



## Of Special Interest

NUSOL Hair & Beauty Expo, Saturday, April 20, 2013 from 10am-6pm. See page 3 for details. Or stop by the salon to purchase your tickets in advance. Tickets are only \$10.00 in advance; \$15.00 at the door.

## Monthly Discount

The first five clients to receive a natural hair care service at \$60 or more AND [mention this discount](#) will receive a free ticket to the NUSOL Hair and Beauty Expo.

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## Salon Updates

Spring is gradually emerging with all of its grace and splendor—a time of discovery. I, for one, will be happy to see winter's end. It hasn't been an incredibly cold one but spring honestly trumps the cold in most circles that I'm in. It's also usually a fun time within the salon. Just [as](#) the flowers bloom to bask in the sun's rays, so the ladies come out of hiding to have their hair nurtured and fortified from the winter's hibernation. Check out the article on Page 3 for some quick spring hair care tips.

For this month, our salon discount is free tickets to the NUSOL Hair and Beauty Expo on April 20<sup>th</sup> for the first five clients who order a natural hair care service (\$60+) and mention the special. Check out Page 3 of this issue for more details on the expo, or phone the salon to confirm your discount.

This month's issue of Au Naturel is one predominant article with my thoughts on the practicality of an *all-natural* orientation to life. Let me know if you agree with the

points raised or have other ideas. It's a controversial topic in some ways, so I'm happy to hear other perspectives. The remaining articles are short pieces on varying topics of interest. I honestly feel like I'm pushing this issue out a bit prematurely so, it doesn't have the flow that is typically required before I click send. But it's all good; my muse has found other creative ways of self-expression, so I know ultimately that all is well... and the beat goes on. ☺



## All-natural: How practical is it?

**Note from Schatzi:** *This article is an attempt to bring balance to the question of whether women with natural hair should be using only 100% all-natural products. I've heard differing opinions on the issue, and naturally, I have my own. So, take a read and form your own opinion. But hopefully, this will expand your thoughts on the subject.*

### Understanding the Question

As more and more women become conscious of their natural beauty and the absolute power and poetry of a natural look, there are the inevitable questions about products and whether they're all-natural. It's usually about the second or third question that I get when people discover that I'm in the natural hair care business. What types of products do you use and are they all-natural? These days, I think the question is like a rite of passage, kind of like club membership: If you don't answer this question correctly, then you're not really *down*. It's all about what you know and is it good enough. There's a hint of conspiracy that goes with the question as well because if you know something I don't, I WANT to be in the know! BUT, if you don't know as much as me,...WELL... So often, I smile inwardly at the question but I answer it honestly—which is often where the one-two punch comes in. You see, my Momma didn't raise no fool. One of the first things I learned about argumentation and debate (and don't get it twisted: this question IS a debate, as innocent as it seems) is that you can best kill an argument by attacking the fundamental assumptions upon which the question rests. The inherent assumption upon which the question "Which products do you use?" lies is that products are somehow the answer to the natural hair care question. So, I kill the assumption. And I play dirty...meaning, I play to WIN! What can I say: I'm a Western woman. ☺



"...in our salon, we emphasize the care that is essential to a beautiful mane of hair and not the products which are simply tools of the trade and not magic bullets."

## All-Natural article continued...

My course of response is typically something like this: Well, I'll have to be honest with you. I'm not on the product bandwagon. You won't ever hear me tell anyone that they should or should not use any product. I can tell you what we use in our salon but the products that we use are not 100% all-natural. Why? Well firstly, I'm a realist and I have to be true to myself. When I started wearing my two-strand twists about 30 years ago (**Note:** *This is where I establish my superior authority and vast experience with natural hair without sounding pompous or arrogant.—Don't you feel my humility?... Yes, that's a joke! ☺*), there were no natural hair salons, no YouTube videos, few if any books (and surely no Google or Internet on which to find them if they existed), and no natural hair care product lines. There was simply me and my Mom grappling with the realities of African-American hair care. We did what made sense and we used what was available. When I got to college as a poor student and had to expand my own knowledge base in the absence of Momma and a steady cash flow, "available" usually translated to Suave (because it was cheap) or Crème of Nature shampoo and Queen Helen Cholesterol conditioner. In other words, I used what was available to me because that's simply all there was. My hair grew because I cared for it as it presented. I worked with it rather than against it. So in our salon, we emphasize the care that is essential to a beautiful mane of hair and not the products which are simply tools of the trade--not magic bullets. If I were to tell you that you should use any particular product, I would be dishonest because that's simply a lie that I don't believe. Needless to say, I never get a follow-up question about products. The assumption has been effectively kilt!

### What's the Natural Hair Care Solution?

So where does that leave the person struggling with choices: Again I say, understand motivations. What are you looking for? You don't need to fix what is not broken. Natural hair is not broken metaphorically speaking—though, we all know that poor hair care, mind care and spirit care can lead to breakage and a whole lot more. So if you feel urgency and angst about ANYTHING, step back and think: What is that energy about? Answer that question for yourself honestly and prepare to be fully liberated. For example if it's about the *shine*, come out of the Matrix, my sister. It's not that deep. Of course I could spin an argument on just how deep THAT rabbit hole **really** is.☺ But if your concerns are about conditioning and general maintenance, do your research and choose what works for you. If you have allergies which require you to be selective, by all means, do your research and choose wisely once you have all the facts. Check out my article on [Products, products everywhere: Which one's right for me?](#) for more information on this topic.

### Nature rules; but, how practical is all-natural?

But then, there's the legitimate argument about how and why organic, holistic and all-natural products are just better for you all the way around. I won't argue with that fact. It's true. Public health statistics prove that the move towards whole foods, organic produce and non-GMO products is a legitimate need. God made nature so anything natural has got to be better. Humans are the ones who thought to "improve" upon nature to create the alternative. Surely, we've had legitimate reasons to do so. I won't ever argue with any technology which provides *heat*—natural or artificial. That is just too much of a luxury to give up. But, not all departures from nature have been productive. *Did you know that killer bees were created when scientists got together and decided to "create" a more efficient honey bee? (Note: I heard this history back in the 80s when my grandmother was an active bee-keeper. Today's sources don't quite describe the reason for the problem in quite the same way as this one did.) Kind of like Frankenstein, they wanted the bee to be a more efficient producer of honey (as if 'busy as a bee, is just not enough for them) and wound up creating a bee that is more aggressive, procreates more rapidly and spends less time making honey. As Momma always quotes: God is not mocked. You get what you put out into the universe: You want productivity? Well, these bees procreate! With that said, they labeled the bee [Africanized](#) when they realized how "wild and crazy" it was. [But, it was first produced in South America.](#) The African bee species was cross-bred with European bee varieties to create this hybrid. Why wasn't it called a Europeanized bee, seeing how it was bred and created? It's kind of sad how twisted the mind can be, but surely no surprise. But, I digress. Natural will always be better.*

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## NUSOL Hair & Beauty Expo Coming on April 20<sup>th</sup>!

Well, the fashion parade has kicked off a bit early this year with the NUSOL Hair & Beauty Expo slated to take center stage at the Durham Convention Center on Saturday, April 20<sup>th</sup>. Mark your calendars! The event will run from 10am-6pm and promises to be loaded with fun activities for naturalistas and fans of all ages. The format will be similar to other expos in the past but the organizers are different so the flavor will definitely be original and surely memorable! The keynote speaker is none other than [Leela James](#) – R&B singer. Her sound is a definite 70s flavor with a unique edge. We have some of her stuff in the salon. I'll be playing it more

often over the coming weeks. There will also be live entertainment, vendors, natural hair products galore and lectures—my favorite part of these shows. For this expo, the topic of my lecture will be "Why Natural Hair: A Historical Perspective on Beauty." The expo will feature a hair show, with styles by *Schatzi's* among others of our sister salons like Knotti by Nature. Stop by the Schatzi's booth for discount cards and to ask your burning natural hair care questions. We'll be happy to answer your questions. Check out the [website link](#) for more info.

## Spring Season Hair Care Tips

During the winter season, we often neglect our hair largely due to the cold weather and the tendency of all of nature to contract at this time. I too am guilty of being a minimalist during this period. But when the spring alights, there's a real desire to repair the damage and to nurture the tresses. As you transition into the spring, consider taking the following steps to safeguard your natural beauty:

**Get a deep condition and a trim** – Most ladies have heard the consistent recommendation that we have our hair deep conditioned and trimmed on a seasonal basis. So with the introduction of spring,

the time has arrived. I however don't fully embrace the idea that the hair **MUST** be trimmed every season. Sometimes it's just not necessary. But deep conditioning is definitely a priority. If you haven't received these services in a while, treat yourself to a salon visit and be pampered for a change.

**Keep hair moisturized** – Winter often leads to dryness as a result of neglect and weather conditions. I don't tolerate a wet head in the winter AT ALL! In fact, I've even gotten sick the day AFTER shampooing and blow-drying my hair simply because I didn't wear a hat! The net

result for me, and some others, can be the avoidance of crèmes and moisturizers. For the spring, you'll want to reverse the ill effects of winter neglect by keeping your hair moisturized with conditioning crèmes that match your hair styling needs.

**Don't overdo drying products, like color** – I don't think it's possible to over-condition your hair but you can definitely over-process it. Hair color, particularly when it requires lightening (or lifting), requires processing and it can have a very drying effect on the hair. The higher the developer (20-40), the more prone the

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### A short poem of discovery

*I used to live in a room full of mirrors; all I could see was me.*

*Well I take my spirit and I crash my mirrors, now the whole world is here for me to see."*

*Jimi Hendrix*

## Cancer Prevention Study-3: Call for Volunteers

Please join me in volunteering for a Cancer Prevention Study sponsored by the American Cancer Society. The frequency of cancer occurrence in American is absolutely astounding! Check out the [ACS video](#) for some compelling stats!

First, I want to acknowledge the known reticence of African Americans to participate in research studies, [here](#), [here](#) and here. I'm not immune as I lived in Tuskegee, AL during the tail-end of the Syphilis studies. Based on my mother's work life, she knew about and informed me of this study and what it was doing to Blacks back in the 70s!! In turn, I've read [The Immortal Life of Henrietta Lacks](#)-- **excellent** and honestly disturbing. With that said, Blacks die from cancer just like everyone else. This study's purpose is "[to better understand the lifestyle,](#)

[behavioral, environmental and genetic factors that cause or prevent cancer and to ultimately eliminate cancer as a major health problem for this and future generations.](#)" Without a strong AA cohort of volunteers for data collection, the study results cannot be easily generalized to the wider population.

"The American Cancer Society's Epidemiology Research Program is inviting men and women between the ages of 30 and 65 years who have never personally been diagnosed with cancer to join this historic study. The ultimate goal is to enroll at least 300,000 adults from various racial/ethnic backgrounds from across the U.S."

This is a longitudinal study, which means that **data will be collected over the course of**

**your life.** As a result, I honestly may not live to see the final results of this study published. That's okay! The information is not for me but for future generations. Please consider volunteering.

You can expect to participate in the study at least 20 years though the study will extend far beyond 20 years. You will complete surveys every two years to answer key questions about your lifestyle, behavior, genetics, etc. If you are ever diagnosed with cancer, your responses will be aggregated and results from participants who developed cancer will be compared to those who did not. This data will inform the study conclusions around the factors pre-disposing one to develop cancer. If you live in Wake County, you can register immediately at the ACS appointment site: [www.cps3wakecounty.org](http://www.cps3wakecounty.org). Wake County is trying to enroll 1,000 participants by March 22<sup>nd</sup>. If you have any questions, please call 1-888-604-5888.

## Follow-up to February's Sisterlocks Article

Sister Jessyca of [Naturally Beautiful Hair Care](#) is a natural stylist who specializes in microlocks. After reading last month's [sisterlocks](#) article, she sent me an email to highlight that there are alternative methods to sisterlocks for those ladies interested in micro-

locking their hair. While I am aware of alternative techniques, last month's article sought to focus primarily on sisterlocks for two main reasons: 1) that's what people have heard of most; and 2) it's what people ask me about most.

As locking is already a complex topic, I chose to "keep it simple." But in the spirit of full disclosure, if you want more information from a true specialist in this area, [contact Jessyca](#) from her website for the entire 411! Thanks for commenting Jessyca! Peace and love.

## More Black Business Spotlights

Over the past few weeks, I've come across a number of entrepreneurial minded people who had great information to share about their services. So in the spirit of spreading the good news, I'm doing a brief spotlight on each:

### Linda Powell-Jones Photography, LLC

I met Ms. Linda at the car wash recently and gave her a card to showcase the wonderful possibilities that

we could do for her locks. In true business woman fashion, she followed up by placing her own card in my hand. Check out her website for some samples of her photographic prowess.: [www.lpjphotography.com](http://www.lpjphotography.com) or call 919-332-3442.

So if you have a wedding, baby shower, birthday or bas mitzvah (you never know! ☺), check out Ms. Linda!! She's a wonderful spirit. You'll like her. I did!

### Bro. Demetrius Harvey of New York Life.

Okay, this brother cold called me based on a referral, and all I could think was: Nice voice! He was totally professional and was working his angle with finesse. His area of expertise: financial management services. Since he could probably be my son, I wanted to help. So I offered to share his contact information in this newsletter. If you're in need of financial management services (aren't we all!), email Demetrius at [dlharvey@ft.newyorklife.com](mailto:dlharvey@ft.newyorklife.com) or phone 919-302-3201.

## All-Natural article continued...

But with that said, I have to be honest about the realities of 21<sup>st</sup> century life. There's nothing natural about the way we live. Read the book [The Omnivore's Dilemma](#) for a truly eye-opening excursion down the agricultural pathways to our plates. As a vegetarian, I was gravely disappointed with my own food choices after reading the book, but am honestly just too comfortable with the *status quo* to choose to do anything about it. In short, if you knew half as much about what went into the chicken or beef you ate for dinner last night, you would realize the hypocrisy of your own insistence on *all-natural* hair care products. Some of us are truly informed about the holistic choices we make but most of us simply don't do the math required to extend the "natural" argument to all aspects of our lives. Does it make sense that the products that we put in our hair should be more natural than what goes into our bodies? Said another way: Did you know that if I'm truly to be all-natural hair service salon, I could shampoo your hair with baking soda and vinegar and condition it with a home-made mayonnaise? ... The question is: Would you want me too? Yeah, that's what I thought. The truth of the matter is that *all-natural* doesn't consistently jibe with our lifestyle or our desires. Practicality trumps idealism daily.

### But have we gone too far?

I attended an exceptional lecture a few years back by a medical doctor who expounded brilliantly on the impact of a technological lifestyle on human development. Did you know that pregnant women should not sleep under electric blankets due to increased risk of miscarriage? He further elaborated that as a society, our standards for the introduction of new products into the marketplace is predicated on the extent to which the products are carcinogenic. We, however have NO MEANS whatsoever to assess the impact of new products and technologies on human development in utero or otherwise! HOW DEEP IS THAT??!!! The standards of carcinogenicity vs. fetal development are on the same plane but at opposite ends of the spectrum. It's all about the reprogramming of human cells, but one is about the end game and the other is about the beginning. (*There's the alpha and the omega again.*) So when we wear or carry our cell phones everywhere we go, what is the long-term impact of those electro-magnetic waves passing through our bodies on a constant basis? Kind of scary really. I mean, people RUN from lightning for a legitimate reason! Yet, we surround ourselves with electricity in all that we do. Is it healthy? It's surely not "natural" to do so though electricity is a factor of nature. He then noted an astounding statistic: [In the 1980's autism prevalence was reported as 1 in 10,000. In the nineties, prevalence was 1 in 2500 and later 1 in 1000. As of 2012, the CDC reported prevalence as 1 in 88 children.](#) He capped things off with the absolutely detrimental effects of something as seemingly harmless as bottled water. His fundamental argument was that we have NO IDEA of the effects of our so called advancements on human evolution. In short, *natural* is definitely better but where does it fit in a Western society? I find it absolutely fascinating and ironic that one of the characteristic traits of an autistic child is anti-social behavior. Have we not created an anti-social way of life through all of our advancements in technology? With all the talk of a global village, people are more alone and depressed than ever. Are the fruits of our labor making their way into the very DNA of our offspring? Are we effectively reprogramming humanity? Perhaps to survive *happily* in the future that we're creating, our children will NEED to be autistic? Talk about things that make you go hmm.

So I say all of that to say, if you're going to be adamant about 100% all-natural hair care products, that's fine. But for the sake of consistency, consider your food choices, the car you drive (and whether you should even drive) and the materials you wear on your body; and consider reducing your use of electronics. I'm not trying to sound flippant but, I AM a realist and a Westerner woman--a product of my society. All-natural, while *king* is in some ways contrary to our social reality in a modern day world; so inconsistency reigns. Let's find the balance...individually and collectively.

**Concluding Story:** In a recent lunch with colleagues, I stated how I surprisingly LOVE "Two and a Half Men." I'd wager there's not a more sexist show on television. A colleague noted, "Schatzi, you're a woman of contradictions." It's definitely adult entertainment but, who can deny the comedy of [this](#), [this](#) & [this](#). I said, "Indeed I am!" rather happy with the discovery. So if you find there's some contrariness in your ability to always "walk the walk" in life, take heart: You're not alone. We're all human. Fallacy is coded in our DNA; and so, divinity reigns and is ever-unattainable...as is 100% all-natural living. Love and light.



*"Does it make sense that the products that we put in our hair should be more natural than what goes into our bodies?"*

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Embrace the beauty of you.

## Spring Hair Care Tips continued...

hair is to dryness. So, it's important to give the hair intensive conditioning treatments if you wear lighter hair colors. If you're coloring for gray, you'll also want to be condition regularly to avoid dullness and encourage elasticity.

**Be Creative** – Finally, the

spring is a time of discovery and new beginnings. If you've been considering a new style and have been reluctant to take the plunge, why not give it a go! Our own Jamie just colored her tresses last week to try for a creative and stylish edge. She'd been threatening for ages and just took the plunge. It looks great on her. So why be

conservative: throw caution to the wind. If you are considering locks, go for it! If you love Nubian knots and just thought they might not work, what's the harm of trying. Wearing the 'fro-hawk, the pompadour and everything in-between. You live once...that we truly know of. Make it count! And happy styling!

## About Our Organization

As the first natural hair salon in Raleigh, NC, *Schatzi's* is a *one-stop shop* for all of your natural hair care needs. 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 transition 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.

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