

DETROIT

NATIVE SUN

Hair Talk with JoJo the hair care expert

Road to 40: Firstline Brands celebrate 40th anniversary



Q. JoJo, I have been wearing the Hair Botox in my hair for over 5 years and now my hair is long past the middle of my back. I pull it back and wear ponytails a lot and sometimes I curl or flat iron it. I admit that I don't like getting trims. I know you say we should get a trim every couple months, but I don't understand how my hair can grow if you always cut it off. My daughter thinks my hair looks terrible and that the ends are a mess, and I should cut 3-4 inches off. I feel that she's a little jealous because of my length of hair. Is trimming really necessary?

A. Yes, trimming is very important. As the ends split, they tangle. As you comb

through the tangles, they break and thin more. The longer you go without a trim, the thinner your ends become leaving your hair long thin, bushy, and see through on the ends. Trimming those ends will make your hair look thicker and healthier.

Q. JoJo, are wigs still popular, and do lace front wigs break your hair?

A. Wigs are definitely still popular and offer the convenience of being able to go from short to long, straight to curly, or from black to blonde without damaging your natural hair. Wigs (girl friends) will be around for a long time. The adhesive used to secure lace front wigs have been blamed for breaking or thinning the front hairline, so cutting the lace off the front has been a popular option.

Q. JoJo, I've been wearing highlights since April, and they're almost gone. What colors would you suggest for the fall/winter season?

A. This is my favorite season. I love nature's colors on a woman's hair - the cognac's, mahogany browns, cranberry reds, and cinnamon oranges. These warm tones on a cool autumn evening are just what the doctor ordered!

When your hair is on your mind, drop JoJo a line or hit me up on Facebook Terry's Wigs

Visit Terry's Place online on Facebook or Instagram. Email joelpanther1@aol.com or stop by Terry's Place at 19139 Livernois Ave., Detroit, Mich. 48221. We're open five days a week, Tuesday - Saturday 10 am to 5:30 pm. Please call (313)863-4014.



LeToya Luckett and Firstline Brands CEO Joni Odum at the brand's Road to 40: Empowered

PRNewswire/ -- As Firstline Brands approaches its 40th anniversary, the leading textured hair accessory company in the U.S. honors its enduring legacy through bold product innovation and culturally-rooted community engagement.

"We are honoring the past while looking forward," said Joni Odum, Firstline Brands President and CEO. We've always believed in creating products that represent and serve our community, and that mission is as strong today as it was nearly 40 years ago when my father, Robert A. Bowser, founded the company."

Firstline Brands offers a mix of hairstyling tools and maintenance essentials across its five-brand portfolio, Evolve®,

WavEnforcer®, Camryn's BFF®, DriSweat®, and Sleek®, with solutions tailored for women, men, tweens, fitness enthusiasts, and budget-conscious shoppers alike.

"When developing new products, our focus is always on how we can empower consumers with tools that simplify styling, deliver elevated results, and free up time for the moments and priorities that matter most," said Landria Jordan, Sr. Director of Innovation and Marketing at Firstline Brands.

Firstline Brands products are available nationwide at Walmart, Target, Sally Beauty, Walgreens, CVS, Kohl's, H-E-B and more.

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