

# QUERY LETTER

**THE PROBLEM:** Black women disproportionately suffer from obesity, dermatitis, early puberty, cancers, and fibroids.

**THE OVERLOOKED CULPRIT:** They wear relaxed and curly-perm hairstyles.

**THE CONSEQUENCE:** Many Black women 1) never reach their beauty potential, and 2) do not receive the global praise and admiration their physical beauty deserves.

**THE BEST SOLUTION:** Black women must only wear Afros, bald heads, or Sisterlocks.™

*You Already Have Perfect Hair* details these issues through 127 pages of main text, seventy-nine color photographs, eight financial exhibits, color icons and graphics, and corresponding bibliography, recommended reading, footnotes, index, and order form. Unlike most of its twenty-three competitive and complementary books, *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.

*You Already Have Perfect Hair* will capture strong market attention since it uniquely addresses America's obesity crisis, Black women's hair loss epidemic, parental concerns about early female puberty, and the relationship between fibroids and hairstyles. It also addresses the "good hair" versus "bad hair" debate, the long-hair-is-a-woman's-glory controversy, natural hairstyling's connection with workplace discrimination, Black women's addiction to oil, the bald head alternative, and White parents' struggles with natural, coily hair grooming.

Black women comprise the primary market for *You Already Have Perfect Hair*, with an estimated population nearing 19 million domestically and 242 million internationally. Barbers and cosmetologists, multi-ethnic couples raising Black children, and barber and cosmetology schools account for growing secondary markets, with an estimated combined domestic population at 293,000.

I have 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, my haircare opinions have appeared in *The Austin Villager*, *NOKOA The Observer*, *The Austin American Statesman*, *Carleton College VOICE*, and on KAZI's(88.7 FM) morning radio shows *RISE*, *SOUL VIBRATION*, and *HEALTH TALK*. Periodically, I demonstrate the latest haircare at local cosmetology schools.

I stand ready to send you additional information about *You Already Have Perfect Hair*. I appreciate your consideration and look forward to your reply.

Gregory L. Day