

# AU NATUREL

SCHATZI'S DESIGN GALLERY & DAY SPA, LLC

## SHARING THE GOOD NEWS: A TESTIMONIAL

### The Dawning of a New Day at Schatzi's

This month, I have no reference to the weather or nature or the seasons. This month, it's all about the salon which has seen many colorful seasons of its own. As we end 2011 and prepare for 2012, I'm honestly a bit incredulous that we made it through this year at all!

The year started with a bang and ended with a hiccup. This 5<sup>th</sup> year of operation, we saw more challenge and adversity than in any single year since opening.

Somehow, I thought things would get easier with time. I was naïve. ☺ When two of my stylists had their babies in the same week, I knew things were special. The difficulty with this industry is that when stylists go on leave, clients find other stylists in the interim, and the general rule of thumb is "don't get your hair done by another stylist at the same salon. It's too weird." When the stylist

returns from leave, clients may or may not come back to the source. But through it all, the beautiful bundles of joy that have graced our presence in the process give the whole cash flow matter its rightful designation as trivial and insignificant!

I felt blessed that God brought back on *old-timer* to

STARTING IN JANUARY  
2012, SCHATZI'S IS  
REVAMPING OUR SALON  
PROFILE TO BECOME A "ONE-  
STOP SHOP" FOR ALL OF  
YOUR NATURAL HAIR CARE  
NEEDS.

help us through our maternity hump (no pun intended). However when our stand-in was arrested in the midst of

the maternity period, I really had to appreciate that nothing should be taken for granted. She is a beautiful soul with much inner work to do. Aren't we all.... That challenge, coupled with new salon and stylist licensing guidelines made it almost impossible to recruit new talent, so I looked to the sky and sought God's guidance. I thought: Am I going to have to break the law



## ELECTORAL NEWS

Warren County resident Dolie B. Burwell announced her candidacy this week for the newly-formed District 32 in the N.C. House of Representatives. The district includes Warren County, Vance County and the northern part of Granville County. "I believe my extraordinary personal and professional experiences and relationships and my understanding of the true issues uniquely qualify me to effectively represent the people of District 32," the Democrat said in a statement. "My campaign will focus on solutions to the greatest challenges for the counties of the 32nd district – economic development, job creation, and safe and quality education for our children."

Burwell was the first African-American woman to be elected as Register of Deeds in Warren County. She has served as director of constituent affairs and district director for Congressman G.K. Butterfield, district manager for former Congressman Frank Balance, and director of field service for former Congresswoman Eva Clayton.

to continue to operate?

Adding insult to injury during this same period, I learned that we were not appearing on critical Google keyword searches for our industry AT ALL!!!! What the \*&.\$%#!! That would explain some of the business slow-down but how did none of us realize such a thing?! So, I researched and learned more about websites and search engine visibility than I ever cared to know. Needless to say, that's what our website re-design was all about. Then, we had more staffing changes. For those who don't know the impact of staff changes in the salon industry, when a stylist leaves, clients go with them. So, we scramble to fill the void and marvel at the irony of the Universe.

In the face of all of this change, we realize that crisis and opportunity really is the same thing! You just have to have on the right glasses to see it. A change in perspective can open up a whole, new world of possibilities, as long as you don't panic or become jaded. I'm kind of skilled at panicking, though I don't think my husband would agree at all. I'm getting better at letting that go of that one every day though. Many issues regarding the salon stay between me and God. Somehow, I knew that God would work it out but oh the pain of it all! I have truly been challenged to have faith first, and I'm learning and

growing. In the five years of business ownership, I have come to have a deeper and more abiding faith than at any other time in my life!!! HANDS DOWN!! My faith has grown exponentially, and I would not trade it for love or money!! But it was indeed hard to come by. In many ways, our salon really should not be here at all. It doesn't make sense in the natural (if you know what I know). It's not the devil that's in the details: its salvation and spiritual maturation if you can "only be strong and courageous" through it all. So with that said, my challenge now is to feel only joy in the face of adversity. Needless to say, I'm not there yet. ☺ But, I'm on my way and trying every day. As Joyce Meyer says, "I'm not where I need to be but I'm sure not where I was. Amen." When I learned that sometime last year, the Governor changed the legislation to move licensing requirements in a way that was favorable to recruitment, I was so surprised. I thought of breaking the law....He changed the law!! Here was further confirmation that He indeed sits on the throne and sees all things long before we can even imagine that we have a problem!! Every day, I'm amazed! In fact, I called my girlfriend laughing incredulously and with great relief about the whole thing. She said: I knew things would work out for you. I thought, so why do I always doubt and worry?

The whole matter reminded me of my childhood. I recall reading my grandmother's Children's Bible and seeing the picture of the golden calf that the Children of Israel made after Moses tarried in the mountain. I remember thinking, how could they be so crazy and stupid?! God had shown them plagues and the parting of the Red Sea and manna from Heaven and so many other miracles. How could they have even considered such madness? Well humbly I must confess today that through the classroom of *Schatzi's*, I've come to see myself. What I see is that I am "the Children of Israel." No better, no nobler, no more full of faith. I am restless and vain and self-absorbed and now oriented. I can only snicker and shake my head at the depth of it all. I have much inner work to do....

So with that said, 2012 represents the dawning of a new day at *Schatzi's*. The January issue of *Au Naturel* will introduce an entirely new team and a new way of operation. As they say in business, "you transform or become irrelevant." In all honesty, I have beseeched God and the Universe to tell me what is the plan. I have offered to bow out gracefully just to have rest. But most paramount, I have asked God to show me His will. Because you see, God has been at the helm from day one.

When the idea for the salon came to me in 2005, I asked God

to show me His will. I prayed ardently and sincerely, because I didn't think He wanted me to leave my job, and I didn't want to foolishly put our household finances at risk. I really just wasn't sure. What He showed me was an interesting dream: I was standing in a room speaking to a small group of people. As I spoke, the walls, the chairs, the people, my direction all changed and shifted but the message was the same. The next day or two, I awoke early in the morning and was implanted with the message "Embrace the Beauty of You." That one honestly didn't come from me. I can't take credit at all. It was a gift of the soul. So, I took the information and ran! I didn't look back once!

I recall thinking how ridiculous it was that I should open a hair salon as I am not a cosmetologist. But, I figured if He told me to do it, He'd work it out. As a testament to that fact, I recall phoning a cosmetology school one day in early 2006 to recruit natural stylists. I spoke with someone named Peaches who proceeded to grill me on the idiocy of styling natural hair: "What can you do with natural hair anyway?!" I felt sick. When I hung up the phone, I looked to the sky and said, "GOD!! REALLY?!" The response I heard back was a small voice that said: "I told you to do it. I didn't say it would be easy." And with that further confirmation of my intended pathway, I nodded,

hunkered down and forged ahead sacrificing EVERYTHING! I truly know the power of blind faith! And He sent four angels named Shaundrelle, Isha, Latisha and Anglia. He is faithful.

Through it all, we haven't had one easy year since opening! Sure, we've had good times but easy is just not part of the journey. That seems counter-intuitive because one would assume that if God sanctioned it, it must flourish naturally, right?! HA!!! I laugh upon reflection. I have come to truly appreciate those lines in the Bible which reference a hard-fought battle, like "They took the city." Later text elaborates primarily on the dancing and joy that come in the morning. The blood, sweat and tears that had to be shed to reach the victory are not easily expressed with the words: *they took the city*. But those short references are SO RICH with power, grace and conviction!!

In fact this year, my accountant advised me to cease *and desist* so that we might have more leisure funds and activity. But how do I explain to him that this whole endeavor really isn't about me at all? How do I tell him that obedience is far more satisfying than a Caribbean cruise? How do I explain what I feel in my heart when I see a confident sister walking down the street with her Afro or locks looking like absolute divinity and know that I'm supporting her right

to choose? How do I explain the joy I felt upon arriving on Chapel Hill's campus the first week at my new job and seeing two natural sisters (past clients of the salon) on separate occasions who greeted me with hugs and well wishes. I don't know where they're getting their hair done now, and it really doesn't matter at all, because they embrace their natural beauty. How do you begin to find the words to explain that to an accountant?! All the same, business is business so crisis becomes opportunity.

One day in early November, a sister came into the salon as a newcomer to Raleigh. She was looking for a new salon home. We shared words, and she

### POETICALLY CORRECT THE RENAISSANCE

The new team of staff has a lot of energy and excitement about the New Year! As a testament, one of our stylists is re-visiting our monthly poetry circle as early as this MONTH! She is hosting Poetically Correct this coming Thursday, Dec. 22<sup>nd</sup>! I was a bit surprised that she wanted to hold the gathering so close to the holiday but she is undaunted by the timing. What can I say, 'she's young!' So with that, come out to Schatzi's on Thursday, Dec. 22<sup>nd</sup> from 7pm- until for a night of poetic vibrations. We'll have hot cider and chocolate to warm your physicality while the power of human expression warms your spirit.

We will post the 2012 schedule of Poetically Correct in the January issue. Look for it!

seemed really excited at our offering. Her husband assured me that they would be back. But, she qualified his statement by saying: "I straighten my hair and I'm really looking for a natural salon that is a *one-stop shop* for all of my natural hair care needs." As we don't straighten hair at our salon, I knew that I would not see her again. I have not. In the weeks since that encounter, I have been studying the market very closely. The lock and natural hair only field is becoming saturated as people flock into the industry before the legal requirements change yet again. When we opened in 2006, we were the 1<sup>st</sup> natural hair salon in Raleigh. Now, they're everywhere, and all of the mainstream salons are now renting booths to natural stylists to cash in on the tide of change. In the meantime, blow-out stylists are making great profits with straightening services that erroneously suggest that a "blow-out" is all you need. In actuality, the hair is flat ironed. The struggle for me is that I often see the damaging effects of their services when clients' natural locks fail to revert. [This is why we have remained Orthodox in our vision.](#) I don't wish to become part of the problem. On the converse, I am now seeing that a real demand remains unfulfilled. That gap in service delivery is what I observed in 2005, and it's what I'm seeing now. Natural,

un-locked sisters are doing their own hair. They go to the salon for straightening services. That's about it! But the market is asking: Who has the formula for straightening WITHOUT damage?! Who has the love of black hair to "make it so" above and beyond profits and false promises? And who has the integrity to stand by their words? With these questions, I say "Lord, send me. I'll find the way, if it is Your will."

So, ladies: Starting in January 2012, Schatzi's is revamping our salon profile to become a "one-stop shop" for all of your natural hair care needs. In a nutshell, we'll provide extensions and weave attachments while you transition, we'll style your natural hair when you complete the process and we'll straighten you when you want a change of pace. But, we will NOT flat iron your hair as I believe it is far too easy to damage the hair unknowingly with this service. There is an alternative. Come and see what it is! You won't be disappointed, and we guarantee that your hair WILL revert! As always, any service that is not to your satisfaction is warranted a full refund. That will never change. But damage demands reparations, doesn't it? We don't intend to ever need to go there. But, we will, if need be. I remain optimistic about the outcome....

Needless to say, I have prayed ardently about whether I should make this move. When I relaxed

my hair years ago and watched it fall out slowly, I prayed to God to return my *crowning glory*. When it returned, I said: "Thank you God." Again, I heard a small voice say: "Now, can you keep it the way I gave it to you?" It was a clear question, indicating free will and choice. I chose to obey. At the time, I had no idea of the future plans that God had in store for my life, which required obedience. So, I have rejected straightening services because I have believed them to be counter to God's will for my life. But with the recent developments in our salon and the industry, I believe that He is challenging me to be creative because He has not once told me to "cease and desist." And He will, when the time has come. Don't get me wrong. He also hasn't said: 'Schatzi, start straightening hair tomorrow.' But he has shown me a salon full of stylists with their own style and flair, doing things in their own way which may not always agree with my personal bias. The team that's coming together as a result is pretty phenomenal! I'll say more about them next month! The disturbing part of that dream is that He also showed me my own spirit—the very incarnation of *Doubting Thomas*. THAT IS SO HUMBLING!! I have much inner work to do....

Through this change in vision, I felt the need to share the background and context of this transition with my clients and

readers. In my heart, I believe that I could not do this missive justice without giving you all the information that has informed this decision, as it truly is a change in orientation. I'm still struggling with it. But, isn't that doubt? (Sigh. :-/) I want to believe that those who know me believe in my love of my people and my desire to maintain that which is beautiful and worthy of acceptance. My number one rule has always been "to do no harm." In turn, our central message is: "Embrace the beauty of you." Between these two goal posts, I realize that there is room for compromise and expansion of the vision. So, I will try this new direction and will seek

God's voice every step of the way. **The poetic irony of all of this is that God gives me just enough passion about what I'm doing to make me want to stay the course, yet He gives me just enough adversity to know that it is only out of sheer obedience to Him that I ever would!** I won't always get it right but, I know He is with me. So, I'll be fine whatever the outcome. 2012 promises to be a banner year here at Schatzi's! We're ready!! Whatever the outcome, it will be a "win-win," for clients, the stylists and for my soul. It's all very good!  
 With that, I GIVE THANKS AND PRAISE! Amen.

## HOMEMADE HERBAL SHAMPOO

Reprint of a write-up posted on [mountainroseherbs.com](http://mountainroseherbs.com)

**Note from Schatzi:** I usually like to include a recipe in the December issue as a reflection of my general excitement about the holiday season! Often times, they're food or dessert recipes that I pick up from the Internet. I honestly rarely try them though because I stick with my tried and tested sweet potato pie (no less than four) and Cranberry pound cake for the holidays! So this time, I thought I'd include a recipe that re-visits the theme of home-based hair care. If you try it out, let me know what you think.

Homemade shampoo is not as thick or lathering as store-bought varieties, but it will effectively clean hair with nourishing ingredients and botanicals. Because this shampoo is so much gentler, you can expect that your hair will not feel as squeaky-clean

after washing. This is because it will not be stripped of natural oils!

8 oz water  
 3 oz Liquid Castille Soap  
 1-2 TBSP dried herbs (see list)  
 20-60 drops essential oil (see list)  
 1/4 tsp organic Jojoba or Olive oil

Make an herbal infusion by pouring boiling water over the herbs, cover, and allow them to steep for at least 4 hours. Strain the herbs out and pour the reserved liquid into a bottle, then add Castille soap and oils. Your herbal shampoo is now ready to use! Always shake well before use since the contents will naturally separate.



## RETREAT NEWS

Dr. Theresa Edwards, of Women's Wisdom Unlimited, is hosting her annual "Pathways to Wisdom Mountain Retreat for Women" on August 24-26, 2012. The retreat will be on Lake Logan in Canton, NC (pictured above). The cost is \$500 per person which includes:

- Transportation from Raleigh, NC to Canton, NC
- Double occupancy room with private bath
- Meals (3 lunches, 2 dinners, 2 breakfasts)
- All retreat activities, materials and services
- Non-refundable deposit

Retreat highlights include:

- Worry-free transportation
- Breath-taking mountain views
- Lakeside accommodations
- Personal development exercises and activities led by licensed psychologist
- Full service retreat facility with staff on-site 24/7
- Nutritious and delicious meals
- Ample opportunities for individual reflection and group discussion
- Hiking, boating, tennis

I took the staff of Schatzi's to this retreat a couple years back and we had a ball!!! Theresa is a great facilitator, and there's plenty of scope to make new friends and discover something new about yourself. You won't be disappointed. For more info: call (919)845-4550 or email Theresa at [tedwards22@hotmail.com](mailto:tedwards22@hotmail.com). Please write "2012 Mountain Retreat" in the email subject line for more rapid response.

**Herbs for Hair Care**

Normal hair: Basil, Calendula, Chamomile, Horsetail, Lavender, Linden flowers, Nettle, Parsley leaf, Rosemary, Sage, Watercress.

Dry hair and scalp: Burdock root, Calendula, Chamomile, Comfrey leaf, Elder flowers, Horsetail, Lavender, Marshmallow root, Nettle, Parsley leaf, Sage.

Oily hair and scalp: Bay leaf, Burdock root, Calendula, Chamomile, Horsetail, Lemon Balm, Lavender, Lemon peel, Lemongrass, Nettle, Peppermint, Rosemary, Thyme, Witch Hazel bark, Yarrow leaf and flower.

**Essential Oils for Hair Care**

Normal hair: Carrot seed, Cedarwood, Chamomile, Clary Sage, Cypress, Geranium, Juniper, Lavender, Lemon, Orange, Rosemary, Sage, Sandalwood, Thyme, Ylang Ylang.

Dry hair: Carrot seed, Cedarwood, Chamomile, Clary Sage, Geranium, Jasmine, Lavender, Orange, Rosemary, Sandalwood, Ylang Ylang.

Oily Hair: Basil, Bergamot, Cedarwood, Chamomile, Clary Sage, Cypress, Eucalyptus, Geranium, Juniper, Lavender, Lemon, Lemongrass, Orange, Peppermint, Rosemary, Sage, Tea Tree, Thyme, Ylang Ylang.

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 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 Design Gallery & Day Spa, LLC  
258 W. Millbrook Rd.  
Raleigh, NC 27609

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