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# ***YOU ALREADY HAVE PERFECT HAIR***

*Rescuing your Health, Beauty, and  
Finances from the Destructive Powers  
of Relaxers and Curly Perms*

by

***Gregory L. Day***

***Book Proposal***

Book Proposal: YOU ALREADY HAVE PERFECT HAIR

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# INTRODUCTION

## OVERVIEW

Obesity! Dermatitis! Early Puberty! Cancers! Fibroid! Who disproportionately suffers from these conditions? African American Women. Why? They wear relaxed and curly-permed hairstyles!

Impossible, you say? Consider this: relaxer and curly perm products contain carcinogenic and mutagenic ingredients, the same ingredients comprising plaster, cement, pesticides, fireproof materials, depilatories, batteries, photo development, and leather tanning. When used to create relaxed and curly-permed hairstyles, these ingredients enter the bodies of African American women and destroy their physical well-being. The destruction, however, does not stop with their physical character. It also crosses into both their emotional and financial realms, forcing African American women to experience subtle and glaring rejection, embarrassment, time-hungry grooming, and frequent and unexpected spending.

Approximately ninety eight percent or twenty seven million African American women either wear relaxed or curly-perm hairstyles or have worn them for fifteen or more years. With most African American families and haircare professionals showing no reduction in relaxer and curly perm demand and usage, this trend appears long-term.

*You Already Have Perfect Hair* addresses these issues through 127 pages of main text, seventy nine professionally-taken 8" X 10" color photographs, and eleven financial exhibits. A total of twenty five chapters divide its main text. Back matter includes forty pages of the following information: a bibliography and recommended reading section, a publications and subscriptions section, footnotes, and index. *You Already Have Perfect Hair* contains the following features:

- \* Medical and legal case histories proving the dangers of using relaxers and curly perms.
- \* Long-awaited answers to the most controversial questions surrounding the history and practice of relaxing and curly perming natural, coily hair.
- \* Haircare terminology accurately describing natural, coily hair.
- \* Expense summaries detailing the required financial investment for different haircare approaches.
- \* Biblical evidence refuting the lies, myths, and legends about Black beauty.
- \* Fail-proof beauty steps ensuring harmony between hairstyle and lifestyle.

Its special features include a Biblical pedigree of Black beauty, summary and categorization of cosmetic product ingredients, and 113 pages of beauty proverbs.

A complete study of all *You Already Have Perfect Hair's* special features, sections, photographs, exhibits, and main text will compel its readers to adopt new definitions and perspectives about natural, coily hair, to accept as truth the convincing and abundant evidence against relaxer and curly-perm use, to strictly follow the recommended grooming practices, and to eliminate their dependence on or desire for relaxed and curly-perm hairstyles.

# MARKETS

## Domestic Market

African American women comprise the most significant domestic demand for *You Already Have Perfect Hair*. As of the March 2000 census, African American women account for 18.9 million or 13.5 percent of the United States female population.<sup>2</sup> The Joint Center for Political and Economic Studies estimates African American women comprise 18.5 million or 6.5% of the United States total population.<sup>7</sup>

Most African American women crave positive, intimate, direct, entertaining, and truthful information from African American authors. They read as a hobby and very much enjoy shopping for the next great read. They tirelessly and frequently read romance novels and popular magazines. They read romance novels to entertain their desires for great intimacy and triumphant loving. They read popular magazines to gain relationship guidance, discover new health strategies and product developments, and stay abreast of political and entertainment events and major players. They especially read popular magazines to receive fashion and grooming advice.

They enjoy talking about haircare as much as reading about relationships. Haircare ranks as the topic most frequently discussed with their family members and friends. Highly educated, Christian, professionally accomplished, and between thirty three and fifty five years old with great disposable income, African American women annually spend over one billion dollars on haircare. They spend most of that billion on relaxing or curly perming their natural, coily hair.

Most female African Americans spend years struggling to maintain their relaxed and curly-permed hair. Why, you ask? Relaxed and curly-permed hairstyles frequently fail them. Relaxed and curly-permed hairstyles often fail to stay well groomed since humidity, wind, and light touches dishevel them beyond abilities to quickly restore their shape. Needing relief from the struggle, African American women have sought information and advice from African American haircare literature and professional. Unfortunately, these sources have not provided relief. Yes, many of these sources have told African American women about newer techniques and products to better maintain their relaxed and curly-permed hairstyles. But these new techniques and products have only lessened their haircare struggles. African American women do not want their haircare struggles lessened. Tired, frustrated, injured, and poorer from maintaining relaxed and curly-permed hair, they want their haircare struggles eliminated, permanently! *You Already Have Perfect Hair* will do that. Written by a veteran, respected, African American haircare professional, *You Already Have Perfect Hair* will exhaustively provide positive, intimate, direct, and truthful information about healthy alternatives to relaxed and curly-permed hairstyling. Studies show many African American women would love to wear a natural hairstyle, especially one reflecting their love for different colors, versatility, durability, and low maintenance. Most African American women, however, spend most of their life only wearing relaxed and curly-permed hairstyles. They cite the following ten reasons to justify this behavior:

I work in corporate America.

I like to change hairstyles.

I'm concerned about upward mobility at my job.

My man won't let me.

They look good on YOU, but they wouldn't look good on me.

What would the church folks say?

I'm just not "there" yet.

I won't be able to wear my hair in a normal style.

I'm not sure "they" would accept me.

My hair is too\_\_\_\_\_ (fill in the blank).<sup>1</sup>

*You Already Have Perfect Hair* will educate female African Americans about alternative haircare, especially natural haircare. Once educated, they will not use "those" reasons to avoid alternative haircare. Instead, they will embrace *You Already Have Perfect Hair* as a trustworthy, forever-relevant reference for alternatives to relaxed and curly perm hairstyling.

Barbers and cosmetologists, multi-ethnic couples with Black children, and barber and cosmetology schools account for a perpetually growing demand for *You Already Have Perfect Hair*. Caucasian haircare professionals will consider *You Already Have Perfect Hair* as the perfect supplementary source for natural, coily hair education. Most Caucasian haircare professionals do not extensively service natural, coily hair. Their inadequate training in natural, coily haircare challenges their skills, making their natural, coily hair services time consuming and profit draining. Their study of *You Already Have Perfect Hair* will reverse this situation by providing them with theoretical principles and practical guidelines governing the nature and culture of healthy and ethical natural, coily haircare. The author estimates the domestic population of Caucasian haircare professionals at 170,215.<sup>4</sup>

Like Caucasian haircare professionals, cosmetology and barber schools will purchase *You Already Have Perfect Hair*. Since most cosmetology and barber schools use outdated textbooks, their students study information no longer applicable to healthy, ethical haircare, especially natural, coily haircare. Cosmetology and barber schools will purchase *You Already Have Perfect Hair* as an invaluable addendum to their curriculum's required text purchases. Their students' thorough reading of *You Already Have Perfect Hair* will provide them with invaluable natural, coily hair information missing in current cosmetology and barber school textbooks. The author estimates their domestic population at 65,375.<sup>6</sup>

Multi- ethnic parents (parents with one partner of African descent, Caucasian parents, and any non-Black parents) with Black children will also purchase *You Already Have Perfect Hair*. The parent not of African descent will mostly likely lack the most information about natural, coily haircare. This parent will purchase *You Already Have Perfect Hair* to acquire that information.

The author estimates their domestic population at 57,000.<sup>5</sup> The author estimates the total demand for this initially small but perpetually growing market segment at 293,090.

## **International Market**

The author staggers at the international demand potential for *You Already Have Perfect Hair*. Some 242 million natural, coily-haired people occupy lands outside the domestic market: 127 million in Nigeria, 77 million in Brazil, 33 million in South Africa, nearly 2.5 million in Jamaica, 1.2 million in Cuba, 500,000 in London, 300,000 in Puerto Rico, 240,940 in Toronto, and 101,390 in Montreal. A mere .5% purchase from these international markets potentially will improve *You Already Have Perfect Hair* sales by 1.2 million.

## COMPETITIVE AND COMPLEMENTARY BOOKS❖❖

Competitive and complementary works detail the history, culture and politics surrounding relaxed and curly perm hairstyling. They superbly detail personal experiences with relaxed and curly perm hairstyling, especially the psychosis related to those experiences. Nearly one-half of them act as how-to books, providing steps to accomplish various relaxed, curly perm, and braided hairstyles. Most of them address haircare from a non-licensed-haircare perspective. Only three of them (***Let's Talk Hair, Where Beauty Touches Me, and The Science of Black Hair***) convincingly address the medical effects of wearing relaxed and curly-permed hairstyles. Few of them briefly discuss the financial consequences and the time demands of relaxed and curly perm hairstyling. None of them address how relaxed and curly perm hairstyling challenge employer workplace appearance policies and Caucasian parents hair grooming skills. They especially do not address the conditions best for Black women wearing a bald head. The following list summarizes the competitive and complementary works.

1. ***Let's Talk Hair: Every Woman's Personal Consultation for Healthy Growing Hair***, Pamela Ferrell, Cornrolls and Company 1996, 240 pages, 7" x 10" softcover, first printing, ISBN 0-939183-02-1, \$24.95, Sales by year: 2002: 869 books; 2003:822 books; 2004:473 books; 2005:254 books; 2014 Amazon Best Sellers ranking: 876,264.
2. ***The Sisterlocks Book: Volume 1, A Tapestry of Dreams***, Joanne Cornwell, Sisterlocks Publishing 2001, 153 pages, 8.5 x 11" softcover, first printing, \$29.95, ISBN 0-965742695, Sales by year: 2002: 235 books; 2003: 80 books; 2014 Amazon Best Sellers ranking: 2,047,868.
3. ***Where Beauty Touches Me***, Pamela Ferrell Cornrolls and Company 1993, 130 pages, 8.5" x 11" softcover, first printing, \$24.95, ISBN 0-939183-02-3, Sales by year: 2002: 91 books; 2003:51 books; 2004:52 books; 2005:39 books; 2014 Amazon Best Sellers ranking: 2,293,609.
4. ***That Hair Thing and the Sisterlocks Approach***, Joanne Cornwell, Sisterlocks Publishing 1997, 180 pages, 7" x 8.5" softcover, first printing, \$19.95, ISBN 0-9657426-5-2, Sales by year: 2002: 366 books; 2003: 61 books. 2014 Amazon Best Sellers ranking: 1,802,933.
5. ***Kids Talk Hair: An Instruction Book for Grown-ups & Kids***, Pamela Ferrell, Cornrolls and Company 1999, 110 pages, 7.89" x 7.83" hardcover, \$24.95, ISBN 0-939183-03-X, Sales by year: 2002: 539 books; 2003:306 books; 2004:415 books; 2005:306 books; 2014 Amazon Best Sellers ranking: 1,353,501.
6. ***Dreads***, Francesco Mastalia and Alfonse Pagano, Artisan 1999, 144 pages, 10.5" x 12" hardcover, first printing, \$35.00, ISBN-10: 157965150-X, ISBN-13: 978-1579651503, Sales by year: 2002: 1387 books; 2003: 708 books; 2004: 0 books; 2005: 310 books; 2014 Amazon Best Sellers ranking: 82,431.
7. ***Hair Story: Untangling the Roots of Black Hair in America***, Lori L. Tharps and Ayana D. Byrd, St. Martin's Griffin 2001, 208 pages, .6" x 6" x 9" hardcover, \$13.82, ISBN-10: 0312265999, ISBN-13: 978-0312283223, Sales by year: 2002: 218 books; 2003: 43 books; 2004: 0 books; 2005: 0 books; 2014 Amazon Best Sellers ranking: 136,316.

8. ***Tenderheaded: An Anthology on Black Women and Hair***, editors Juliette Harris and Pamela Johnson, Pocket Books 2000, 302 pages, 7" x 9.5" hardcover, first printing, \$25.95, ISBN 0-671-04755-8, Sales by year: 2002: 62 books; 2003: 10 books; 2004 and 2005: out of stock indefinitely; 2014 Amazon Best Sellers: 174,416.
9. ***Hair Raising: Beauty, Culture, and African American Women***, Noliwe M. Rooks, Rutgers University Press 1996, 176 pages, .4" x 5.45" x 8.3" hardcover, \$14.74, ISBN-10: 0813523125, ISBN-13: 978-0813523125, Sales by year: 2002:38 books; 2003:33 books; 2004:26 books; 2005:15 books; 2014 Amazon Best Sellers ranking: 552,503.
10. ***Good Hair: For Colored Girls Who've Considered Weaves When the Chemicals Became Too Ruff***, Lonnicc Brittenum Bonner, Crown Publishers 1994, 112 pages, .3" x 5.5" x 8.3" softcover, second printing \$10.00, ISBN-10: 0-517-88151-9, ISBN-13: 978-0517881514, Sales by year: 2002: 331 books; 2003:225 books; 2004: 174 books; 2005:71 books; 2014 Amazon Best Sellers ranking: 1,039,004.
11. ***No Lye!***, Tulani Kinard, St. Martin's Griffin 1997, 176 pages, 5.5" x 8.22" softcover, \$15.95, ISBN 0312151802, Sales by year: 2002: 594 books; 2003: 301 books; 2004:282 books; 2005: 167 books; 2014 Amazon Best Sellers ranking: 905,595.
12. ***Natural Haircare and Braiding***, Diane Carol Bailey, Milady Publishing 1997, 256 pages, 8.53" x 11.02" softcover, first printing, \$44.95, ISBN 1562533169, Sales by year:2002: 219 books; 2003: 127 books; 2004: 130 books; 2005: 31 books; 2014 Amazon Best Sellers ranking: 148,600.
13. ***Plaited Glory: For Colored Girls Who've Considered Braids, Locks, and Twists***, Lonnicc Brittenum Bonner, Crown Publishers 1996, 128 pages, 5.39" x 8.36" softcover, \$12.00, ISBN 0517884984, Sales by year: 2002: 454 books; 2003:317 books; 2004: 231 books; 2005: 124 books; 2014 Amazon Best Sellers ranking: 223,534.
14. ***Hairlocking: Everything You Need to Know. African, Dread, and Nubian Locks***, Nekhena Evans, A&B Book Publishers Group 1999, 123 pages, third edition, 5.54" x 8.51" softcover, \$9.95, ISBN 1886433151, Sales by year: 2002:3 books; 2003: 305 books; 2004: 256 books; 2005:125 books; 2014 Amazon Best Sellers ranking: 1,044,447.
15. ***Don't Worry Be NAPPY!***, Jeffery Bradley, NetNia Communications 2000, 200 pages, 7.56" x 9.26" softcover, \$19.95, ISBN 1884163017, Sales by year: 2002: 193 books; 2003: 162 books; 2004: 79 books; 2005: 34 books; 2014 Amazon Best Sellers ranking: 2,692,172.
16. ***The Black Woman's Guide to Beautiful Hair: A Positive Approach to Managing Any Hair Type and Style***, Lisa Akbari, Sourcebooks, Inc 2002, 164 pages, 8.06" x 6.56" softcover, \$12.95 ISBN 1570719055, Sales by year: 2002: 900 books; 2003: 795 books; 2004: 321 books; 2005: 183 books; 2014 Amazon Best Sellers ranking: 896,116.

17. ***Hair Matters: Beauty, Power, and Black Women's Consciousness***, Ingrid Banks, New York University Press 2000, 197 pages, 8.93" x 5.94" hardcover, \$19.00, ISBN-10:081471337-8, ISBN-13: 978-0814713372, Sales by year: 2002: 48 books; 2003: 43 books; 2004: 48 books; 2005: 22 books; 2014 Amazon Best Sellers ranking: 603,511.
18. ***Why Are Black Women Losing Their Hair***, Barry Fletcher, Unity Publishers 2000, 189 pages, 9" x 12" softcover, first printing, \$29.00, ISBN 0-615-11545-4, Sales by year: 2002:1069 books; 2003: 683 books; 2004: 499 books; 2005: 287 books; 2014 Amazon ranking: 937,832.
19. ***The Science of Black Hair: A Comprehensive Guide to Textured Hair Care***, Audrey Davis-Sivasothy, Saja Publishing Company 2011, 258 pages, .7" x 6.8" x 9.8" hardcover \$32.00, softcover \$22.46, ISBN-10: 0984518428, ISBN-13: 978- 0984518425; 2014 Amazon Best Sellers ranking: 14,929.
20. ***Grow It: How to Grow Afro-Textured Hair to Maximum Length in the Shortest Time***, Chicoro, ChicoroGYA Publishing 2012, 116 pages, .3" x 5.9" x 8.9" softcover, \$13.05, ISBN-10: 0982068905, ISBN-13: 978-0982068908, 2014 Amazon Best Sellers ranking: 28758.
21. ***If You Love It, It Will Grow: A Guide to Healthy, Beautiful Natural Hair***, Dr. Phoenix Austin, Phoenix Austin Publishing 2012, 220 pages, .5" x 5.9" x 8.9" softcover,\$18.95, ISBN-10: 0984863001, ISBN-13: 978-0984863006, 2014 Amazon Best Sellers ranking: 45,743.
22. ***Better Than Good Hair: The Curly Girl Guide to Healthy Gorgeous Natural Hair***, Nikki Walton and Ernessa T. Carter, Amistad 2013, 224 pages, .6" x 8.9" x 6.9" softcover, \$12.72, ISBN-10: 0062123769, ISBN-13: 978-0062123763, 2014 Amazon Best Sellers ranking: 50,644.
23. ***Nappturocity: How to Create Fabulous Natural Hair & Locs***, Erin Shell Anthony, CreateSpace Independent Publishing Platform 2009, 218 pages, 7.9" x 8.1" softcover, 12.57, ISBN-10: 1441465324, ISBN-13: 978-1441465320, 2014 Amazon Best Sellers ranking: 707,382.

❖❖Sales figures do not reflect total sales. They only reflect Ingram's automated stock sales records as of 2005 and Sisterlocks sales records as of April 2003.

Like its competitive and complementary works, *You Already Have Perfect Hair* also addresses the personal, psychological, and medical, consequences of relaxed and curly perm hairstyling. Unlike its competitive and complementary works, *You Already Have Perfect Hair* supports its claims with documented medical and legal cases, reliable financial results, proven grooming tips, accurate and culturally-preferred haircare terminology, and irrefutable Biblical evidence. The author also distinguishes *You Already Have Perfect Hair*.

Unlike the authors of competing and complementary works, the author of *You Already Have Perfect Hair* writes it from a male, licensed, haircare professional's perspective.

*You Already Have Perfect Hair* is not a hairstyling manual, providing general and detailed how-to technical information to achieve various hairstyles. It also does not narrate the hair journeys or commiserate the hair woes and failures of African American women. Instead, *You Already Have Perfect Hair* is a Black women's guide for choosing the best hairstyle to achieve their beauty potential. It is a what-and-why hairstyle guide, providing awareness and proof of destructive haircare, detailing the physical and financial benefits of wearing Afros, Hairlocks, and bald heads, and providing instructions to avoid or embrace the most controversial and sensitive natural, coily hair issues:

Lies about Afros, Hairlocks, and braids.

Sensitive haircare issues affecting men, families, cosmetology and barber schools, haircare professionals, advertising and glamour businesses, and female relationships.

Offensive and tactful terms for describing natural, coily hair.

Convincing medical, emotional, and financial reasons to discontinue relaxer and curly perm usage.

Color photographs of society's most beautiful Afros, Hairlocks, and facial features.

Lifestyle changes for people wanting an active and productive life free of haircare anxieties.

Hairstyles and grooming methods not harmful to natural beauty and health and not wasteful of money and time.

Psyche underlying the desire to wear relaxed and curly-permed hairstyles.

Bible references to Afros, Hairlocks and bald heads.

How relaxed and curly-permed hair hurt society.

Legal consequences for haircare professionals performing relaxer and curly perm services.

Fourteen most beautiful faces in the fashion, news, and entertainment worlds.

The best conditions for wearing a bald head.

Men's most intimate feelings about women wearing relaxed and curly-permed hairstyles.

Afros and Hairlocks costing less to maintain  
than relaxed and curly-perm hairstyles.

The challenges Caucasian parents face when grooming  
their children's natural, coily hair.

Why some employers restrict certain natural hairstyles.

The presentation of *You Already Have Perfect Hair* also will distinguish it. Multi-colored, computer-generated graphics and professionally-taken, color photographs abound in *You Already Have Perfect Hair*. These qualities make its information more visually attractive, humorous, and memorable.

These citations, evidence, and presentation make *You Already Have Perfect Hair* the single most comprehensive, visually-appealing, and entertaining information source about the destructive relationship among relaxers, and curly perms, and natural, coily hair.

## PROMOTION-The First Year

Direct mail, email, morning urban radio, and a friend's recommendation most effectively influence the book-buying decisions of African American women. Therefore, the author will spend up to 75% of his book advance to conduct the following marketing campaign for *You Already Have Perfect Hair*.

### **Pre-Publication**

***Present the marketing campaign before wholesalers, distributors, and bookstore personnel.*** The presentation will inform about the exciting promotional activities planned for *You Already Have Perfect Hair*, describe its benefits and features, and proclaim its three themes:

- \* *You Already Have Perfect Hair* does not commiserate, it liberates!
- \* *You Already Have Perfect Hair* does not instruct. It informs, guides, and protects.
- \* When you purchase *You Already Have Perfect Hair*, you are not buying a technical hair book. You are buying time and money-saving hair solutions!

This presentation will equip them with sales handles or angles to capture both media and reader attention.

***Solicit editorial coverage by mailing media releases and publicity packages to selected weekly community newspapers and monthly consumer magazines.*** The author will target mailings to local newspapers(e.g., The Villager(Austin, Texas), NOKOA(Austin, Texas), and magazines(e.g., Essence, Black Hair, Upscale, O, The Oprah Magazine, Working Woman, Emerge, Black Enterprise, Ebony, and Heart and Soul.

***Mail media releases and publicity packages to local news bureaus of those same weekly community newspapers and monthly consumer magazines.*** Local bureaus act more responsively to media and publicity mailings than major newspapers and magazines since their main efforts focus on finding local newsworthy events, people, and products.

### **At Publication and After**

***Create and insert a You Already Have Perfect Hair flyer with other selected mailings.*** The author has received permission from Kit and Tom Randall, principals of Armstrong McCall South Austin Beauty & Barber Supply, to include a flyer with one or several of their regular mailouts to their regular and prospective clients. The flyer will announce and describe the availability of *You Already Have Perfect Hair*.

***Secure radio interviews with urban radio stations regularly interviewing African American, African, and Caribbean authors.*** Beauty experts and media professionals assert urban radio remains the most effective medium for informing a Black audience. Syndicated beauty talk shows may offer *You Already Have Perfect Hair* its best promotion launching pad.

***The author will make known his availability for radio and TV interviews.*** The author will use the internet to post his availability on sites like radioguest.com and authorinterviews.com.

## PROMOTION: The First Year-continued

**Mail media releases and publicity packages to publications and libraries serving our military personnel.** Military publications and libraries review and procure books on self improvement, a subject well covered in *You Already Have Perfect Hair*.

**Offer free copies of *You Already Have Perfect Hair* to any radio or TV program interviewing the author.** The author will give away the copies as promotion during the interview.

**Convince McNeil Corporation and Ultimate Face Cosmetics to mention *You Already Have Perfect Hair* in some form of its advertisements.** Since the author endorses Nizoral(anti-dandruff shampoo) and Ultimate Face Cosmetics in *You Already Have Perfect Hair*, the author will request a special mention of *You Already Have Perfect Hair* in some aspect of Nizoral and Ultimate Face Cosmetics marketing. The special mentions will generate greater regional and national publicity.

**The author will make known his availability for interviews and appearances on religious programs and at universities.** Since *You Already Have Perfect Hair* has both educational and religious relevance, the author will inform religious broadcasting principals and university bookstore administrators about the author's availability for interviews and appearances.

**Mail publicity packages to selected church leaders and wives of famous pastors:** Kirbyjon Caldwell and Suzette Turner, TD and Serita Jakes, Creflo and Taffi Dollar, Myles and Ruth Monroe, Eddie and Vanessa(now ex-wife) Long, Bobby and Ethel Jones, Jamal and Gizelle Bryant, Harold and Shirley Caesar, Louis and Khadijah Farrakhan, Fred and Betty Price, I.V. and Bridget Hilliard, and Keith and Deborah Butler. These leaders talk to a lot of people suffering with hair and scalp problems. Since *You Already Have Perfect Hair* offers both medical and Biblical instruction on proper haircare, these leaders will embrace *You Already Have Perfect Hair*, purchase it, and delight in recommending it to their congregations.

**Sell *You Already Have Perfect Hair* to clients patronizing my salon.** People enjoy directly buying books from authors. The author estimates this approach will yield 100 books sold.

**Mail publicity packages to selected cosmetology and barber schools to request their adoption of *You Already Have Perfect Hair* as a supplementary educational aid.** Their adoption will guarantee yearly sales of *You Already Have Perfect Hair*. The author estimates a 1% adoption will yield approximately 654 books sold annually.<sup>14</sup>

**Mail publicity packages to selected public opinion molders:**

Actors Debbie Allen, Phyllis Yvonne Stickney, Lorraine Toussaint, Phylicia Rashad, Viola Davis, Halle Berry, S. Epatha Merkerson, Gabrielle Union, Whoopie Goldberg, Tracee Ellie Ross, Sheryl Lee Ralph, and Queen Latifah.

Television personalities Sherri Shepherd, Arsenio Hall, Robin Roberts, Sheryl Underwood, Aisha Tyler, and Wendy Williams.

Commentators/Interviewers Bryant Gumbel, Tavis Smiley, Soledad O'Brien, Gwen Ifill, Star Jones, and Steve Harvey.

## PROMOTION: The First Year-continued

Tennis greats Serena and Venus Williams.

Reality television stars NeNe Leakes, Cynthia Bailey, Phaedra Parks, Kenya Moore, and Kandi Burruss.

Singers/Entertainers Mary J. Blige, Janelle Mona'e, Mary Mary, Beyonce, Kim Burrell, Yolanda Adams, and Tamela Mann.

Celebrity wives Camille Cosby, Pauletta Wanshington, Enola Gilmore, Tonya Lewis Lee, Marjorie Harvey, and LaTonya Richardson.

Life coaches Mehmet OZ, M.D., Iyanla Vanzant, and Suze Orman.

Editors Gail King and Lucy Kaylin(O, The Oprah Magazine), Vanessa K. Bush(Essence), Constance C.R. White, and Susan Taylor.

Supermodels Roshumba Williams, Naomi Campbell, Tyra Banks, and Jessica White.

Designers Earlitha "Cookie" Kelly and Sheila Bridges.

Business moguls Sheila Johnson and Oprah Winfrey.

First Lady Michelle Obama.

Political advisors Valerie Jarrett and Condoleezza Rice.

Celebrity Chefs Carla Hall, Gina Neely, and Sunny Anderson.

These mailings also will give legs to You Already Have Perfect Hair, generating awareness and book sales among these influential people, their families, and associates.

***Mail publicity packages to selected members of the following sororities: Alpha Kappa Alpha, Delta Sigma Theta, Zeta Phi Beta, and Sigma Gamma Rho.*** These mailing will generate book sales among sorors and their friends with membership in churches and civic groups.

***Take advantage of free publicity.*** The author will get You Already Have Perfect Hair listed in indices and bibliographies: Books in Print, Cumulative Book Index, The Library of Congress, Weekly Record Department, National Union Catalog, Weekly Record, American Book Publishing Record, Boss Published Today column of New York Times, American Booksellers Association, and Contemporary Authors.

***Mail publicity packages to selected university bookstores and professors.*** These packages will include pitch letter asking them to consider purchasing You Already Have Perfect Hair as a text for their programs in African American history, women or multicultural studies, sociology, health, and fashion.

## PROMOTION: The First Year-continued

***Solicit media coverage in newspapers reporting events in cities and universities the author either once lived or attended.*** The following cities, schools and their media will support well the author's efforts to promote and sell You Already Have Perfect Hair:

### ***CITY/***

### ***SCHOOL***

### ***MEDIA AND SUGGESTED EDITORIAL SLANT***

Akron, Ohio:	Akron Beacon Journal, The Reporter; <b><i>Slant:</i></b> Native son turns author.
Austin, Texas:	The Villager, NOKOA, Austin American Statesman; <b><i>Slant:</i></b> Austin stylist pens controversial haircare book.
Savannah, Georgia:	The Savannah Morning News and Evening Press; <b><i>Slant:</i></b> Former City Budget Administrator turns author.
Northwestern University:	Northwestern <b><i>Slant:</i></b> J.L. Kellogg Graduate School of Management alumnus writes haircare book.
Carleton College:	VOICE <b><i>Slant:</i></b> Carl embraces authorship.

***Create and maintain a website.*** The website will provide fans of You Already Have Perfect Hair a point of contact with the author and the book. The features of the website will encourage people to visit the website and discover the latest developments surrounding the author and You Already Have Perfect Hair.

***Create internet enthusiasm for You Already Have Perfect Hair by broadcasting emails to new opinion molders, book clubs/reading groups, church groups, hair professionals, sorors, new hires, editors, authors, and cosmetology and barber school instructors.*** The emails will announce the publication of You Already Have Perfect Hair, invite them to visit You Already Have Perfect Hair's website, and request they order it from sources nearest them. The author will email every week five new contacts.

***Contact everyone sent a publicity package.*** The author will respectfully nudge publicity-package recipients to give the author and You Already Have Perfect Hair media coverage, recommendations, contacts and beneficial sale leads.

***Visit bookstores during business and pleasure travels to sign copies of You Already Have Perfect Hair and to talk with bookstore personnel.*** Autographed books sell better than non-autographed ones, thus making bookstores less likely to return them to the publisher.

***The author will distribute flyers, brochures, bookmarks, and other printed materials.*** The author will distribute these promotional materials during social occasions and client consultations. The author also will insert them into all of his outgoing business mailings and into the bags containing client grooming product purchases.

## PROMOTION: The First Year-continued

**Mail thank-you notes.** The author will mail thank-you notes to every reviewer, interviewer, and promoter of You Already Have Perfect Hair. This expressed appreciation will prompt them to make gift purchases of You Already Have Perfect Hair and to highly recommend it to other people.

**Coordinate promotional activities with those of the publisher.** The author will keep the publisher abreast of all promotional activities employed by the author.

**Get men interested in You Already Have Perfect Hair.** Very few authors write books aimed at improving the lives of men. The author will use various marketing tools to advertise You Already Have Perfect Hair as a resource for increasing their finances, improving the quality of their spare time, and resolving the hair grooming issues frustrating the women in their lives. Men spend nearly 25% of their awake time at home<sup>8</sup>. While at home, they primarily use the internet to receive most of their news<sup>9</sup>. In the short run, the author will use free online resources to market You Already Have Perfect Hair to

men while at home. Men spend nearly 13% of their awake time in a car, bus, train, or ship<sup>10</sup>. In the long run, the author will use urban radio to advertise You Already Have Perfect Hair to men while they travel by those modes of transportation.

**Mail publicity packages to principal members of clubs and support groups for multi-ethnic and Caucasian parents raising Black children.** This small but rapidly growing market sector crave guidance in grooming natural, coily hair. This market sector composes 173 separate support groups with 5,667 members currently comprising the groups.<sup>11</sup> Direct mailings to support group organizers will generate rapid awareness and strong book sales.

## PROMOTION-The Second Year

Both the author and publisher will review the first-year promotional activities, continuing only those activities yielding the best reviews, testimonials, and sales. You Already Have Perfect Hair will sell better as time passes since experts feel first-year promotions take at least five months to generate a great-buy response from the market. To help mature this response, the author will perform promotional activities as follows.

***Make salesperson of clients.*** The author will convince the publisher to sell him, at discounted prices, an agreed-upon number of books. The author has already recruited a few reliable clients to sell You Already Have Perfect Hair. Those clients will refer prospective purchasers to the author. The author will sell You Already Have Perfect Hair to those prospective buyers and pay a referral fee to the clients referring buyers to the author. The author will use part of his advance and royalties to cover client referral fees.

***Notify publisher of new tie-ins to current events.*** Both the author and publisher will give away copies of You Already Have Perfect Hair to the media covering current events aligning with the themes of You Already Have Perfect Hair.

***Get You Already Have Perfect Hair into catalogs.*** According to some experts, catalogs pay on time, do not return books, and buy several books at a time. With publisher assistance, the author will initially pursue catalog sales with Afro World.

***The author will discover new media personnel reporting on subject addressed in You Already Have Perfect Hair: obesity epidemic; fibroids rampant among Black women; White parents' struggle with grooming their Black children's hair; employers fire Black women for wearing controversial hairstyles; Parents' concern with very early female puberty.*** The author will locate new freelance writer, reporters, news bureaus, other media contacts during his travels, web searches, and magazine readings and send them a request for an author interview or book review.

## PROMOTION-Ongoing

***Develop an audio book for You Already Have Perfect Hair.*** The audio book will provide time-starved people a vehicle to entertain and educate themselves during commutes, exercise sessions, leisure, and chores.

***Create a second edition of You Already Have Perfect Hair.*** The second edition will contain new picture of exquisite Afros, Sisterlocks, and bald heads. It also will include the latest haircare information and reflect book design changes as suggested by the marketplace.

***Sell You Already Have Perfect Hair at selected conferences.*** With publisher promotional assistance, the author will attend and sell You Already Have Perfect Hair at selected conferences, conventions, and hair shows.

***Translate You Already Have Perfect Hair into different languages.*** Approximately 9.61 million European Blacks, .78 million Canadian Blacks, and 60.37 million African Blacks mainly speak French<sup>12</sup>. Approximately 27.7 million Caribbean Blacks and 123.47 million South and Central American Black primarily speak Spanish<sup>13</sup>. The author staggers at the potential sales You Already Have Perfect Hair can achieve by translating it into Spanish and French and selling it in Caribbean, South and Central American, European, and African markets.

***Tape an interview on Austin's public access cable television channel.*** After taping the interview, the publisher will market the tape to public access cable outlets across the country. This marketing effort will nationally publicize You Already Have Perfect Hair for only a fraction of the costs (mostly duplicating and mailing fees) of traditional book-signing or TV tours.

## TIE-INS

You *Already Have* Perfect Hair directly relates with America's obesity crisis. New statistics reveal the following results about obesity:

- \* Fifty percent of Black women suffer with obesity.
- \* Fifteen percent of Black women suffer with extreme obesity.
- \* Medical cost of treating obesity-related diseases(diabetes, heart and liver dysfunctions, arthritis, and some cancers) considerably strain the resources of our healthcare system.

You *Already Have* Perfect Hair addresses America's obesity crisis by discussing how relaxed and curly-permed hairstyles foster obesity among African American females. You *Already Have* Perfect Hair also address several health and beauty issues frequently debated in consumer magazines, doctor offices, women groups, and religious circles:

- \* Black women's hair loss epidemic.
- \* Parental concerns about early female puberty.
- \* Relationship between fibroids and hairstyles.
- \* "Good hair" versus "bad hair" debate.
- \* Long-hair-is-a-woman's-glory controversy.
- \* Natural hairstyling's connection with workplace discrimination.
- \* Black women's addiction to oil.
- \* White parents' struggles with natural, coily hair grooming.

You *Already Have* Perfect Hair will address these issues as follows.

- \* Provide information differentiating good and bad hair.
- \* Summarize statistics and other facts evidencing the disproportionate spending on haircare.
- \* List specific medical conditions highlighting the reproductive disorder associated with relaxed and curly-perm hairstyling.
- \* State the grooming practices and the hormone causing earlier puberty among girls.

# RESOURCES NEEDED TO ENSURE SUCCESS

## **Timing**

The timeliness of You Already Have Perfect Hair stands very important to its first-year sales since obesity levels and fibroid incidences have reached all-time highs. An immediate market introduction of You Already Have Perfect Hair ensures it will beat both the medical and beauty communities in providing obesity and fibroid remedies.

To speed up the market introduction of You Already Have Perfect Hair, the author has already written it. The author has typed and formatted the main text using WordPerfect(don't laugh, old habits die hard!) and very soon will convert it into Microsoft Word(quickly becoming a fan). He also has created and printed 104 graphic pages using Adobe PageMaker and Art Explosion 600,000, created financial exhibits using Microsoft Excel, and purchased seventy nine pictures of exquisite Afros, Sisterlocks, and bald heads professionally taken by Rick Hastie Photography. The author has signed a contract with Rick Hastie Photography giving the author rights to include the photographer's work in You Already Have Perfect Hair. The photographer has granted those rights to the author for the life of You Already Have Perfect Hair, including all of its editions. The author has not acquired copyright releases for other photographers' works needed to complete You Already Have Perfect Hair's publication.

## **Promotion Materials**

The author recommends the use of news kits, publicity packages, and a website to implement the marketing campaign for You Already Have Perfect Hair. The news kits and publicity packages will contain a mixture of the following marketing tools:

- \* Request-for-review pitch letter
- \* Promotional copy of book
- \* News release
- \* Available-for-interview pitch sheet,
- \* Book cover
- \* Reprint of reviews
- \* Table of contents
- \* Media questions
- \* Order form
- \* Story-behind-the-book sheet

The news release will provide the story behind You Already Have Perfect Hair, author credentials, and purchasing information. The book cover will double as a brochure, displaying a photograph of You Already Have Perfect Hair and listing the benefits from reading it. The available-for-interview pitch letter will summarize ten facts about relaxers, curly perms, and the author. The media-questions summary will detail provocative questions an interviewer can ask the author. The reprint of reviews will present evaluations from book critics and reviewers. The author estimates each news kit will cost \$6 to create, print, and mail. He estimates each publicity package will cost \$30 to create, print, and mail.

## RESOURCES NEEDED TO ENSURE SUCCESS-continued

The website will contain the following features:

- \* Front and back cover
- \* Picture gallery
- \* Contest section
- \* Hair-quote-of-the-month section
- \* About the author summary
- \* Book signing calendar
- \* 1<sup>st</sup> page of each chapter
- \* Comments section
- \* Frequently-asked-questions section
- \* Recommended Reading and Products
- \* Ordering information
- \* Hair terminology

The attractive front and back cover will verify the high production quality of the book. The first page of each chapter will serve as sample reading. The exquisite pictures of Afros, Sisterlocks, and bald heads will provide visual proof of how natural hairstyling can help Black women achieve their beauty potential. The comments section will summarize the readers' reactions to *You Already Have Perfect Hair*. The contest will involve awarding a gift certificate to every 50<sup>th</sup>, 75<sup>th</sup>, and 100<sup>th</sup> website visitor leaving an email address. The award winner can apply the gift certificate towards the purchase of *You Already Have Perfect Hair*. The frequently-asked-questions section will feature answers to the best questions about natural, coily hair. The hair-quote-of-the-month section will display haircare proverbs. The recommended readings and products will detail the author's choice of books and grooming products for further study on haircare, image ethnicity, health, and beauty. The book signing calendar will provide date, time, and location of scheduled author appearances. The about-the-author summary will detail the author's background and the story behind *You Already Have Perfect Hair*. The ordering information section will list costs and procedures to order *You Already Have Perfect Hair*. The hair terminology section will list offensive and recommended hair adjectives. The author estimates the website will cost \$3,000 to create and \$70 monthly to host.

Secondary promotional materials will include postcards and flyers. Postcards and flyers will stress answers to a few frequently-asked questions and inform readers about scheduled author visits to their area.

## ABOUT THE AUTHOR

Gregory L. Day is a licensed Texas Barber and a Novalash eyelash extensionist. He holds a Bachelor of Arts degree from Carleton College in Northfield Minnesota, and a Masters of Business Administration degree from Northwestern University in Evanston Illinois.

Mr. Day has accumulated twenty two years of barbering and hairstyling, nineteen years of Sisterlocks™ haircare, and nine years of salon ownership and management. As the first hairstylist to provide Sisterlocks™ haircare in Austin Texas, his haircare opinions have appeared in *The Austin Villager*, *NOKOA The Observer*, *The Austin American Statesman*, Carleton College's *VOICE*, Debra Monroe's book *On the Outskirts of Normal*, and on KAZI(88.7 FM) morning radio shows *RISE*, *SOUL VIBRATION*, and *HEALTH TALK*.

His background fosters his unique, honest, brave, and professional take on haircare. Mr. Day simultaneously approaches each client from both a financial and aesthetic viewpoint. Unlike most haircare professionals, he first analyzes a client's facial features and then recommends the hairstyles most affordably accentuating them. This approach has helped all his clients greatly improve their images and many of them reach their beauty potential. Most haircare professionals do the opposite: they first create a hairstyle and then convince their clients to adjust their makeup, clothing, and jewelry, and budget to jibe with the hairstyle. This approach places the client's image and reputation at the mercy of the hairstyle, a responsibility reserved only for their facial features.

Mr. Day's approach has helped him build and maintain a loyal natural-hair clientele. Caucasian couples raising Black children particularly seek his advice when overwhelmingly challenged with grooming natural, coily hair. Mr. Day's haircare stays relevant in the Austin area because he makes his clients understand the relationship between hairstyles and physical excellence. He especially stays relevant within Austin's Black culture because he makes his Black clients understand the direct correlation between natural hairstyling and physical beauty.

## **AUTHOR'S MOTIVATION FOR WRITING YOU ALREADY HAVE PERFECT HAIR**

The author pens You Already Have Perfect Hair to accomplish seven feats. One, the author wants Black women to reach their beauty potential. After thoroughly reading You Already Have Perfect Hair, Black women will finally understand they cannot reach their beauty potential while wearing relaxed and curly-permed hairstyles. You Already Have Perfect Hair will detail medical, financial, and social information proving Sisterlocks™, Afros, and bald heads remain the only hairstyles they can wear to look their physical best. Without the information presented in You Already Have Perfect Hair, Black women will continue reading haircare books not showing them how to permanently acquire and feel worthy of enjoying the following benefits:

- \* Less time and money spent on products cleansing, conditioning, cutting, coloring, and protecting their hair.
- \* Greater freedom to exercise and experience more uninhibited sexual contact.
- \* More compliments about their appearance.
- \* Trust their appearance will satisfy workplace appearance requirements.
- \* Protection against obesity, dermatitis, blood and lung cancer, fibroids, and early puberty.

Only You Already Have Perfect Hair will give Black women resources to choose hairstyles yielding these benefits and prescribe steps to reach their beauty potential. Too narrative and too focused on personal hair journeys, the information found in books competing with or complementing You Already Have Perfect Hair at best will yield only a very small fraction of those benefits.

Two, the author writes You Already Have Perfect Hair to ensure Black women's physical beauty receive the universal praise it deserves. Black women possess three inimitable features: the most color-rich skin, the most voluptuous, delicious, cupid-bow shaped lips, and the most bodaciously curvaceous bodies. These features make Black women the sexiest, most beautiful, attractive, desired, and praise and emulation-worthy women on the planet! The wrong hairstyle, however, can cast shadows over or destroy the health of their features. You Already Have Perfect Hair will help Black women choose hairstyles highlighting, preserving, and bringing notice to their inimitable features. Not inhibited by the wrong hairstyle, Black women will gain the confidence to display and accessorize their features with figure and feature-flattering clothing, jewelry, and makeup prescribed in You Already Have Perfect Hair. Onlookers will take notice of their efforts and shower them with well-deserved praise and admiration. This notice, given universally, will result in the world not hesitating to crown Black women "The World's Most Beautiful Women".

## **AUTHOR'S MOTIVATION FOR WRITING YOU ALREADY HAVE PERFECT HAIR-continued**

Three, the author wants Caucasian couples to improve their comfort and develop their skill in grooming natural, coily hair. The author writes You Already Have Perfect Hair to provide Caucasian couples with information to improving their comfort and skill. You Already Have Perfect Hair will give them information to understand natural coily hair's nature and character, to only adopt the healthiest natural hairstyles, to practice the kindest natural hair cleansing and conditioning, and to avoid dangerous hair extensions. You Already Have Perfect Hair also will help Caucasian couples avoid six mistakes they can make when caring for their children's natural, coily hair:

- ✱ Trying to identify with or understand the cultural, political, and social issues surrounding Black women's grooming habits.
- ✱ Explaining to complete strangers their reasons for adopting a Black child.
- ✱ Succumbing to societal pressure to relax or curly perm their children's hair.
- ✱ Making their Black children wear special headgear(scarves, caps bonnets, or "do" rags) while sleeping or swimming.
- ✱ Thinking they have less ability than Black parents to groom natural, coily hair.
- ✱ Letting someone convince them natural, coily hair is inherently fragile and have limited growth potential.

Four, Black women consider Black men the last barrier to a universal acceptance, praise, support, and adoption of natural hairstyling. The author writes You Already Have Perfect Hair to give Black men financial, Biblical, medical, and social reasons for completely supporting, praising, and accepting Black women's efforts to go natural.

Five, the success of You Already Have Perfect Hair will bestow professional gains on the author. It will give him better name recognition. The public will associate the success of You Already Have Perfect Hair with the author and acknowledge him as a natural haircare authority. That honor will generate greater demand for his natural hair services.

That honor also may generate a demand for his future makeup services. The author is learning makeup application. The success of You Already Have Perfect Hair will introduce him to a public possibly willing to let him practice different makeup applications free of charge. This opportunity will improve his skill and accelerate his training and development in makeup artistry.

Six, the author's status as a new author and natural haircare authority will open doors to editorial assignments. Health, beauty, and fashion magazine publishers will seek his advice on natural, coily haircare and ask him to write editorial pieces for their publications. The author will enthusiastically embrace those opportunities.

## **AUTHOR'S MOTIVATION FOR WRITING YOU ALREADY HAVE PERFECT HAIR-continued**

Seven, You Already Have Perfect Hair will improve the author's chances of becoming a paid professional speaker. Conference, convention, charity event, and hair show coordinators always look for experts to demonstrate their talents. They look for experts well known in their industries, especially experts with author credentials. The success of You Already Have Perfect Hair will provide the author with the type of renown and writing credentials conference, convention, charity event, and hair show coordinators will find worthy of employing him as one of their event speakers.

# THE OUTLINE

## List of chapters

- Preface           **MY APPRECIATION, APOLOGY, AND CONFUSION**  
The author describes his experience with relaxers and curly perms.  
**2 pages, 1 illustration.**
- Chapter 1       **INTRODUCTION**  
Discover the primary reason one cannot accept the perfect nature of natural, coily hair.  
**2 pages, 2 illustrations.**
- Chapter 2       **CRISES**  
This condition affects almost ninety seven percent of people with natural, coily hair.  
**3 pages, 3 illustrations.**
- Chapter 3       **HAVOC PROCESS**  
Learn about the health, beauty, and economic destruction surrounding relaxing and curly-perming services.  
**2 pages, 2 illustrations.**
- Chapter 4       **PHYSICAL DESTRUCTION**  
Obesity, dermatitis, cancer, and sensitivities: the byproducts of relaxing and curly perming natural, coily hair.  
**2 pages, 2 illustrations.**
- Chapter 5       **EVIDENCE**  
Medical and scientific proof of the destructive power of relaxers and curly perms.  
**6 pages, 6 illustrations.**
- Chapter 6       **DOUBTING THOMASES**  
Common sense and actual cases support the destructive powers of relaxers and curly perms.  
**7 pages, 9 illustrations.**
- Chapter 7       **DESTRUCTION: HOW AND WHY**  
Explaining how and why the destruction has gone unchecked, unregulated, and unknown. Also discover how relaxers and curly perms affect the health of children.  
**5 pages, 5 illustrations.**
- Chapter 8       **EMOTIONAL DAMAGE**  
Using relaxers and curly perms will cause frustration, anger, regret, and depression.  
**5 pages, 5 illustrations.**

## THE OUTLINE-continued

- Chapter 9      **A SOCIETY NOT AT REST**  
The destructive powers of relaxers and curly perms pervade family relationships, cosmetology and barber schools, haircare professionals, advertising and glamour companies, and friendships among women.  
**7 pages, 7 illustrations.**
- Chapter 10     **FINANCIAL DRAIN AND TIME CRUNCH**  
Expect to invest great sums of money and time maintaining relaxed and curly-permed hair.  
**2 pages, 1 illustration.**
- Chapter 11     **HAIRSTYLING ALTERNATIVES**  
Natural hairstyling saves money and time.  
**2 pages, 2 illustrations.**
- Chapter 12     **MONEY AND TIME**  
Money and time should strongly determine the choice of natural hairstyle.  
**1 page, 1 illustration.**
- Chapter 13     **THEN AND NOW**  
The history of Afros and Hairlocks.  
**5 pages, 4 illustrations.**
- Chapter 14     **GREAT HEALTH AND BEAUTY, FOREVER**  
Seven steps to recover from the ill-effects of using relaxers and curly perms.  
**6 pages, 4 illustrations.**
- Chapter 15     **A BALD HEAD?????DO IT!**  
Certain conditions make bald hairstyling the best choice.  
**4 pages, 1 exhibit, 5 illustrations, 19 photographs.**
- Chapter 16     **CHANGING YOUR CHARACTER**  
Following a beauty regimen requires a change in mindset, makeup, skincare, and will.  
**7 pages, 5 illustrations.**
- Chapter 17     **BECAUSE GOD SAYS SO....NO WAY!**  
Wearing Afros and Hairlocks do not violate God's instructions about appearance and hairstyling.  
**3 pages, 3 illustrations.**

## THE OUTLINE-continued

- Chapter 18     **WHAT ABOUT THESE BIBLICAL VERSES**  
Additional proof God does not disapprove of Black women wearing Afros, Hairlocks, and bald heads.  
**7 pages, 1 illustration.**
- Chapter 19     **SPEAKING OF VERSATILITY**  
Your demand for great styling versatility speaks poorly of you.  
**2 pages, 1 illustration.**
- Chapter 20     **PROPER BLAME**  
Guess who stands guilty of natural, coily hair not receiving its well-deserved praise?  
**6 pages, 4 illustrations.**
- Chapter 21     **EXCUSED BLAME**  
Avoiding beauty fantasy victimization remains your most formidable beauty challenge.  
**6 pages, 7 illustrations.**
- Chapter 22     **WHITE PARENTS: NATURAL, COILY HAIR GROOMING MADE SIMPLER**  
Six mistakes White parent should avoid to successfully groom natural, coily hair.  
**13 pages, 3 illustrations.**
- Chapter 23     **YOUR EMPLOYER AS YOUR SCAPEGOAT**  
Black women must share some blame for discriminatory workplace dress codes existing today.  
**5 pages, 1 illustration.**
- Chapter 24     **IF ONLY HE HAD THE FACTS**  
The information men need to accept and support natural hairstyling.  
**4 pages, 3 illustrations.**
- Chapter 25     **CLOSE TO DECISION TIME**  
A summary of responses to intimate hair concerns.  
**20 pages, 12 illustrations, 2 photographs.**
- Chapter 26     **MAKE THE DECISION, TODAY!**  
A call for making natural haircare and lifestyle decisions, today!  
**2 pages, 5 illustrations.**
- EXHIBIT 1:     **OFFENSIVE REFERENCES**  
Disparaging terms for describing natural, coily hair.  
**3 pages, 2 illustrations.**

## THE OUTLINE-continued

- EXHIBIT 2:     **RECOMMENDED DESCRIPTION**  
Words best describing natural, coily hair.  
**3 pages, 1 illustration.**
- EXHIBIT 3:     **ANNUAL COST COMPARISON**  
Maintenance costs: Afros versus Hairlocks.  
**1 page, 1 illustration.**
- EXHIBIT 4:     **ANNUAL MAINTENANCE COST SUMMARY**  
Summarizing the cost to maintain four hairstyles.  
**1 page, 1 illustration.**
- EXHIBIT 5:     **ANNUAL COST COMPARISON**  
Maintenance costs: Braids versus Hairlocks.  
**1 page, 3 illustrations.**
- EXHIBIT 6:     **ANNUAL MAINTENANCE COST SUMMARY**  
Maintenance costs: A bald head versus four other hairstyles.  
**2 pages, 1 exhibit, 3 illustrations.**
- EXHIBIT 7:     **COSMETIC PRODUCTS CATEGORIZED BY FUNCTION AND PURPOSE**  
Cosmetic products by category, function, and purpose.  
**3 pages.**
- EXHIBIT 8:     **COSMETIC PRODUCT INGREDIENTS**  
Listing of cosmetic product ingredients and their functions.  
**3 pages.**
- BIBLIOGRAPHY AND RECOMMENDED READING     FOOTNOTES  
**6 pages, 1 illustration.**                             **3 pages, 1 illustration.**
- INDEX.  
**6 pages, 2 illustrations.**

**THE FOLLOWING SECTION  
CONTAINS THE FIRST PAGE  
OF EACH CHAPTER**

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## THE INTRODUCTION

### ***YOU ALREADY HAVE PERFECT HAIR!*** Yes, *your*

natural, coily hair, by God's design, is **PERFECT HAIR**. You do not believe me, do you? Do not feel alone with your disbelief. Most people with natural coily hair struggle to describe it with words suggesting beauty, pleasure, exquisiteness, fullness, comfort, and/or perfection.

What causes their difficulty? Some people say **FEAR** causes their difficulty. Many natural, coily-haired people fear rejection from family members. For many families where the majority of its members wear relaxed or curly-permed hairstyles, natural hairstyles receive disdain. If a member of these families chooses to wear a natural hairstyle, that member often experiences varying degrees of ostracism since the family will view that family member as one not acceptably or well groomed. Many people with natural, coily hair also fear ridicule from colleagues. In many professional workplaces, many supervisors view natural, coily hairstyles (especially Hairlocks) as not compatible with professional attire. If the supervisor in the workplace has this attitude, then the supervisor will treat the employee with less respect since that employee does not meet the supervisor's dress code. Both the fear of workplace ridicule and family ostracism taint the reputation of natural, coily hair and make people born with that hair type struggle

to speak favorably about their hair. Some people say **LOW SELF-ESTEEM** accounts for their difficulty in speaking well about the

character of their natural, coily hair. Many times, people with low self-esteem do not consider themselves beautiful or worthy of compliments about their beauty. If the person with low self-esteem has natural, coily hair, that person frequently reacts with amazement to most compliments about their hair. That person views their natural,

coily hair as unworthy of mention and would **NEVER** rate their natural, coily hair as a feature without blemish. Consequently, many of their attempts to speak favorably about their hair end with a struggle to genuinely believe their words. Some natural, coily-haired people

even blame their **MATES AND THE MEDIA** for their difficulty in speaking well about their hair. By enduring their mate's frequent, negative comments about natural, coily hair, and television's grand display of natural, straight hair, many natural, coily-haired people engage in an emotional battle of constantly ridding their minds of all messages disparaging their hair. The longer this battle continues, the more difficult their task of confidently describing the

## THE CRISIS

***IN THE UNITED STATES OF AMERICA, THE CONDITION AFFECTS APPROXIMATELY NINETY SEVEN PERCENT OF THE AFRICAN AMERICAN POPULATION OR THIRTY SIX MILLION PEOPLE.<sup>1</sup>***

Many of these people, especially those not working in the haircare industry, consider **The Condition** as insignificant. They consider **The Condition** as a harmless, normal, and minor part of carefully maintaining the well-being of people with natural, coily hair. A growing number of people, however, see **The Condition** differently. Natural haircare specialists see **The Condition** differently. Well-informed, practicing, licensed haircare professionals see **The Condition** differently. Even honest, veteran wearers of relaxed and curly-permed hairstyles also see **The Condition**. How differently do they see **The Condition**? They consider **The Condition** as destructive, abnormal, and significant to beauty, health, and financial well-being. How do they justify their opinion?

## TRENDS ! !

These specialists, professionals, and wearers have discovered the following trends:

- greater patronage to natural haircare specialists;
- decline in the financial well-being of long-time wearers of relaxed and curly-permed hairstyles;
- profitability struggles for many metropolitan salons primarily servicing clients wearing relaxed and curly-permed hairstyles.

Natural haircare specialists have treated a growing number of clients suffering from years of wearing relaxed and curly-permed hairstyles. Tired of tolerating the physical deterioration (e.g., compromised or destroyed circulatory, respiratory, and reproductive systems) and the emotional scars (e.g., damaged confidence levels, inferiority complexes) from wearing relaxed and curly-permed hairstyles, these clients increasingly have patronized natural haircare specialists hoping their

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## THE HAVOC PROCESS

### ***THE CONDITION CREATES HAVOC FOR SALONS BY MAKING NATURAL, COILY-HAIRED CLIENTS A SOURCE OF UNPROFITABILITY.***

How, you say? **The Condition** does so by tricking salons into thinking they can provide reasonably quick, complete, high-quality relaxer and curly-perm services at affordable prices. Unfortunately, most profitable metropolitan salons cannot earn a profit by offering this level of relaxer and curly-perm haircare. Even in light of the tremendous demand for relaxer and curly-perm services, most metropolitan salons cannot profit from providing reasonably quick, complete, high-quality relaxer and curly-perm haircare. Why? Most metropolitan salons cannot provide complete, high-quality relaxer and curly-perm services in a reasonably quick and affordable manner. A complete relaxer or curly-perm service involves a lengthy and costly process of chemical straightening, reconstructing, drying, cutting, and styling. To profit from this service, a salon must charge a price commensurate with both the time and the total material cost of performing this service. Unfortunately, the current metropolitan market will not pay that price. The current metropolitan market pays between fifty five and eighty five dollars for a complete relaxer or curly-perm service. At those prices, most metropolitan salons cannot profitably service the relaxer and the curly-perm market. Most profitable metropolitan salons must charge at least between eighty eight and one hundred and five dollars to profit from each complete relaxer or curly-perm service they perform.<sup>2</sup> Since the current metropolitan relaxer and curly-perm market will not pay these prices, many metropolitan salons cannot profit from servicing this market and have dropped relaxing and curly-perming haircare from their service offering.

Many salons have tried to circumvent this problem by **(1)** charging a higher flat fee, **(2)** charging an hourly rate, or **(3)** servicing two and even three relaxer and curly-perm clients at the same time. These pricing and operations strategies have worked when no surprises occur. **BUT, SURPRISES ALMOST ALWAYS OCCUR!** The nature of the relaxer and curly-perm processes guarantees it. When servicing a relaxed or curly-permed hair client, a hairstylist will encounter three hair types on the same head: relaxed or curly-permed hair, texturized hair, and natural, coily hair. To please the client, the hairstylist must

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## PHYSICAL DESTRUCTION

### ***ON THE PHYSICAL SIDE, THE CONDITION FOSTERS FIVE MEDICAL PROBLEMS.***

**One, it fosters obesity.** How? Simple!! When **The Condition** strikes its victims, wearers of relaxed or curly-permed hairstyles, they avoid most sweat-producing activities. Why? Sweating ruins the "just-processed" or "just-done" look of their hairstyles. Since they want the hair's "just done" appearance to last the entire week, wearers of relaxed or curly-permed hairstyles avoid many sweat-producing activities. Consequently, they gain weight and continue the weight gain as long as they wear the relaxed or curly-permed hairstyle and avoid sweating. In most cases, their weight gain reaches levels of obesity.

Does this obesity claim indict relaxed and curly-permed hairstyles as the main cause of obesity? No! Just the wearing of relaxed or curly-permed hairstyles alone cannot directly cause obesity. And has medical science validated the correlation among hairstyles, physical inactivity, and obesity? No! The medical community probably does not know the correlation exists!! But the correlation does exist, and manifests itself **through the behavior of people wearing relaxed and curly-permed hairstyles.** Wearing relaxed or curly-permed hair increases the desire for physical inactivity. Physical inactivity, in the long run, greatly contributes to obesity.

**Two, The Condition fosters dermatitis (skin inflammation).<sup>3</sup>** The different hydroxides in relaxers and the ammonium thioglycolate in curly perm rearrangers inflame your scalp and the skin around your ears, neck, and facial areas. With repeated application of these products on those areas, the inflammation becomes severe, damages hair follicles, and in many cases, results in permanent scarring and irreversible hair loss.

**Three, The Condition fosters earlier puberty for girls.<sup>45</sup>** Some grooming products designed to maintain relaxed and curly-perm hairstyles contain estrogen, placenta, and other hormone-containing extracts. Studies show these extracts have prompted a greater number of girls to start puberty at a much younger age. According to these studies, the typical American girl usually gets her first period at about age fifteen. Today, the typical American girl develops breast between the ages nine and ten, pubic hair before the age eleven, underarm hair before the age twelve, and gets her period between the ages twelve and one-half and thirteen. **For those girls treating their natural, coily hair with relaxer and curly-perm products, they enter puberty about twelve to twenty-one**

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## EVIDENCE

### ***THESE FINDINGS, JUST A COINCIDENCE, YOU SAY? HARDLY!!***

No sound-minded person can conclude coincidence when so many natural, coily-haired women, especially when so many African American women, suffer with these conditions. Approximately one half of all African American women (nearly 9.5 million people) suffer with fibroids, the benign, noncancerous tumors growing in the muscle layer of an uterus.<sup>91</sup> Each year, some 81,000 African American women receive hysterectomies.<sup>37</sup> Common among these women? ***THEIR WEARING AND GROOMING OF RELAXED OR CURLY-PERMED HAIRSTYLES!***

For decades, natural, coily-haired women have loyally worn and groomed their relaxed or curly-permed hairstyles. Their doing so has exposed them to toxic relaxer and curly-perm ingredients. Unfortunately, these toxic ingredients, many proved carcinogens (cancer-causing agents) and mutagens (gene and chromosome-damaging agents), have destroyed their health.

#### **ANATOMY OF RELAXERS AND CURLY PERMS**

Certain ingredients make relaxers and curly perms very health-destroying substances. Relaxer and curly perms mainly comprise of seven categories of ingredients: fragrance, color, preservatives, processors and stabilizers, transformers, conditioners, and trade secrets. Examples of products within each category are listed below:

##### **FRAGRANCE**

Different scents to mask all ammonia smell or strong, offensive odors.

##### **COLOR**

D and C Red #33.

##### **PRESERVATIVES**

DMDM Hydantoin, Methylparaben, Propylparaben.

##### **PROCESSORS AND STABILIZERS**

Guanidine Carbonate, Xanthin Gum, Propylene Glycol, Mineral Oil, Cetareth-20, Ammonia, Peg-20, Hydrogenated Lanolin, Peg-40 Stearate, Cetyl Alcohol, Cetearyl Alcohol, Polysorbate 60, Peg-150 Stearate.

##### **TRANSFORMERS**

Calcium Hydroxide, Lithium Hydroxide, Sodium Hydroxide, Guanidine Hydroxide, Ammonium Hydroxide, Potassium Hydroxide, Ammonium Thioglycolate, Sodium Bromate.

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## DOUBTING THOMASES

### ***STILL DOUBTING THE VALIDITY OF THESE FINDINGS?***

Why the doubt? Need more medical evidence, you say? Well, how much medical evidence do you need to completely believe these findings? You cannot answer that question, can you? In fact, no lover of relaxed and curly-perm hair can answer that question!! When people **LOVE** relaxed and curly-permed hair, no amount of medical evidence easily will convince them to accept these findings as truth.

Why do relaxer and curly-perm lovers reject this medical evidence? **The Condition** causes their rejection (remember, **The Condition** is thinking of natural, coily hair as defective hair needing toxic hair chemicals, especially relaxer and curly perm-related products, to correct its so-called defects). **The Condition** makes its victims value their relaxed or curly-permed hairstyles more highly than their physical health.

So controlling **The Condition**, it makes its victims exhibit the following behavior:

- ☹ For fear of wetting their hair, they only take baths, not showers.
- ☹ They **cannot** swim due to years of protecting from water their relaxed or curly-permed hair.
- ☹ They put braid extensions on their child's head before their child is eight years old.
- ☹ While taking a shower, they cover their hair with a bathing cap.
- ☹ They wear headbands to cover the burns, scars, and hair loss within their hairline.
- ☹ They **sleep PRETTY**, that is, they sleep with their hands on one cheek so their pillow will not mess up their hairstyle.

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## THE DESTRUCTION: HOW AND WHY

### ***IF RELAXERS AND CURLY PERMS DESTROY PHYSICAL HEALTH, THEN HOW AND WHY HAVE THEIR DESTRUCTIVE POWERS GONE UNCHECKED, UNREGULATED, UNKNOWN?***

**Ignorance** explains part of the problem. Many people just plain lack the truth about the dangerous ingredients found in hair products. Why the lack? Well, many people wearing relaxed or curly-permed hairstyles do not read the content labeling on the back of their haircare product containers. They depend on TV, magazine advertisements, and grocery stores to truthfully inform them about haircare product content. Bad move on their part since profit, not health, motivates the amount of truth advertisers and grocery stores reveal about haircare products content.

**Cultural loyalty and acceptance** should receive some blame for the condition. In some cultures, loyalty and acceptance involves relaxing or curly-perming one's natural, coily hair. Relaxing or curly perming one's hair shows an allegiance to one's cultural hair practices and ensures acceptance by members of one's culture. Not relaxing or curly perming one's hair signifies treason to one's cultural hair practices and ensures ridicule, and in social settings, ostracism from one's cultural members. Many parents, for example, ridicule their child's natural, coily hair until either that male child cuts off much of his hair or that female child finally relaxes or curly perms her hair. The ridicule usually starts mildly and as early as a few hours after a child's birth. It gets more abusive and frequent during the child's pre-puberty years. The ridicule usually ends during the puberty years when either the male child receives a fade or taper haircut or the female child receives a relaxer or curly-permed hairstyle.

To avoid future exposure to ridicule or ostracism, many people continue into adulthood their cultural practices of relaxing or curly perming their natural, coily hair. They ignore all beauty, health, and financial warnings about relaxer and curly-perm usage and ensure cultural loyalty and acceptance by relaxing or curly perming their natural, coily hair. So committed to maintaining cultural loyalty and acceptance, these people consider relaxers

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## EMOTIONAL DAMAGE

### **ARE PHYSICAL PROBLEMS THE ONLY CONSEQUENCES OF USING RELAXER AND CURLY-PERM PRODUCTS? ABSOLUTELY**

**NOT!!** Their use negatively affects not only the physical well-being, but also the emotional well-being. Wearers of relaxed and curly-permed hairstyles experience both **glaring and subtle rejection**. **Glaring rejection** usually involves someone exhibiting or expressing visual or verbal displeasure with the hairstyles. For example, feeling sexy, your mate sits down next to you hoping to massage your neck and head. Your mate begins to touch your relaxed or curly-permed hair but quickly ends the massage. You ask your mate why the massage stopped. Your mate, with a frowning face and some distance between your bodies, tells you "your hair is too greasy"!!! Or, your child's elementary school teacher expresses praise to students by patting them on their heads while they sit at their desks completing their classwork. When the teacher pats your child's head, the teacher immediately reaches into a pocket, retrieves a tissue, and, from the patting hand, wipes off the petroleum-based products you used to groom your child's relaxed hairstyle. **Subtle rejection** primarily involves avoidance behavior with someone either limiting or even totally evading contact with the wearer of the relaxed or curly-permed hairstyle. For example, to prevent her face from coming in contact with your wet and/or oily haircare products, your friend greets you with a quick handshake, instead of with her usual body and face embrace. Or, your best friend wants to borrow one of your blouses to wear during a special occasion. Not wanting any of your blouses soiled by your friend's wet and/or oily haircare products, you tell your friend she cannot borrow a blouse from you.

Along with both glaring and subtle rejection, wearers of relaxed and curly-permed hairstyles suffer **embarrassment**. Most relaxed hairstyles will not endure the rigorous treatment given it during a normal day. Either indoor or outdoor humidity, slight winds or general head movement make the relaxed hairstyle unravel, thus making the hairstyle wearer appear indifferent about healthy grooming. This situation embarrasses the wearer since the wearer's appearance of unhealthy grooming, is just that, an appearance, and, misrepresents the wearer's actual practice of general bodily grooming. Most curly-permed hairstyles also cannot endure a normal day's rigorous treatment. Humidity especially ruins this hairstyle because it greatly liquefies

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## A SOCIETY NOT AT REST

### *SO PERVASIVE AND DESTRUCTIVE ITS POWER,*

**The Condition** spreads beyond the emotional realm of wearers of relaxed or curly-permed hairstyles. It even spreads beyond the emotional realm of their men. Its destructive power pervades family relationships, cosmetology and barber schools, haircare professionals, advertising and glamour companies, and friendships among women.

#### INSIDE THE FAMILY

**The Condition** strongly manifests itself in families with natural, coily-haired females having a long history of wearing relaxed or curly-permed hairstyles. These families adopt **The Condition** as proper grooming behavior and forcefully impose that behavior on every family member. Mothers adopt **The Condition** and force their daughters, at an early age, to practice it. Many mothers will go so far as to sacrifice grocery money to ensure they can pay for their daughters' relaxer or curly perm services. These same mothers also condition their sons to practice **The Condition**. They teach their sons to prefer women with relaxed or curly-permed hairstyles. Fathers adopt **The Condition** and highly pressure their wives always to wear relaxed or curly-permed hairstyles. Many fathers limit public association with their wives and/or female family members if those women do not wear relaxed or curly-permed hairstyles. Some fathers even lose intimate desires for their wives when their wives switch from wearing relaxed or curly-permed hairstyles to wearing natural ones.

When one observes the relationships in families headed by these mothers and fathers, one observes members very critical of natural, coily hair. All female members in these families receive criticism when they let their natural, coily hair grow long before undergoing a relaxer or curly perm application. All male members in these families receive criticism when they let their hair long enough to resemble a 1960's or 1970's style Afro. For the females, the criticism continues until they relax or curly perm their natural, coily hair. For the males, the criticism does not stop until they change from wearing their Afro to usually wearing a taper/fade(i.e., a very close-cut or skin-tight hairstyle).

Young impressionable females from these families suffer the most from the criticism. They react to the criticism by doubting their natural beauty. Their doubt leads to their thinking of their natural, coily hair as a birth defect, especially when, on top of the criticism, they observe women of other ethnicities not having to "equally correct"

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## FINANCIAL DRAIN AND TIME CRUNCH

### **DAMAGED EMOTIONAL WELL-BEING! POORER PHYSICAL HEALTH! SOCIAL UNREST!**

What other area of life will **The Condition** affect? **The Condition** will **erode personal finances**. One must spend big money to correct hair and scalp damage. Why? Relaxing and curly perming, like no other chemical processes, so severely deplete the hair of its cuticle, protein, and moisture levels that the hair cannot exhibit acceptable levels of porosity, strength, and elasticity. So thoroughly they inflame or scar the scalp that hair follicles either close or produce mal-developed hair strands. Consequently, wearers of relaxed or curly-perm hairstyles spend substantial funds trying to correct the damage. The funds spent on the correction process depends on the degree of hair and scalp damage: the greater the damage, the more money spent for hair and scalp treatments. Unfortunately, most relaxed or curly-perm wearers incur substantial hair and scalp damage and spend great sums of money on hair and scalp treatments.

Hair and scalp treatments do not solely erode personal finances. What personal finances the hair and scalp treatments do not erode, fibroid treatments will. Treating fibroids can cost between \$10,000 and \$20,000. One will pay medical professionals and facilities approximately \$10,970 to vaginally extract fibroids.<sup>115</sup> One will pay those same sources around \$16,105 to abdominally extract fibroids.<sup>116</sup>

And do not forget about lost wages following fibroid treatments. Fibroid treatments usually involve a hysterectomy, the surgical removing of the uterus and ovaries. Since hysterectomy patients need tranquility to physically and emotionally heal from the surgery, many doctors recommend hysterectomy patients not work for three to six weeks. This time off from work can cost hourly wage earners and many self-employed people between three and six weeks of lost wages.

**The Condition** erodes more than lost wages. It consumes time. Wearers of relaxed and curly-permed hairstyles spend the most time emotionally recovering from fibroid treatments, especially a hysterectomy, the most common fibroid treatment. Many wearers do not anticipate receiving a hysterectomy when they get it, and consequently regret prematurely losing their ability to bear children. Their regret inspires their depression, irritability, and doubt, emotions wearers grapple with for several years.

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## HAIRSTYLING ALTERNATIVES

***DO MY WORDS UPSET YOU?*** If they do, please do not let them upset you for long. The motive behind my words is healthy living, grooming, and servicing of people with natural, coily hair. The word "healthy" is the key word. People with natural, coily hair can experience healthier living, grooming, and servicing by abandoning their relaxing and curly-perming behavior and by adopting natural hairstyling practices. Since you have natural, coily hair, decide to practice natural hairstyling. How do I begin natural hairstyling, you ask? Begin by choosing a natural hairstyle best serving your health and facial beauty. For natural, coily-haired people, that choice involves a decision to wear either an Afro or Hairlocks. Am I kidding you? No!! I am very serious!!! ***AFROS AND HAIRLOCKS, TO PERFECTION, BEST SERVE THE HEALTH AND BEAUTY PURPOSES OF THE TYPICAL VERY BUSY, NATURAL, COILY-HAIRED PERSON.*** How? Both Afros and Hairlocks ***permit daily shampooing and conditioning***, a necessity for people working in dirty environments like manufacturing plants, professional sports fields, landscaping sites, and lumber yards. Both Afros and Hairlocks ***permit comfortable sleeping***. One can sleep with a head free of scarves and rollers. Both Afros and Hairlocks ***permit quick styling***. A wearer can quickly pick or finger-style the hair within ten minutes. Both styles ***permit one to experience a broader range of activities without fearing hair abuse***. One can go swimming in the morning, shower, get dressed, pick or fingerstyle the hair, meet a date for lunch at a restaurant, go biking in the afternoon, shower again, get dressed again, pick or fingerstyle the hair again, go to the movies at night, and not worry about the condition of the Afro or Hairlocks in the morning. Both Afros and Hairlocks enhance the definition and expression of the face and neck.<sup>10</sup> How, you say? These hairstyles do so by ***highlighting the eight above-the-shoulders sensual features: neck, chin, lips, nose, cheeks, ears eyes, and forehead***. Since Afros and Hairlocks stand behind these features, these features receive primary attention from onlookers. The Afro or Hairlocks provide a perfect background for exposing the prominence and voluptuousness of these sensual features. And both Afros and Hairlocks ***permit greater intimacy***. The head becomes an pleasurable body part to touch, smell, and see since the wearer can easily and quickly shampoo, condition, style, and scent the hair to please hands, noses, and eyes.

### **COSTS**

After narrowing your natural hairstyling choices to either Afros or

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## MONEY AND TIME

### ***YOU HAVE NARROWED YOUR NATURAL HAIRSTYLING CHOICES TO EITHER AN AFRO OR HAIRLOCKS.***

You have also considered their associated costs. Now, you must make a decision. Hesitating? OK. Let me help you. Which hairstyle, Afro or Hairlocks, do I recommend? I recommend letting money and time strongly influence your decision. If you **cannot** spend forty five dollars a month and at least twenty minutes daily to groom a hairstyle, then adopt the Afro as your permanent hairstyle. The best Afro for you is the one with a length you can groom in ten minutes. If you adopt an Afro too long for you to groom in twenty minutes, then adopt a shorter Afro. Whatever length of Afro you adopt, adopt the one best matching your ability to groom it in twenty minutes. If, on the other hand, you **can** spend at least forty five dollars monthly and at least ten minutes daily to maintain a hairstyle, then choose Hairlocks as your permanent hairstyle.

Sisterlocks™ creates the healthiest and the fastest-maturing Hairlocks. Sisterlocks™ is a trade-marked, natural hair management system allowing natural, coily-haired people to develop several stylable locks without experiencing the negative side effects from wearing relaxers, curly perms, waxes, braids, and extensions.<sup>11</sup> With Sisterlocks™, you can develop the type of Hairlocks you can curl, braid, cut, part, and ponytail. The beauty of the Sisterlocks™ system is its simple and healthy way of handling new growth. Since Sisterlocks™ does not involve any hair extensions or additions, you can tighten your Hairlocks as your hair grows out without first removing and resetting the extensions or hair additions.

You know how much money you have. You know how much time you can spend daily on haircare. You also have my recommendation. What hairstyle will you adopt, an Afro or Hairlocks? You are hesitating. What is troubling you? You cannot yet decide on a hairstyle? Need more time and information about Afros and Hairlocks? OK. Take more time to decide. But, until you decide, continue reading so you can discover more information about Afros and Hairlocks.

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## THEN AND NOW

### THE AFRO

# ***BEFORE THE 1960S, MOST OF AMERICA DID NOT CELEBRATE THE BEAUTY OF THE AFRO.***

The Afro intimidated most of America. The wearing of Afros signaled African America's decision to no longer judge Her physical beauty by the beauty standards of Caucasian America. That signaling made America, especially Caucasian America, fear a rising defiance against oppressive social rules, especially oppressive beauty standards. The Afro challenged America's dress codes.<sup>59</sup> Her rules for wearing hats and caps in the military, nursing, and commercial aviation could not apply since standard hats and caps did not fit over the Afro. Her school dress rules also could not apply since school hair length regulations did not account for the voluminous, above-the-head growth nature of Afros. The Afro challenged their sense of cleanliness and sanitation.<sup>60</sup> It did not, as charged, encourage lice, baldness, and dirt. It also did not repel water. To Her surprise, the Afro permitted shampoo and water to permeate hair strands, reach and loosen accumulation on the scalp, and thoroughly cleanse both the scalp and hair. The Afro also challenged America's psychological well-being. The Afro made Caucasian America re-evaluate Her hair ignorance. No longer could She consider straight hair as the only model of beautiful hair. The voluminous, easily braided, multi-shaped holding nature of natural, coily hair forced Caucasian America to accept the Afro as an equally deserving model of beautiful hair.

That acceptance prompted African America to reconcile Her ignorance, confusion, embarrassments, even hatred of Her Afro. Because the Afro so perfectly accentuated the beauty of facial features, much of African America no longer could hate their Afros. She stopped considering Afros as birth defects and started respecting Them as exquisite, permanent, natural jewelry worthy of the best care and the greatest, unquestioned praise.

The Afro developed a better reputation after the 1950s. During the 1960s and 1970s, much of America celebrated the beauty the Afro. America discovered the Afro's refined form, Its inimitable fullness and volume, Its precise sculpting properties, and Its ability to compliment full, voluptuous, strong, prominent facial features. That discovery sparked Afro pride in African America, and imitation, admiration, and envy in other America. When luminaries like political activist Angela Davis, musicians Sly and the Family Stone and Jimi Hendrix, and, actor

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**GREAT HEALTH AND BEAUTY,  
FOREVER!**

***DESPITE MODEST GAINS IN POPULARITY AND ACCEPTABILITY, AFROS AND HAIRLOCKS STILL DO NOT COVER THE HEADS OF MANY NATURAL, COILY-HAIRED PEOPLE.***

The majority of them have yet to discover the freedom and versatility from wearing natural hair. They remain desirous of hairstyles affording them an active and productive lifestyle free of major haircare worries.<sup>18</sup> In other words, they still wear relaxed and curly-permed hairstyles because they have not resolved their struggle with wearing a natural hairstyle.

Their struggle is understandable. No one wants to wear an Afro or Hairlocks while many people still use offensive words to describe them(see *Exhibit 1, pages X and X*). But must one sacrifice great health just to avoid offensive hair descriptions? ***Quadruple No!!*** If you are one of those many natural, coily-haired people struggling with a natural hairstyle decision,

**STOP  
TORTURING  
YOURSELF!**

End your love affair with relaxed and curly-permed hair **THIS VERY SECOND** and stop letting offensive hair descriptions

# A BALD HEAD????????? **DO IT!**

## **CANNOT DECIDE BETWEEN WEARING AN AFRO OR HAIRLOCKS?**

Consider wearing the only other hairstyle, like Afros and Hairlocks, not compromising your health, finances, and emotions:

# *A Bald Head!*

Men and cancer survivors should not have exclusive rights to bald their heads. Women, especially those with dark skin, voluptuous mouths(i.e., full lips and straight, healthy teeth), prominent noses, and large radiant eyes can wear a bald head with as stunning and professional a presence and influence as any aesthetic ever created. In fact, the most beautiful, sexiest woman one will **EVER SEE** is a very dark-skin, in-shape, naked, bald-headed, woman!

Wearing a bald head may be the only hairstyle option available to you, despite your strong preference for other hairstyles. If using relaxers, curly perms, and curling irons have caused extensive and permanent hair loss or very spotty scarring, the bald head may provide the most uniform, clean, and professional appearance. Under these conditions, wearing a head bald will eliminate you appearing with unsightly sparse hair patterns and spotty scalp and neck scarring.

Wearing a bald head stands clearly your least expensive option. Assuming you will groom your bald head at home, a bald head will significantly cost less to maintain than the most popular hairstyles Black women most frequently wear(see Exhibit 6). Those popular hairstyles require using several grooming products(e.g., moisturizers, oils, leave-ins, activators, styling sprays, setting lotions, glossifiers) and at least six tools(e.g., rollers, pins, curling and flat irons, hand-held and desktop dryers)to maintain their appearance and health at home. A bald head only will require using a moisturizing shampoo, a detangler, a glossifier, and a one-time purchase of a trimmer to maintain its appearance and health. During the first year of wearing a bald head, you annually will spend between approximately \$222 and \$1,700 less grooming it than maintaining the top four hairstyles Black women frequently wear

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## CHANGING YOUR CHARACTER

***I know, I KNOW, I KNOW.*** Another so-called perfect recommendation for achieving beauty and health. You have practiced several beauty and health regimens only to achieve modest improvement in your beauty and health. Cannot endure another beauty regimen, you say? Please, do not lose complete hope in improving and preserving your health, beauty, and finances. Stretch your patience to practice one more beauty regimen. Why, you say? You should practice the recommended beauty regimen because, unlike other beauty regimens, its steps do not tax your health, natural beauty, and finances beyond their character. Its steps do not involve the use of poisonous chemicals, expensive equipment, and other exercises foreign to your natural beauty and wasteful of your finances. Its steps only involve practices healthy for your hair, illuminating to your facial features, and affordable to your lifestyle. Do these steps make this beauty regimen very easy to follow? Absolutely not! Following this beauty regimen will challenge you mindset about facial beauty, your ideas about makeup, your approach to skincare, and your will to preserve your beauty. But, you can meet the challenge if you adjust your mindset, makeup, skincare, and will.

### MINDSET ADJUSTMENT

Adjust your mindset to accept as true and permanent the matchless nature of your facial features. Never doubt the unique, indescribable, and influential nature of your facial beauty. **Soooo** unique and indescribable your facial features, they reflect and embody some of the most stunning, breathless, poignant, seductive, and mesmerizing physical living sculptures imaginable.<sup>32</sup> **Soooo** influential your facial features, architecture, decor, clothing, and photography extravagantly have embraced them. To some degree, **all**

**ethnicities and genders** have modified their beauty to

reflect or emulate **your** facial beauty.<sup>33</sup> What makes them so unique, indescribable, influential, and emulation-worthy, you ask? **Their behavior does!!** Your well-defined cheeks provide the most depth to a smile and enhance your smile's ability to convey friendliness, happiness, and laughter. Your full, voluptuous lips convey the greatest pleasure without speaking a word and attract and calm onlookers with just the slightest upward turn.<sup>17</sup>

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## BECAUSE GOD SAYS SO...NO WAY!

### **OH, SHUT UP! MAKING THE RECOMMENDED CHARACTER CHANGES WILL NOT VIOLATE OR COMPROMISE CHRISTIANITY!**

Oh yes, let us go there! For over twenty years, many of my Christian family members have cited six Scriptures as proof of God's disapproval of women wearing Afros and Hairlocks. They have linked Afros with short hair, Hairlocks with braided or long hair, and have cited I Corinthians 11:15-16, I Timothy 2:9-10, and I Peter 3:3-4 as Godly proof against women wearing Afros and Hairlocks. Have my Christian family members misunderstood God's Word about women wearing Afros and Hairlocks? Yes! Let us briefly revisit those Scriptures to determine correct interpretation.

I Corinthians 11:15(King James Version or KJV) reads as follows:

***But if a woman have long hair, it is a glory to her: for her hair is given her for a covering.***

Question: does God, through Paul, write this Scripture to command women to wear long hair? No! Paul writes this scripture to describe the cultural attitude or custom about long hair. In modern language, one can paraphrase I Corinthians 11:15 as follows:

***According to your culture or custom, if a woman has long hair, it beautifies and benefits her. Given as a covering, her hair helps express her femininity, her willing acceptance of her complementary role in marriage, and her worship and praise of God.***

I Corinthians 11:15 does not represent a Godly command for women to wear long hair, but Paul's description and explanation of women's cultural or customary practice of wearing long hair. I Corinthians 11:16(KJV) further clarifies and supports this position. I Corinthians 11:16 states as follows:

***But if any man seem to be contentious, we have no such custom, neither the churches of God.***

The phrase "we have no such custom" in verse 16 refers to the action in verse 15. In verse 15, Paul describes a woman receiving glory if she wears long hair. In verse 16, Paul states his

## WHAT ABOUT THESE BIBLICAL VERSES

(Amplified Version)

### **A CURSORY READING AND UNDERSTANDING OF SOME OLD TESTAMENT VERSES HAVE FRIGHTENED AWAY MANY WOMEN FROM WEARING CERTAIN HAIRSTYLES.**

They feel these verses prove God(i.e., the Christian God: Father, Jesus, Holy Spirit) forbids women, especially Christian Black women, from wearing short Afro and bald hairstyles. But do they?

In Jeremiah 47:5 and 48:37-38, we find Israelites balding heads, cutting beards, and clipping hair to express their mourning, humiliation, and grief from suffering personal losses.

Baldness(as a token of mourning) will come upon Gaza; Ashkelon will be cut off and be dumb. O remnant of their valley and of the giant, how long will you gash yourselves(as a token of mourning)? Jeremiah 47:5.

For every head is shaven bald and every beard cut off: upon all the hands are cuts(slashes) and upon the loins is sackcloth(all to express mourning). On all the housetops of Moab and in its streets there is lamentation everywhere, for I have broken Moab like a vessel in which there is no pleasure, says the Lord. Jeremiah 48:37-38.

In ancient Eastern times and countries, people shaved their heads, cut their beards, and clipped their hairs, as their customs or traditions demanded, to signify their mourning, humiliation, shame, and deep distress. Jeremiah recorded Israelites and Moabites following those customs as dictated by their societal laws, not God's laws.

In Jeremiah 7:29, Jeremiah shaves his head to mourn his and other prophets' failure to get Israel to obey God's orders to walk in all His established ways.

Cut off your hair(your crown, O Jerusalem) and cast it away, and take up a lamentation on the bare heights, for the Lord has rejected and forsaken the generation of His wrath.

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## SPEAKING OF VERSATILITY

### ***WHY MUST YOU DEMAND A HAIRSTYLE OFFERING GREAT STYLING VERSATILITY?***

You, women hating their natural, coily hair, do not demand great versatility of many other things in your life. You do not demand your car to look green on Tuesday, blue on Wednesday, and White the rest of the week. You do not demand each piece in your wardrobe to fit many parts of your body. You do not demand your favorite food or beverage to taste seven different ways. You do not demand your church to offer several services every day. But when it comes to your hairstyle, you demand great versatility from it. What does your demand say about you?

Your demand for great hairstyle versatility speaks volumes about you. It speaks of your **discontent**. Your natural, coily hair rarely meets your styling expectations. Plus, you constantly search for methods to challenge the character and styling limits of your natural, coily hair.

**Fear** also characterizes your demand. You will not wear Afros and Hairlocks fearing you cannot frequently change their styling. For your entire adult life, that fear has caused you to relax or straighten your natural, coily hair.

Your demand for great hairstyle versatility speaks of your **ignorance**. You have never experienced the great styling versatility of Afros and Hairlocks. For decades, your use of relaxers and curly perms have permanently destroyed the ability of Afros and Hairlocks to offer as wide a range of styling options as relaxed or straight hair. Consequently you remain unaware of the ability to braid, twist, curl, color, and lock Afros and braid, curl, color, and upsweep Hairlocks in as many different positions as allowed with relaxed or straight hair.

Your demand for great hairstyle versatility demonstrates your **irrationality**. No hairstyle can exhibit the degree of versatility you demand of it. You demand unlimited styling versatility: braiding, twisting, coloring, weaving, freeing, wrapping, press-and-curling, and locking. No hairstyle can offer that degree of versatility. Even knowing that, you still expect your hairstyle to offer unlimited versatility.

Your demand for great hairstyle versatility speaks of your **desperation**. With almost every excuse imaginable, you justify your demand for great hairstyle versatility: from growing bored with the same look to liking to adorn yourself; from wanting to go against the

## **PROPER BLAME**

### ***THE BEAUTY OF STRAIGHT HAIR DESERVES ALL THE PRAISE IT RECEIVES. NEWSFLASH TO BLACK WOMEN: SO DOES YOUR NATURAL HAIR!***

But your hair, coily, color-rich, full, strong, and easily sculpted, receives only a fraction of the praise showered on or attention given to straight hair. Who deserves the blame for this situation? Image makers and you, Black women in love with straight or relaxed hair, stand guilty for this situation.

#### **WHITE-IMAGE MAKERS**

White-image makers stand partly to blame for straight hair receiving more praise than your natural, coily hair. White-owned magazine businesses strongly promote White aesthetics: straight hair, light skin, thin and narrow bodies, and thin facial features. They advertise most of their client products mainly with White models, especially models with long, bone-straight, blonde hair. Black models do grace their advertisements but seldom and with features strictly reflecting White aesthetics. Maybe once a year do their magazine businesses highlight Black models wearing natural, coily hair on the cover pages of their top-rated magazines.

In the movie business, White executives eulogize White beauty. They award White actors (both male and female performers) most of the leading (i.e., beauty and sexy) roles. They do award leading roles to Black actors but rarely and mainly those possessing light skin and relaxed or straight hair. For Black actors without these features, White movie executives cast them as servants, butlers, chauffeurs, and clowns.

Following the directives of advertising and fashion clients, White-owned modeling agencies behave similarly by disproportionately hiring White models. The Black model they do hire must conform to White beauty values, straight or relaxed hair being one of those values. Rarely do they employ Black models with natural, coily hair.

White-owned fashion and cosmetics companies also employ mostly White models to promote their products. Even with Blacks disproportionately purchasing haircare goods, their fashion and cosmetics companies seldom employ Black models to promote their products. Most of the Black models they do employ sport light skin and relaxed hair.

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## **EXCUSED BLAME**

### ***HOW CAN ANYONE OF SOUND MIND TOTALLY BLAME YOU FOR FALLING VICTIM TO THE FANTASIES OF IMAGE MAKERS, ADVERTISERS, AND MARKETTERS.***

Your beauty has endured the vilest, most horrendous, inhumane, and unforgettable abuse imaginable. From draggings, burnings, lynching, and rapings during the slave transport and jim crow eras, to ridiculing, poisoning, and public displaying of dissected body parts<sup>83</sup> during recent eras, your beauty has endured humanity's worst abuse. In light of these abuses, no one of sound mind can blame you for falling victim to beauty fantasies. That victimization has kept some of you gainfully employed and most of your hairstyles so-called socially acceptable. One can, however, blame you for staying victimized by the fantasies of image makers, advertisers, and marketers. Why? Four reasons!

#### **REASON #1**

#### ***YOUR DARKER PIGMENT GIVES YOUR BLACK BEAUTY A CLEAR ADVANTAGE OVER WHITE BEAUTY***

Nooooooooo, I have **not** lost my mind and No, you do not need to help me find it! Before permanently banishing me to an insane asylum, let me explain this truth, truth fundamental to the techniques practiced by globally-trained makeup artists, skincare professionals, and even accepted by honest and well-informed White women. Have you ever wondered why the facial beauty, especially the skin of mature Black women, look so youthful? Want to discover the secret behind their youthful facial beauty? Here is their secret:

### ***DARKER PIGMENT!***

Am I kidding, you say? No, I am not kidding. Pigment is protection. The darker the pigment, the better the protection. Protection against what, you ask? The darker the pigment, the better the protection against sun damage and wrinkling. Black facial beauty stays smoother, more glowing, and more wrinkle-free than White facial beauty. For Black facial beauty, these conditions last well beyond middle ages.<sup>84</sup>

## **WHITE PARENTS: NATURAL, COILY HAIR GROOMING MADE SIMPLER**

### ***WHITE PARENTS, CONGRATULATIONS!! WELCOME TO PARENTING A CHILD WITH GORGEOUS, NATURAL, COILY HAIR!***

Scared, lack confidence, and feel unprepared to skillfully groom your child's hair? Most parents, regardless of ethnicity, share those feelings when initially faced with grooming natural, coily hair. Most parents, like you, want nothing more than to ensure their child receives their best parenting. In your case, the best parenting involves the unique experience of skillfully grooming natural, coily hair. Do not let this challenge paralyze you! Grooming your children's hair will prove one of the best ways of deeply bonding with them.

Ready to rise to your child's hair challenge?

Sure you are!

Doing it scared is still doing it!

Ready? Set? Here we go!

#### **MISTAKES TO AVOID**

Avoid six mistakes some White parents make when acquainting themselves with natural, coily hair. First, do not try to identify with or understand the cultural, political, and social issues surrounding Black women's grooming habits. Her physical beauty, especially her hair, still endures the most heinous treatment known to humanity. Daily, her physical beauty suffers from 1) cosmetology and barber professionals getting their license without demonstrating and testing for proficiency in grooming natural, coily hair, 2) on a large scale, top clothing manufacturers and designers refusing to design, manufacture, advertise, and market clothing to fit her unique range of body shapes, 3) the aesthetics community continuing to slowly develop and market makeup colors and application techniques better harmonizing with her darker skin tones, 4) the Military yet not allowing Black women to wear locks or hats better fitting their Afros, and 5) the media still broadcasting the most neglected, obese, and poorly-groomed expression or version of her physical beauty. On top of that, will her family members ever stop saying the most abusive and abrasive words when describing her rear, lips, nose, thighs, coil pattern, and

## YOUR EMPLOYER AS YOUR SCAPEGOAT

***“I WEAR RELAXED HAIR TO LOOK MAINSTREAM, TO APPEASE MY EMPLOYER, TO MAKE HIM FEEL LESS THREATENED, MORE COMFORTABLE, TO TAKE MY HAIR OUT OF HIS PROMOTION EQUATION”.***

What about “This is who I am.” “This is my authentic self.” “Why can’t I, instead of my boss, decide what kind of hairstyle is acceptable for work”? Sound familiar? You probably have spoken some version of these statements to express disapproval with workplace policies opposing certain natural hairstyles. Like many Black women, you cite certain school dismissals and corporate firings as proof some employers intentionally establish workplace appearance policies to oppose certain natural hairstyles: seven year old Tiana Parker’s temporary dismissal from her Tulsa Oklahoma school for wearing dreadlocks<sup>1</sup>; Ashley Davis’ firing from her St. Peter Missouri loan company for refusing to cut off her dreadlocks<sup>2</sup>; Rhonda Lee’s dismissal after responding to a negative social media comment about her close-cropped natural hairstyle<sup>3</sup>. Can employers justify their workplace appearance policies restricting natural hairstyling?

You consider their decisions not justifiable since many employers create teams failing to develop workplace dress codes accounting for ethnicity, gender, lifestyle, and culture differences or to reflect the important role hairstyling plays in those differences. These situations frustrate you because a wrong hairstyle decision can stifle your progress when working in very conservative environments. They also frighten you because an unpopular hairstyle choice can prompt potential clients to not seriously consider doing business with you or your employer: possible income losses for your employer resulting in a possible job loss for you.

Your frustrations and fears come from two realities. Your reality is wearing natural hairstyles in a workplace uncomfortable with that behavior. Your employer’s reality is staying profitable and maintaining workplace harmony and productivity while employees like you, both valuable and productive, wear hairstyles threatening those workplace conditions. In the long run, these two realities cannot co-exist. Left unresolved, your employer will suffer workplace inefficiencies, higher operating costs, and

## IF ONLY HE HAD THE FACTS

### ***OF COURSE YOUR MAN DOES NOT WANT YOU TO GO NATURAL!***

Many men dread their women wearing a natural hairstyle. You ask your man about natural hairstyles and he says "an Afro? Nope, too threatening". You say "what about Hairlocks, especially Sisterlocks™?" He says, "naw. They're gorgeous, but too expensive". Then you ask, "and a bald head"? He replies, **"ABSOLUTELY NOT!"**

Do his reactions surprise you? They should not. Like you, he has never seen many Black women wearing natural hair. Most of the women in his world have always worn and vow forever to wear relaxed and curl-perm hairstyles. Do you really expect him, without hesitation or reluctance, to accept and support your decision to wear a natural hairstyle? Your man, your conservative thinking man, the man at least two generations of women have trained to exclusively love relaxed and curly perm hair; the man whose daughter still endures the same hair tortures you, her mother, force her to endure; the man you sternly corrected for playfully touching your freshly-styled relaxed hair while sitting next to you on the couch, for letting the wind blow it while riding in his car; your man whose mother, sisters, aunts, and girlfriends for at least twenty two years of his life, have told him all professional Black women must wear relaxed and curly-perm hairstyles; the man whose employer sanctions relaxed and curly-perm hairstyles as the only acceptable hairstyles for its Black female employees; the man whose Church elders do not consider women acceptably dressed for Church unless they don a relaxed or curly-perm hairstyle; you want that man, your man, without any fear, fuss, or reluctance, to accept your decision to wear a natural hairstyle?

Ladies, please cut your man some slack. From his perspective, he has compromised and sacrificed his money, intelligence, relationships, and time tolerating your destructive allegiance to relaxed and curly-perm haircare. So, forgive him for behaving even a little bit fearful and reluctant to accept your decision to go natural.

You think "why does he fear my efforts to go natural? His fears stem less from you actually wearing a natural hairstyle and more from various social and personal consequences he will face if he does not accept and support your decision to go natural. He fears you no longer will defer to him, not honor him by giving him a voice in your future haircare decisions. Having seen so many examples of Black women wearing unattractive natural hairstyles, he fears your natural hairstyling will embarrass him, make him less proud of your looks, even less attracted

**CLOSE TO DECISION TIME**

***MY FRIENDS, ARE YOU READY TO GIVE UP YOUR RELAXED OR CURLY-PERMED HAIR?***

Not yet ready, you say? Still have some concerns? Please read the following comments and responses. They will eliminate all of your remaining concerns.

**Comment:** I need grease in my hair.

**Response:** No. Your hair mainly needs protein and moisture.

**Comment:** One can do more with relaxed or curly-permed hair than with natural, coily hair.

**Response:** Not so! One can do more with natural hair than with relaxed and curly-permed hair. Table 1 below summarizes a versatility comparison between the two hairstyles.

**TABLE 1**

**NATURAL**

**RELAXED AND CURLY-PERMED**

1. can braid, especially cornroll, with minimal fear of breakage after undoing the braid.

1. braiding adds stress to already weak hair strands and causes breakage during the undoing of the braid.

2. can participate in sports, especially, water sports and return a finished natural hairstyle to a previous finished style with minimal grooming.

2. water sports destroys finished hairstyles.

3. can use permanent color with greater confidence in the health of the hair remaining acceptable.

3. permanent color will yield excessive dryness and exacerbate an already poor elasticity condition.

4. can cleanse and condition frequently without fear of compromising health of the hair.

4. frequent cleansing and conditioning makes the hair susceptible to breakage and split ends.

5. can cut and mold into several geometric shapes without the use of large quantities of either gel, moose, pomade or spray.

5. must use large quantities of gel/moose/pomade/spray to get hair to maintain any hard-to-the-touch or firm waves or curls.

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## MAKE THE RIGHT DECISION, TODAY

### ***YOU HAVE PERFORMED EVERYTHING PHYSICALLY, EMOTIONALLY, AND FINANCIALLY POSSIBLE TO CORRECT THE SO-CALLED DEFECTS OF YOUR NATURAL, COILY HAIR.***

Physically tired, emotionally drained, and financially busted from doing so, are you not? I know you want and need relief. Guess what? Relief comes when you, and only you, start maintaining your hair in harmony with its unchanging character. No more twisting, stretching, wrapping, extending, relaxing, and curly perming your natural, coily hair. Why? These procedures damage it beyond

repair. Instead, **TODAY**, move both your hair and the rest of your physical beauty in a healthy direction. Consult with a licensed, practicing, natural haircare professional. Let the haircare professional guide you in permanently adopting a beauty regimen. Diligently practice your beauty regimen (practicing my eight-step beauty regimen will serve well your efforts). Over time, your beauty regimen will empower you to feel more confident and comfortable about yourself.

Follow your beauty regimen and you will especially develop greater confidence in, comfort with, and respect for your hair and face. You will start appreciating your face and hair instead of transforming them to reflect advertised cosmetic perfection (straight hair, oval face, almond eyes, thin and straight nose, and light skin). Your face, no longer a canvass for minimizing, correcting, camouflaging, transforming, and lightening, facial beauty, will become your perfect canvass for highlighting, enhancing, accentuating, outlining, deepening, defining, and accepting your exquisite eyes, nose, lips, eyebrows, cheeks, and skin color. Your hair, no longer tortured beyond recognition, will become a piece of your finest jewelry groomed with your highest quality products to preserve both its brilliance and ability to compliment your physical beauty. By following your beauty regimen, finally, your face, hair, confidence, and comfort will occupy the same space.

#### **DO IT NOW**

Fortunately, now is the best time to act in your hair's best interest. You have received too much hair-saving information to subject your health to destructive haircare. Now move your hair, emotions, finances, and the rest of your physical self to their proper place.

## FOOTNOTES

1. The Sisterlocks Book, Volume 1: A Tapestry of Dreams, JoAnne Cornwell, page 21.
2. U.S. Census Bureau, Current Population Survey, March 2000, Racial Statistics Branch Population Division; Internet Release Date: February 22, 2001.
3. U.S. Census Bureau, Current Population Survey, March 2000, Racial Statistics Branch Population Division; Internet Release Date: February 22, 2001.
4. U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment Statistics, Internet Release. Cosmetologist = 327,140; barbers = 3,290; Total cosmetologists and barber = 340,430 times 50% Caucasian Hairstylists = 170,215.
5. Statistics from my spouse's pediatric practice: 7 multi-ethnic families seen daily divided by 30 total families seen daily = 23% times 5,000 total annual clientele = 1,150 multi-ethnic families seen annually times 50 states = 57,500 multi-ethnic families seen annually.
6. Estimates given by Charles KirkPatrick of Arkansas Barber Board. 205 U.S. barber schools times 25 students each year per school = 5,375 total annual U.S. barber school students. Approximately 48 U.S. cosmetology schools per state times 50 states times students per school per year = 60,000 total annual U.S. cosmetology students. Total estimated barber and cosmetology school students per year = 65,375.
7. Essence, February 2003 issue, page 34.
- 8-10. Results based on the lifestyle of male clients the author surveyed in 2013.
11. Meetup: Website of the world's largest network of local group as of January 13, 2014.
12. African Immigration to Europe – Wikipedia, The Free Encyclopedia, January 17, 2014; List of Countries Where French is an Official Language - Wikipedia, The Free Encyclopedia, January 17, 2014.
13. Afro-Latin American - Wikipedia, The Free Encyclopedia, January 17, 2014.
14. Total estimated barber and cosmetology schools students per year = 65,375 times .01(1% adoption book rate) = 654 books sold annually.