

DETROIT NATIVE SUN

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Hair Talk with JoJo the hair care expert

Q. JoJo my co-worker has the hair Botox treatment, and her hair is beautiful. Is this treatment like the Keratin treatment, and how often do you have to get touch up's? Will the hair break, if you decide it's not for you and you don't want another one?

A. That Hair Botox or Hair B, as they call it now, is awesome. It's a conditioning system, not a hair straightener. It won't straighten your hair like relaxers, Keratin, or Brazilian treatments. After adding and sealing the conditioners into the hair shaft, the hair is more wavy, softer, and once heat is applied the hair stays straighter and is more resistant to humidity and body moisture making it idea for working out or hot flashes. The Hair B remains in the hair for up to 3 months if sulfate-free shampoos and conditioners are used. As the treatment wears off, the hair returns to its natural condition. You won't shed like new growth on a relaxer. You can stretch it out for as long as you want. Some ladies do 1 or 2 per year and that's fine.

Q. JoJo I've been watching your work for years and it seems that you only work on long hair. How is it that all of your clients' hair is so healthy and long? I buy the products you suggest and my hair is better but it's not like the hair I see on your clients. What else can I do at home to get results like you?

A. Well my sister you're on the right track by buying good products - that's important. Most of my clients didn't start off with long healthy hair. In most cases, it took time, consistency, product knowledge, and teamwork. When I say time, you can't go to a stylist for 3 months and expect to get long bouncy hair. Six months to a year can be a better gage. Consistency means coming regularly. Most of my clients come either bi-weekly or once a month, so your condi-

tioners can be maintained properly. Product knowledge, that's what you pay us for. We should know what conditioners to use, when to use them and how to use them properly. Team work means you work with your stylist at home and follow their suggestions like, no daily flat ironing, no sponge rollers, no tight braids, things like that, and use the products they suggest. I've been growing and maintaining hair professionally for 36 years. Buying the products I use will help you maintain your hair but unfortunately, you can't buy my experience unless you sit in my chair. If you can't come to the salon regularly, I would suggest you come at least once every 3 months so your stylist can evaluate your hair and make suggestions and chart your progress.

Q. JoJo I need some winter tips.

A. The cold winter air can be drying on the hair, and being indoors more can be drying also, so you're going to need a little extra moisture. Try the Influence sulfate-free shampoos and conditioners. They're made especially for the conditions that winter brings. The shampoo cleanses the hair good without drying out the scalp. The conditioners penetrates easily, softens the hair, and rinse out clean. I'd suggest the Rosemary growth oil or the hair and scalp oil. Both are very light and help prevent dry flaky scalp.

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.



Kat Von D Beauty launches new vegan lightweight medium coverage foundation

PRNewswire/ -- Kat Von D Beauty introduces True Portrait Foundation - the new formula, new packaging and new campaign is shaking things up for the brand's first ever-medium coverage liquid-to-powder innovation. This fresh, unique formula and sexy packaging found its match with Kat Von D Beauty fan, singer, poet and fellow animal lover - Jhené Aiko as the global campaign face.

"Jhené first caught our eye years ago when she showcased our Shade & Light Contour Palette in a Vogue video and then we saw her again in a PETA campaign. Jhené seamlessly aligns with our beauty brand ethos being an avid animal lover, vegan advocate and an existing Kat Von D Beauty user," explains Kelly Collier, Kat Von D Beauty Global Vice President of Marketing and PR. "Plus, Jhené has the sweetest soul, stunning skin, and our entire team has been obsessed with her music and tattoos."

"I am so excited to be partnering with Kat Von D Beauty for this launch and to be working with a brand that shares so many of my same passions. I love this foundation because it feels like I have nothing on - it's like vegan silk! It's the perfect all-day coverage with an airy lightweight finish whether I'm on-stage or at home," says Jhené Aiko.

"The True Portrait campaign emphasizes three critical points of difference for our foundation as well as expressing some of the many sides we all have -- it stays with you (vegan, long wear), it moves with you (Elastic Essence Technology) and it's true to you (lightweight, airy matte)," states Collier. "When casting all of the 40 shade-matched 'faces,' we prioritized real people that could represent the many faces of Kat Von D Beauty. On set we shot everyone making faces to show movement; when you see laughing shots, they're authentic. Everything was perfectly captured by our amazing, all-female creative team, including our own Kat Von D Beauty Global Creative Director as well as photographer Danielle St. Laurent."

True Portrait Foundation is housed in a completely new innovative bottle

from the design to the unique functionality - unlike any other product released from the brand. The formula is packaged in a sleek matte white bottle uniquely engineered for maximum usage and precision with intricate ornamentation including skull detail and a portrait window to reveal the shade. Pushing the standards of high-performance formulations and pigments, the bottle incorporates shaker beads to easily blend and break up the foundation along with dispensing exact drops from the squeezable precision tip.

True Portrait Foundation stays with you and sets to a long-wear, airy matte finish. Created for normal to oily skin, this unique formulation balances sheer and opacity ensuring your skin will not look shiny halfway through the day and won't clog pores. It moves with you and flexes with your skin through its Elastic Essence™ Effect liquid-to-powder formula: a combination of spherical powders, which have an elastic core that ensures the foundation never settles into skin, will not clog pores and self-sets to a long-wear airy matte finish that flexes with each expression. Recognizing that there is no "typical individual", the brand developed a medium coverage formula that matches all tones and undertones across 40 evenly distributed vegan shades in 4 families of 10: Light, Medium, Tan and Deep.

True Portrait is a lightweight next generation foundation that has true medium coverage for perfect-skin look that is selfie approved and an unbelievably soft texture that you have to feel to believe!

Kat Von D Beauty True Portrait Foundation will be available on September 2, 2019 on Katvondbeauty.com and Sephora.com and on September 20, 2019 at Sephora stores and Sephora inside JCPenney.

#Vegan! Our makeup is made with love not animals - 100% Cruelty Free Forever. The Kat Von D Beauty True Portrait Foundation is 100% vegan. Share your looks and find more inspiration at KatVonDBeauty.com, @KatVonDBeauty, #KatVonDBeauty #TruePortraitFoundation

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