

# DETROIT

# NATIVE SUN

## Hair Talk with JoJo the hair care expert



Q. What are the benefits of leave-in conditioners and which one would you suggest?

A. Leave-in conditioners help to detangle the hair by smoothing and separating the strands. It also provides

intense protection from thermal heat of blow drying, curling, or flat ironing the hair. Leave-in conditioners do not take the place of deep conditioning under a steamer or hair dryer, which breaks down the conditioner and opens the cuticle allowing the conditioner to penetrate the shaft. I use and sell Design Essentials HCO Leave-in conditioner. It's water soluble and doesn't weigh the hair down, allowing the extra heat protection while still keeping the movement and body of the hair.

Q. I'm trying to thicken my hair. I'm 42 years-old and I'm 2 years removed from my relaxer. I thought this would thicken my hair, but now it's just kinkier and thin. A friend told me about a growth oil she bought at Terry's Place. Does it really work and how long does it take to see results?

A. As we get older, our hair does thin whether we're wearing chemicals or not. It's just part of the aging process. However, growth oils do offer benefits that help slow and sometimes rejuvenates the hair during this chapter of our lives. The growth oil in question being sold at Terry's Place is made by an old chemist in the Morrow family. Willie Morrow is responsible for one of the first Jehri curls and the first hair bonding glue. This oil is enriched

with Black seed oils, Caster oils and Moroccan oils. It acts like scalp fertilizer, when used properly (not applied too heavy twice a week and massaged into the scalp). Seeing results can vary. Some people see results within weeks, while others within months. Genetics also contributes to the process, but doing nothing is not an option.

Q. Thank you for your article on restyling wigs. I never knew that synthetic wigs could be washed and restyled. I used to wear them, until they looked bad. I tossed them aside and would buy another. When my favorite style was no longer being made, I wore my old one until I just couldn't. After reading your article, I've been bringing them to Terry's, and they look like new. My question is my scalp is dry and itchy under my pretty wigs. Salon visits aren't in my budget right now. What products can you suggest for me?

A. I recommend the Rosemary line made by Influence. They have a

rosemary/mint shampoo that's soothing to the scalp and gentle on the hair. The rosemary conditioner allows deeper penetration and moisture for these cold dry winter months. Also there's a rosemary/mint scalp oil that is perfect for dry itchy scalp. I'm glad you're enjoying our restyle services, but there's nothing like having a new girlfriend (wig) around to add a little excitement to your life.

Remember when your hair is on your mind drop JoJo a line.

Visit Terry's Place online at [www.terryswigsandlashes.com](http://www.terryswigsandlashes.com) or on Facebook. Email [joelpanther1@aol.com](mailto: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.



## Safer than relaxers: "GinaCurl" is breaking the status quo

PRNewswire/ -- The link between hair relaxers and uterine cancer suggested by a recent study and lawsuit is potentially devastating news. But it highlights another problem: the scarcity of safer chemical alternatives for afro-textured hair. Veteran hairstylist and textured hair educator, Gina Rivera, is setting a new standard with the GinaCurl—a safer, gentler, next-generation alternative to traditional relaxers, curly perms, and texturizers.

Relaxers in particular have been notorious for creating a vicious cycle of excessive touchups, hair loss, and scalp damage. "People with medium and highly textured natural hair who want a chemical service are looking for better options," says Gina. Inadequate textured hair training, expertise, and diversity in the industry have translated into limited choices and perpetuated the use of damaging products and techniques. Breaking the industry's decades-old status quo was a driver for developing the GinaCurl.

Making healthy the new normal Gina, who owns the multi-ethnic Hair's Talent Salon, aimed to create a healthier chemical curl reformer and straightener that would eliminate chemical burns and overprocessing—hallmarks of traditional treatments—and work on multiple hair textures, including wavy, curly, kinky, and coily hair. The innovative method behind the GinaCurl (and its Straight Variation for those seeking a relaxed look) allows clients to retain moisture balance, length, and manageability with only one or two retouches per year while also giving them the freedom to discontinue without fear of hair breakage or doing the "big chop." It's a welcomed departure from what has become an unfortunate norm. The GinaCurl is making healthy hair the new normal for chemically treated textured hair.

### A best-kept secret

Undoubtedly, however, it is the GinaCurl's soft, smooth, shiny, and trademark natural-looking curls that have made the treatment a "best-kept secret" among some models and actors, like Loren Lott. "I love when I get a fresh GinaCurl," says Loren. "My life is literally a wash and go

without even having to touch my hair much for 2 whole months before I have to really style it. My hair is healthy and has grown tremendously. I made the best choice for my hair!"

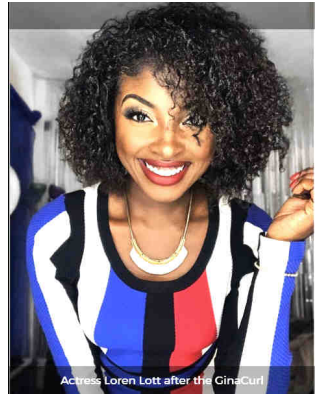
In addition to giving clients an alternative path to hair health, length retention, and manageability, the GinaCurl has been a business building secret weapon for stylists and salon owners, including those whose businesses were devastated by the pandemic. Certified GinaCurl Stylists benefit in part from an international waiting list of clients but also from the competitive edge they gain by offering clients more options and a unique treatment that finally delivers the results that have eluded them. A key reason the GinaCurl can so reliably produce consistent and optimal results is its customizability. In applying the GinaCurl or Straight Variation, stylists can accommodate clients who have multiple hair textures and porosity levels, allowing them to deliver uniform results. Certified GinaCurl stylists can be found on the Hair's Talent website.

### Training and Education

Gina is a champion of hair education and training for both clients and stylists. Since founding Hair's Talent Salon in 1985, she has continually taught her unique hair care techniques for natural and chemically treated hair. Through the GinaCurl Academy, Gina now educates stylists around the globe in the GinaCurl method, which celebrates its 10th anniversary this year. "Training more hair professionals in advanced techniques for textured hair and alternative chemical treatments like the GinaCurl is critical to properly servicing a more diverse clientele and helping end the hair industry's racial divide," says Gina. "The need for change is long overdue."

To learn more, visit [Hairstalent.com/about-the-ginacurl/](https://hairstalent.com/about-the-ginacurl/).

For more information on the GinaCurl: <https://hairstalent.com/about-the-ginacurl/>



Actress Loren Lott after the GinaCurl

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