

The Newsletter of Schatzi's Design Gallery & Day Spa, LLC, Raleigh, NC

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Standards Of Attractiveness And Social Identity

By: Carlos Navarrete & Cleopatra Abdou

Reprinted from March 23, 2006 article posted on Hairboutique.com

Research psychologists Carlos Navarrete (Harvard University) and Cleopatra Abdou (UCLA) are actively studying African American men and women, their culture and how their self-identity is affected by their hair and other physical characteristics.

During the process of their extensive research, these researchers have posed some compelling questions about African Americans and their self-concepts and social identities. In their past research, they have found that the way that women identifying as African American or Black wear their hair can reflect their self-esteem and their views about their own racial or ethnic group.

Navarrete and Abdou believe that "particular physical features and feelings about self-attractiveness might ultimately result in how African Americans define themselves as individuals". They now seek to expand their research to include men and women of all ethnic backgrounds to get a better sense of how these processes work similarly and/ or differently among

different groups of people. They have designed a new online survey with these goals in mind in order to scientifically test their initial findings on a broader sample of people.

Among the scientific and social questions that they wish to answer are:

1. How integral are hair and beauty to the self-esteem and social identities of women of color?
2. How do people of all ethnic backgrounds learn to define and value themselves through their appearance?
3. How do people learn to estimate their relative levels of attractiveness?
4. How are overall well-being and social behavior affected by these self-concepts that we come to develop over time?

As Navarrete pointed out, "these questions are probably relevant in the lives of both African American males and females". However, he senses that "there seems to be a much wider range of what is considered

attractive for African American males in our society".

African American females, on the other hand, as Navarrete commented, "may feel more pressure to look a specific way in order to be considered attractive by the masses". Abdou adds that "ironically, few real people in the real world actually resemble these standards of attractiveness that the vast majority of us feel so much pressure to attain".

Given this paradoxical reality, Navarrete and Abdou want to gain a better understanding of how standards of attractiveness impact the everyday lives of all people of color, and even White Americans. If you would like to assist these researchers in finding clearer answers to these important social questions, please help them by participating in their on-line survey regarding this very important topic. The knowledge that they stand to gain from each of you, as survey participants, has the potential to greatly empower men and (continued on page 6)

Love the Hair You Were Born With

Reprint of article by Karen Marie Shelton in *Hairboutique.com*, July 1, 2006

Introduction

It's human nature to want what we don't have. The results of not getting what we want from our hair may result in a blow to our self-esteem. It certainly doesn't help that most celebrities seem to always look like they're having a great hair day. Never mind that they probably just spent hours being brushed, combed, sprayed, twisted and fussed over by an army of colorists, stylists and other beauty minions.

If you ever wondered how to escape the agonies of bad hair days followed by endless self-flogging over unmanageable locks you are in luck. Adopt the following simple strategies and you will find instant relief for your hair woes.

Accentuate The Positive

Start your new hair love program by first taking a good look at yourself in the mirror. Come on. There are lots of things about your hair that you like. Concentrate on the hair parts that you enjoy: great color that brings out your eyes and

skin, fabulous [curl and volume that just won't quit.]

Focus on all the great parts of your hair and don't get caught up in the attributes that you don't like. Make a list and tape it somewhere close to your daily hair care station. Whenever you get discouraged or start beating up your hair stop and read your list to reinforce your awareness of the great hair parts that you truly possess.

Silence Your Critics

You and only you are required to wear your hair for your life events. Well meaning spouses, family, friends and acquaintances can and will provide their opinions about your hair. When external critics volunteer their unsolicited opinions keep in mind that they don't own your hair. You do. Unless someone tells you that your hair is on fire, smile politely at their comments and then ignore them.

It is helpful to remember that when you are true to your own likes and needs you are truly expressing who you are to the world. This is true of the

way you choose to wear your hair, the shoes you select or the car that you drive.

Service Highlight: Henna Treatments

(Excerpts are from www.everydayhenna.com)

Henna comes from a plant of the privet family. Henna has been known for centuries for its medicinal properties, as a cosmetic, its use in body art and its superb hair conditioning and coloring properties.

Henna provides two types of benefit to the hair simultaneously. Henna will condition and color the hair. As a conditioner, henna strengthens the hair. It is an anti-fungal, and reduces the occurrence of dandruff. It conditions the scalp, slightly loosens the curl pattern, and helps to detangle as well as make hair more manageable. As a natural source of color, henna colors the hair red. Not a bright cherry red, but rather a beautiful and natural red for hair.

Henna, the only 100% natural method of hair color, has been used in the Middle East, India and Africa for over five centuries. Treatments are available upon request at Schatzi's Design Gallery & Day Spa.

"The results of not getting what we want from our hair may result in a blow to our self esteem."

The Business of Black Hair; Who's making all the money?

Reprint of article by Cheryl Ann Wadlington, published in the *Network Journal*, March 2006.

For years, beauty and cosmetics companies have made huge profits on the sale of hair-care products. According to the article "The Great Black Hair Obsession: In Search of Un-nappy Hair," written by Earl Ofari Hutchinson, Ph.D., for *Afrocentric News*, beauty product manufacturers racked up more than \$10 billion in sales in 1996, with Americans shelling out \$1.5 billion for shampoos and more than \$1 billion for hair conditioners alone. Blacks bought an estimated one out of five of the toilet and cosmetic products sold, and one out of three of the hair products sold that year.

Hutchinson argues that Black women's magazines devoted exclusively to hair care play a large role in the gargantuan profits reaped by this industry. The irony is that although Black women continue to be major consumers of the products of the beauty and hair-care industries, the companies that are profiting from these sales are exclusively owned and operated by whites. Key players in the Black hair-care industry, for example, bear such names as L'Oréal, Procter & Gamble, Helene Curtis,

Alberto-Culver, Bristol-Myers Squibb and Johnson & Johnson.

L'Oréal Moves In

Although African-Americans comprise just 12 percent of the nation's population, they spend significantly more on beauty and hair-care products than the typical American. As a result, cosmetic giants such as L'Oréal, which traditionally catered to white women, are now marketing cosmetic shades and beauty and hair-care products for women of color. L'Oréal, the parent company of such brands as Lancôme, Garnier, Maybelline, Matrix, Redken, Ralph Lauren Fragrances, Giorgio Armani Parfums, Kiehl's and Biotherm, is almost exclusively owned and operated by a white woman -- Liliane Bettencourt, the 75-year-old daughter of L'Oréal founder Eugène Schueller. Bettencourt reportedly is the richest person in France. She owns 51 percent of Gesparal, the holding company that owns L'Oréal.

Within the last 10 years, L'Oréal has deepened its foray into the Black market, purchasing Soft Sheen in 1998 and Carson Products in 2000.

According to Euromonitor, (continued on next page)

a leading provider of global intelligence and market analysis, the product lines offered by these companies account for approximately 20 percent of the "very fragmented" hair-care sector designed for African-Americans.

In 2003 L'Oréal also opened a multi-million-dollar research and development laboratory in Chicago, L'Oréal Institute for Ethnic Hair and Skin Research, which claims to be the first lab focusing specifically on the beauty needs of people of color. The company is devoting a third of its \$360 million R&D budget to Black hair and skin care.

P&G Ups the Ante

Procter & Gamble, owners of Pantene Pro-V Relaxed and Natural Shampoos and Conditioners, which are designed for women of color, took the ethnic hair resource vehicle a step further. Last year, it launched the first ever Academy of Science & Style (www.scienceandstyle.com), a Web site for African-American women with a broad palette of lifestyle topics including hair care, scalp health, skin care, culture, nutrition, fitness, style, well-being and beauty.

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Continued The Business of Black Hair...

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"In talking to African-American women, we found out that there was a void of information and women were seeking a go-to research. So that is why we established the Pantene Relaxed & Natural Academy of Science and Style. Our focus is for people to live healthy lives and to better themselves," says Chiquita White, Academy chair and manager of Pantene research and product development in North America. White, who has a bachelor's degree in chemical engineering from Massachusetts Institute of Technology and a master's in the same subject from the University of Pennsylvania, is one of the new African-American corporate faces in the Black hair-care industry.

The Asian Factor

Asians, notably Koreans, are increasingly moving into the business of ethnic hair and beauty care. Chet Bennett, founder and CEO of Canal Systems skin-care products and Bennett Career Institute, the largest cosmetology school in the Washington, D.C., metropolitan area, says they by far outnumber Blacks at his institute.

"The Asian populations are making a lot of money

and headway. It's very difficult to find a lot of African-American nail technicians nowadays. I can tell you there is 1 percent of 11 nationalities coming [to Bennett Career Institute] to take the state board exam to receive their manicure license. If they've already captured the manicuring world, what comes next?" he says.

Bennett contends that the Korean monopoly of the nail care industry is attributable to the low prices they charge for their services. "When you have someone who can come in and drastically cut the prices for the same service, what do you think the people are going to do? If you know that you have been charged, for a good 30 or 40 years, \$40 for a manicure, and then you have someone charging \$15 for the same manicure, you are obviously going to frequent the cheaper of the two," he says.

Black Companies

Where does this leave Black-owned companies such as Dudley Products Inc., a multimillion-dollar hair care and cosmetics company, and The Bronner Bros. Enterprise, which comprises Bronner Bros. Beauty Products (maker of BB, African

Royale and Nu Expressions product lines), Upscale magazine and Bronner Bros. International Beauty Trade Shows? "It definitely puts them at a disadvantage. They are fighting against companies [against whom] they don't have a chance," Bennett says. "But in a way it's a good thing because it makes people like the Dudleys and others realize they have to step up with education and do other things to make sure they get their products out there," he adds.

The good news is the lucrative Black hair-care market is attracting significant resources from the major beauty conglomerates for the promotion of healthy Black hair. A case in point is the internationally renowned Golden Scissors Awards, founded, produced and directed by Glynn Jackson, president and CEO of Glynn Jackson Productions. This year, the awards, themed "Hairtopia," has attracted Pantene Relaxed & Natural as a title sponsor for the show's six-city tour to showcase how African-American women can achieve and maintain healthy and beautiful hair. The dramatic production, which has been held

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Continued The Business of Black Hair...

annually for the past 13 years, recognizes some of the industry's top talents and style influences. It also provides a one-of-a-kind opportunity for stylists, barbers and models to exhibit and compete for cash prizes totaling \$10,000.

"Hairtopia 2006: The Tour" launched in Philadelphia in January and will continue to Atlanta, Los Angeles, Chicago, Columbia, S.C., and Detroit.

Few and Far

Still, Bennett complains, "The people that are profiting more in the industry are the big conglomerate organizations who have the resources to market in all types of areas and are able to do mass marketing

and mass production." Korean and mainstream companies even use high-profile African-American hair stylists to market hair products geared toward Blacks. Among the stylists they use are Oscar James, whose clients include Vanessa Williams, Halle Berry, Tyra Banks; Karen Bishop, whose clients include Nia Long, Angela Bassett and Star Jones; and Derrick Scurry, whose clients include Regina King, Loretta Divine and Tomiko. Even so, Black stylists turned entrepreneurs with their product lines are few and far between and come nowhere near the visibility of mainstream stylists such as Jose Ebar and Jonathan Antin of the Bravo channel's hit series Blow Out, whose hair-care lines are sold on

QVC and Home Shopping Network and sell out within minutes of being shown.

Between the impassioned debate over who really dominates the African-American hair-care industry and the struggle of many of the industry's Black-owned companies to remain afloat, the business of black hair care has become a hot topic among beauty and cosmetics manufacturers and market watchers. There are real fears that white-owned companies will swallow smaller Black-owned companies as profit margins in Black hair care continue their predicted increase.

Article copyright *The Network Journal*.

Service Highlight: Protein Treatments (Excerpt from March 11, 1981 Article by Arice Coleman, titled "Hair Raising: Crash Course in Hair Anatomy" published in The Scanner.

Since hair is an appendage of the skin, then basically the same care routine must be followed. The hair will blossom under a regimen of adequate nourishment and proper conditioning throughout its life. Hair is composed of "keratin," which is a specialized protein. This protein must be replenished regularly, because the hair oxidizes it. This can be done through eating a good protein diet, or apply protein-rich conditioners to the hair. Each hair dissected would show three main layers. The cuticle or outer layer, the cortex or middle layer, and the medulla or inner layer.

The cuticle layer is crystal clear. It is composed of fish-scale-shaped formations that overlap in one direction outward from the head. It is these cuticle scales that, when raised, cause the hair to tangle. If the cuticle is damaged, the hair will be dry and brittle. Split ends are another problem when the cuticle is not complete. Try to avoid any hair or skin preparations that contain any type of paraffin, which is a wax. Don't cloud the cuticle.

The cortex is where your color pigment is stored. The pigment is called melanin. This layer also gives hair its strength and elasticity. Conditioners considered to be penetrating must be able to reach this layer to be of benefit. If the cortex is damaged, complete breakage will occur.

Protein treatments are available at Schatz's and advised for clients transitioning from chemically processed to natural hair. Licensed cosmetologists are on staff to guide clients professionally through the "naturalization" process.

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Service Highlight: Traction Alopecia Prevention

Excerpts from an Article titled "Hair Too Tight?" posted on Jan. 12, 2005 on "hairloss.about.com."

Traction alopecia, [defined as hair loss from too tight hair styles or chemical damage (www.drhull.com)], is getting media attention, due to the popularity of hair extensions and other *potentially* damaging hairstyles. An article from the New York Times News Service warns consumers that Tight

braids and ponytails can cause permanent hair loss.

Signs to watch out for include an itchy red scalp, tension headaches, hair breakage around the scalp, and random bald patches.

Here's the scoop: Any hairstyle that pulls on the scalp for a long period of time can cause hair loss. The hair loss can be reversed if the hairstyle is

changed in time... but prolonged wear can lead to permanent loss.

Schatzi's Design Gallery & Day Spa's mission is to treat the clients' hair as their own. As a result, we apply braiding, twisting and locking techniques that honor comfort, hair health and good sense over the elusive and subjective concept of "perfection."

Continued Standards Of Attractiveness And Social Identity

women of all ethnicities in our society. The survey is free, 100% anonymous, fun, and only takes about 15 minutes to complete. Please help by participating in their online survey. Just a few minutes out of your day will assist with the

completion of this very important study.

If you have further questions about this research study, please feel free to contact the researchers at:

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About Schatzi's Design Gallery & Day Spa...

Schatzi's, a natural hair and day spa, was conceptualized to address the current gap in hair and beauty care services for people seeking more natural alternatives to harsh chemical treatments which often damage

the mind, the body and the soul. Schatzi's design gallery provides services that nurture natural and transitioning hair. Procedures include twists, locks, coils, cornrows and box braids. Clients who are not

ready for a totally natural look are invited to relax and enjoy any of their specialized, chemical-free treatments including hot oil, protein and Henna. Massage therapy and facial services coming soon.

SCHATZI'S DESIGN GALLERY & DAY SPA

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