

DETROIT NATIVE SUN

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Hair Talk with JoJo the hair care expert

Q. JoJo I wear a wig, and it's hot in the summer. I have alopecia, and I have to wear my wig. Can you give me any suggestions that might help a hot head?

A. Try braiding your hair underneath and lightly mist it with the Rosemary stimulating spray by Influence. Ladies tell me that the mint mixed with that rosemary is cooling and refreshing not to mention Rosemary is a good scalp stimulant for hair growth.

Q. JoJo I've been reading your article for a long time and recently decided to stop by Terry's Place and try some of the products you describe. I was pleasantly surprised. I had never been to a Black-owned wig shop before. I loved the experience, and the wig collection was awesome. My mother loved the large gray collection, while I had a human hair wig customized to fit me. I love it. JoJo we usually keep our wigs in a drawer. What tips can you give us for caring for our wigs at home?

A. Thank you my sister for checking Terry's Place out. My mother was told not to open a wig shop on the Avenue of Fashion back in 1974. They told her there were enough wig shops in the area, but Ms Terry said there won't be enough until we have a Black one. Ms. Terry has been standing strong ever since, delivering good quality wigs at competitive prices. The best way to maintain your girlfriend (wig) at home is to buy a foam wig head to place your girl on after wearing her to preserve your style. I also recommend a wig Luster spray to keep the natural shine of the hair and reduce any unwanted fragrances like smoke or food odors. If you need a holding

spray to keep your wig in place, we also have a holding spray made just for wigs that give a natural firm hold without the hard fake look.

Q. JoJo I'm loving this Protein treatment you put on my hair in April. You said it last 2 months and now it's July. I can tell it's wearing off. I had more sheen, my style lasted longer, and I had more body, and very little shedding. I have some family that want to know a little something about this stuff, can you break it down for them?

A. Yes ma'am I'll be glad to enlighten the fam. I use the Proplex Reconstructor by Influence. This treatment penetrates into the cortex of the hair and hardens the weak areas of the hair shaft, making it stronger and able to stand up against the heat

that we're going to put on it. This type of Protein is a professional product and should only be used once every 2 months to avoid damage and hardening of the hair shaft. It can also cause severe damage if use after chemical services. What I'm saying is, rookies and non-cosmetologists shouldn't mess with this. This big boy ball.....but it's a really good protein treatment. Your hair will be all that, bouncy, shiny, stronger, and healthier.

Remember, when your hair is on your mind, drop JoJo a line. Terry's Place is the largest black-owned wig salon in Detroit. We want to take your look to the next level. When you look good, we look good. Visit Terry's Place online at www.terryswigsandlashes.com or on Facebook. Email joelpanther1@aol.com or stop by Terry's Place at 19139 Livernois Ave., Detroit, Mich. 48221. We're open six days a week. Please call (313)863-4014.



25 Black Women in Beauty launches to celebrate black women professionals



PRNewswire/ -- 25 Black Women in Beauty celebrated their official launch with a private dinner at the Whitby Hotel, featuring some of the most powerful black female executives, entrepreneurs and influencers in the Beauty Industry today. The inaugural dinner, sponsored by Rémy Martin XO, featured moving introductions by each guest, innovative ideas for collaborations, and a commitment to continued growth and excellence in the field. Guests included Sarah Curtis-Henry, SVP & General Manager of Fresh; Sharon Chuter, founder of Uoma Beauty; Kahlan Barfield Brown, former fashion and beauty editor turned mega influencer; Karla Evans-Davis, Sr. Director of Integrated Marketing & Media at Ulta Beauty and former supermodel Veronica Webb, who was the first African-American model to land a major cosmetics contract.

Created by beauty industry executives Cara Sabin and Ella T. Gorgla, 25 Black Women in Beauty's mission is, to celebrate, elevate and promote black women in the beauty industry through constructive, intentional collaboration and networking while inspiring one another toward collective greatness.

Women of color are projected to be the majority of all women in the workforce by 2060 and generate over \$1T in consumer spending power. As entrepreneurs they contribute \$361B in revenue to the economy, launching new companies at quadruple the rate of all women owned businesses.

"We all know that women of color represent a huge financial opportunity for the beauty industry," said 25 Black Women in Beauty co-founder, Cara Sabin. "Ultimately, to truly connect

with her, it's imperative our influence as executives, innovators and creators is further amplified. Representation matters and it needs to be visible."

In beauty specifically, the spending power of black women in the US is a staggering \$7.5B according to an Essence study, which is 80% more in cosmetics and twice as much in skincare versus non-Black consumers. A 2018 Nielsen study also spoke to the sheer influence of Black Women noting that "Black consumer choices have a 'cool factor' that has created a halo effect, influencing not just consumers of color, but the mainstream as well."

"25 Black Women in Beauty will serve as a space for collaboration, mentorship and perhaps most importantly a source of inspiration for corporate professionals, entrepreneurs and influencers," co-founder Ella Gorgla said. "There is strength in numbers, and it's important that we know we exist."

Throughout the evening, guests were treated to three signature Rémy Martin XO cocktails paired with a decadent dinner that concluded with a signature Rémy Martin Opulence Table reveal where honorees sipped Rémy Martin XO paired with Nutella macaroons and orange chocolate truffles. An indulgent ending to an evening celebrating the collective success of these bold women in Beauty. By evening's end, each honoree received a special crystal diamond award to commemorate their achievements.

To learn more about 25 Black Women in Beauty, visit www.25BWB.org. Follow on Instagram @25_bwb

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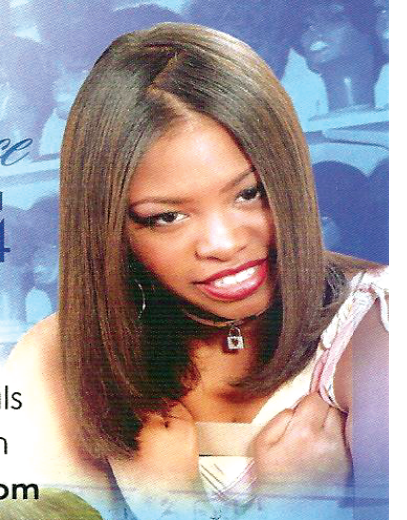
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