Au Naturel* Newsletter titled "What are Sisters and Brothers Saying about Massage?"

For the July 2010 *Au Naturel* Newsletter, we printed the results of an informal survey conducted by our massage therapist, Vanessa Andrews, to better understand the views and opinions of brothers and sisters on massage therapy. Please refer to the original article posted on our website at www.schatzisdayspa.com for more details on the survey results. Based on the information that we gained from the survey, Vanessa and I conducted a brief interview to challenge many of the barriers to massage therapy benefits that were raised by survey respondents. It is our aim and objective overall to help the wider community to understand the enormous benefits of therapeutic massage. The health of our community is greatly suffering and it is through preventive methods such as massage therapy that many of our negative health outcomes can be reversed.

Schatzi: Hi Vanessa. Thanks again for conducting this informal survey and for taking the time to respond to many of the barriers to massage therapy benefits. First, let's address the issue of cost. Survey respondents feel overall that massage therapy is just too expensive. What are your thoughts about this issue?

Vanessa: I understand why

people may feel that way. With so many competing priorities, people tend to focus on what's most urgent. But the cost of a massage at *Schatzi's* (\$60) is actually cheaper than the national average which ranges from \$60 - \$150 an hour, with spas ranging at the higher end of the range. Also here at *Schatzi's*, we offer a one-half hour (\$30) massage which is affordable for most people. When you consider that people would easily spend \$30 for a night at the movies or out for dinner, it becomes really quite affordable.

Schatzi: Great point! As a society, we are more inclined to pay for entertainment. I personally find massage so relaxing that it's better than a movie! But then, it's also preventive in nature so that's a plus. So what about the issue of people, particularly women, being uncomfortable with their bodies. This is surely a major challenge to address.

Vanessa: Well, again I understand where they're coming from. They feel like they don't want anybody looking at them. But, Massage Therapists are accustomed to working on all types of bodies. We look at the body from a medical,

scientific standpoint, just like a medical professional. There is no judgment, whatsoever. In our eyes, a leg is a leg is a leg. It's the same with other body parts. And we never see the more intimate parts of the body that many people may be concerned about because we only uncover that part of the body that we're working on. For women, we never uncover the chest area and for both sexes, we never uncover the pelvic region. So, it's really not visually or physically invasive.

Schatzi: That's good to know. So what about the idea of the jealous partner. A lot of people may be concerned that they should be the only person touching their partner intimately.

Vanessa: They ARE the only person touching their partner intimately! Intimacy suggests emotion. There is no emotion in the work of a massage therapist. Like I said earlier, it's all medical. In addition, there are very strict rules regarding Massage Therapy. The NC Massage Therapy Board requires Massage Therapists to take an ethics class every year to keep abreast of the issues arising in the industry and to keep this issue always at the front of our minds.



Photo borrowed from www.oxfordrehab.com

"Massage Therapists are accustomed to working on all types of bodies. We look at the body from a medical, scientific standpoint, just like a medical professional."

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Embrace the Beauty of You.



We're on the Web!

www.schatzisdayspa.com

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.

Challenging the Barriers...Continued

Also, a Massage Therapist's license will be revoked if they are found engaging in unprofessional conduct with a client. It is for this reason that we emphasize that we perform **therapeutic** massage.

Schatzi: So, what about the issue of time. Many people feel challenged by the stresses of life and don't feel that they have the time to get a massage.

Vanessa: I think this issue is the least of the challenges raised really. It only takes ½ to 1 hour for a massage. That is less time than it takes to watch a television sitcom. I think fundamentally that when people say they don't have time, it's only because they don't see massage as a priority. We make time for the things that we value in life.

Schatzi: I agree. And that brings us appropriately to the issue of prioritizing. Why should someone make massage therapy a priority for their life, their time and

their pocketbook?

Vanessa: Massages should be a priority for everyone due to the great health benefits that they offer such as:

- Alleviating **low-back pain** and improving range of motion.
- Assisting with shorter, easier labor for **expectant mothers** and shortening maternity hospital stays.
- Easing medication dependence.
- Reducing **hypertension**.
- Enhancing **immunity** by stimulating lymph flow—the body's natural defense system.
- Exercising and stretching **weak, tight, or atrophied muscles**.
- Helping **athletes** of any level prepare for, and recover from, strenuous workouts.
- Improving the condition of the body's largest organ—the skin.
- Increasing **joint flexibility**.
- Lessening **depression and anxiety**.

- Promoting tissue regeneration, reducing **scar tissue and stretch marks**.
- Pumping oxygen and nutrients into tissues and vital organs, improving **circulation**.
- Reducing **spasms and cramping**.
- Relaxing and softening injured, tired, and **overused muscles**.
- Releasing endorphins—amino acids that work as the body's natural painkiller.
- **Relieving** migraine pain.

Schatzi: With that said, we really should have a greater appreciation for how the barriers to massage therapy really are all in our heads and our habits. The challenge is truly ours to dismantle and discard outdated belief systems to create a health care regimen that serves our own needs. With massage therapy, "an ounce of prevention is truly worth a pound of cure." Thanks again for your time, Vanessa.