



NATIONAL HAIR SOCIETY

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Happy Belated St. Patrick's Day

www.nationalhairsociety.org
www.hairsociety.blogspot.com



Happy Belated St. Patrick's Day! Sorry I'm a little late getting out this month's newsletter. There's a lot of great information in this newsletter – we're especially pleased to announce the creation of a new **African-American Chapter** within **The National Hair Society** that will provide **The Society** and **Hair Journal International** with the latest trends and opportunities that are taking place within this dynamic and fashion-forward market. You can meet the chapter's **Ambassadors** and learn about their plans and upcoming events later in this newsletter. I should also point you towards some great interviews in the Spring 09 edition of **Hair Journal International** that you will receive beginning of April. If you haven't already been interviewed for **The Journal**, please contact me so I can schedule one for you.

I would like to thank those of you who filled out the **Society Conference Questionnaire**. This is useful information that will help us to plan our next conference. FYI, there are two events in the pipeline; a special workshop to introduce you to the huge market for **people of color** and a **technology expo** that will showcase the cutting-edge products and technologies that are reshaping our world. More about these events in your next newsletter.

I want to thank those members who renewed their memberships for 2009 and for your letters of thanks and encouragement. If you haven't yet renewed, please save me a phone call and do it now while you remember. If you are not sure if you renewed or have any questions, please contact me at **951-571-3209**.



Say Hello To Our Latest Retail Members - Please welcome **Joanne Washington** from Hairroots Styling Salon in Brea, CA, **Roberta Kozel** From Salon laomo in Pittsburgh, PA, and **Antoinette Harrison** from Oakland, CA.

Upcoming Events



IBS Beauty Show at the Jacob Javits Convention Center April 26th-28th in NYC
Society Ambassador Cathy Ingoglia from Melville, NY and **Yvonne Solomon, Society Ambassador** from Celebrity Hair & Skin Solutions in Cartersville, GA will be at IBS to represent **Hair Journal International** and **The National Hair Society**. For more information about registering please visit the website at www.ibsnewyork.com.



Latest News From Our Wholesale Members



Follea Introduces Improved Website and Levels Program - I had the opportunity to speak with **Sarah Rosenberg** from **Follea** and she informed me about some new programs **Follea** is now offering. Their website www.follea.com has more advanced features and more detailed information about their products. **Follea** also plans to introduce cutting, coloring and styling workshops for salons and studios that carry the **Follea** line. **The Society** will work with **Follea** to host the workshops. **Follea** has also introduced a 4-level buy into program. When you buy into the 1st level, you will receive a color ring, cap set and one **Follea** wig. The minimum to buy into the 1st level is \$1,500. The higher levels require that you buy \$10,000 - \$15,000 of merchandise. I will be sending out more detailed information to everyone regarding the **Follea** products. **Follea** has been kind enough to provide **Society** members with some beautiful posters to use in their salons and studios. If you are interested in displaying a poster in your salon (first come, first served), please phone me at 951-571-3209 or e-mail me at hsimon@nationalhairjournal.com. For those of you that do not carry **Follea**, please visit the website and phone **310-858-0100**. The **Follea** line is high end quality and is great for those clients that want to have quality human hair.



SO.CAP.USA Hair Extensions Holds A Successful 3rd Annual Pink Hair For Hope Program-**SO.CAP.USA Hair Extensions** celebrates continued success with the conclusion of their 3rd annual **Pink Hair For Hope Program**. **Pink Hair For Hope** is a way for everyone in the professional beauty industry to show their support in a unique and stylish way. Clients and stylists alike sported a pink hair extension provided by **SO.CAP.USA Hair Extensions** by donating \$10 to the **National Breast Cancer Foundation**. **SO.CAP.USA Hair Extensions** is happy to report that each of their regional offices across North America actively participated in this program. More than 375 salons nationwide helped contribute to their large donation this year. This 3rd annual program raised a final total of \$480,000 to be donated to **The National Breast Cancer Foundation**. **Ron Cardillo**, president of **SO.CAP.USA Hair Extensions**, notes "we will be hosting their **Pink Hair For Hope** Program again in September and October 2009, with hopes of raising even more money. **Pink Hair For Hope** is a very creative opportunity to have salons and their valued clients help **The National Breast Cancer Foundation** in its efforts to increase breast cancer awareness and education. It is also a great way for salon clients to show their support for those who have fought and are still fighting breast cancer. This program has also become a very effective way to fashionably introduce new hair extension services to salon clients." Visit **SO.CAP.USA** on the web at www.SoCapUSA.com or www.pinkhairforhope.com.



New Public Relations Firm Tractenberg & Co. Will Represent HairUWear Divisions Virtual Reality and Virtuesse-**Tractenberg & Co.** is a full service public relations firm based in New York City. Established in 1999 by **Jacque Tractenberg** as a boutique firm, **Tractenberg & Co.** is renowned for delivering in-depth, high quality service to an elite selection of clients. **Tractenberg & Co** will work with **American Hairlines (HairUWear's** hair replacement division) to create custom-designed, strategically focused public relations campaigns that include press kits, special events, media tours, cause-related marketing media/blogger relations, celebrity/influencer outreach, event production, press materials/collateral production, salon events and more, keeping **Virtual Reality** and **Virtuesse** top of mind among national and regional media, elevating consumer awareness and ultimately helping drive sales to dealers across the country. Please visit www.hairuwear.com.



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Latest News From Our Retail Members

The New African-American Chapter Ambassadors



It is with great pleasure that I introduce to **The Society** our new **African-American Chapter Ambassadors**. The first meeting took place at the **Spectrum International Conference** in Los Angeles on Monday, March 23rd. Each chapter ambassador is a leader in her field and will not only share her knowledge and skills, but also tells us about the latest trends within her region and introduce new members to **The Society**.

Every chapter member wants to maintain **integrity** within the hair replacement industry and they feel very strongly about teaching new people entering the industry the correct way to help clients that suffer from hair loss. So I am very happy that this group has been organized and that we now have this powerful team to assist us. **Hair Journal International** will be dedicating a page to the special needs of people of color with our ambassadors contributing photos, articles and information.

Each year a new chapter president will be appointed to act as spokesperson for the group. For 2009, **Gigi Ford** from All About Hair in San Leandro, CA has been appointed as the 1st Chapter president. The members from left to right are, **Yvonne Solomon** from Celebrity Hair & Skin Solutions in Cartersville, GA who is the Southeast Ambassador, **Edmarie Masters** from Masters Touch, HRS in Inglewood, CA who is the Southern California Ambassador, **Violet Demao** from Hair Medic in Bowie, MD is the Northeast Ambassador, **Gigi Ford** from All About Hair in San Leandro, CA is the Chapter President and Ambassador for the Northern California region, **Bridget Winton** from Bridget's Essence of Beauty in San Diego, CA is the San Diego Region Ambassador, and **Andrea Hayden** from La Boudoir in Helotes, TX is the South West Ambassador. Please welcome these new Ethnic Chapter Ambassadors. I look forward to working with them and being able to provide valuable information to everyone in The Society.



Deb Read From Papilla Alternative Hair Recommends Software Company to Society Members To Help Manage Your Salon-

I know many of you have been asking me about user-friendly software to help manage your hair replacement business. It so happened that **Deb Read** attended the recent **Midwest Beauty Show** in Chicago and spoke with a company called **Floydware** which offers a software program to salons and spas called **Rosy**. She highly recommends the company and told me it is easy to use and you can customize the software to your own specifications.

You can add categories and re-edit the specifications. I know most salon and spa software doesn't address the hair replacement business, but **Deb** explained that Rosy allows the user to add their own categories and address this industry. You can learn more about the company by visiting the website at www.floydware.biz and clicking on the demo link at the top of the homepage for a free 30 day trial. The company will personally guide you through the demonstration once you fill in the name of your salon and contact information. You can also contact **John Bertnelli** at



630-715-5020 and e-mail him at bert.n.elli@mac.com. I would really like to thank **Deb Read** for recommending this company to The Society. jbortorelli@floydware.biz.



Cathy Ingoglia's Twin Sons Join Angel Hair Enhancements, Inc. in Melville, NY-Cathy is very excited to have her twin boys join the company. Her son **Louis** is the **Vice President of Technical Skills** and came from a fragrance background as an accredited perfumer. Cathy's other son **Nicolas** is the **Management Coordinator** for the company and handles the financial statements. Cathy's dream is for her son's to build **Angel Hair Enhancements, Inc** into a multimillion dollar company so that the family can enjoy the benefits. Cathy is already starting to groom her grandson for the company. She believes that he is never too young to start in the business. She believes in commitment and answering to a higher authority. Every client is an asset to her and she treats everyone equally.



Claude Krause From Western Barber in Sioux Falls, SD Has A New Website-Claude Krause recently had a new website designed by the PR company that owns the Parkridge Galleria where Claude is located. It is a great concept to feature all the companies within one shopping center so that when customers log into the main shopping center website they can find businesses that they need. Claude's website features a great video, so please check it out at www.parkridgegalleria.com/westernbarber.

Society Updates



Gigi Ford's and Dr. Kingsley's Book Now Available Through The Society's Online Store-Gigi Ford, Education Faculty Member and Ambassador to The National Hair Society has now made her book available to Society Members for a discount. Don't Lose Your Clients Because They Are Losing Their Hair is discounted to members for **\$116.00** instead of the regular rate of **\$129.00**. Please contact Gigi Ford for more details at **510-355-0353** and www.gigiabouthair.com. Dr. Kingsley's book, The Hair-Loss Cure-A Self Help Guide, is

available for purchase only through www.amazon.com but you can find all the detailed information through the Society Online Store. Please visit Dr. Kingsley's website at www.hairandscalp.com.

In Other Hair News



Marketing Solutions Grows-Larry Oskin, president of **Marketing Solutions** and writer and educator for **Hair Journal International**, reports that his company has recently added a number of new clients including, **IntuiSkin, P& A Scholars Beauty Schools, Inspiring Champions, Brittany's Spa Salon, Follea and CMJ Designs With Salon Iris**. Larry's company is headquartered in Fairfax, VA near Washington, DC. Congratulations Larry. For more information please visit the website at www.mktgsols.com.

SalonGalaxy.com Brings You The Future-Larry sent a press release announcing a website called www.salongalaxy.com that was launched in 2008 and has become a powerful new free Internet social networking site for salons, schools, hair designers, manufacturers, distributors and associations. The website is dedicated to unifying, educating, informing and showcasing the people and businesses that make up the professional beauty industry. On the website you will find special feature articles, so you will know what is going on as well as to learn how to perform new beauty care techniques with the latest products and services. **SalonGalaxy.com** has become an exciting new hub by sharing free profiles, news, photography galleries, special events and information for all salon and beauty care professionals. In order to set up a free profile, register today to have yourself, your salon, profiled on **SalonGalaxy.com**.



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This website portfolio will help you to become internationally recognized on the World Wide Web while also being networked to other salon professionals. Thank you **Larry** for sharing this information with **The Society**.



Successful Web Designer In The United Kingdom Creates Websites and Magazine Adverts-

was recently contacted by **Ros McCabe** from **Success UK** about creating an ad for **Stan Levy** from **Hair Development UK Limited** and he informed me of the creative services he offers for other hair replacement companies around the world. **Success Corporation** started in 1997.

They offer a great service backed up with technical knowledge of both e-commerce and search engine optimization clients that want more out of the Internet than just an attractive presence. Please visit the website at www.successuk.com and you can e-mail them at sales@successuk.com and address your inquires to **Ros McCabe**.



Benjamin Parker Carey Will Be Missed-I received an e-mail today from the **Walker Tape Co. Inc.** in Utah informing of the recent passing of **Benjamin Parker Carey** on March 8, 2009. He was 69 and was living in La Quinta, CA. Ben founded the **Cleopatra Wigs** in Salt Lake City and later was the founder of **Nova Hair**. Ben received a heart transplant in 1990 from the University of Utah. He will be missed within in the hair replacement industry. For more information, please visit www.legacy.com.

REVLON

Revlon Introduces "Lite as Air" Wig collection-

The "Lite as Air" wig is similar to a mono top wig in that it is light and airy, typically weighing less than 2 oz. The special cap construction redefines traditional cap construction incorporating a unique open air manufacturing

technique that provides more comfort at a reduced cost. Modern advancements in technology have made the new "Lite as Air" collection easier for females seeking not only a stylish wig, but one that will allow their scalp to breath and feel weightless for enhanced all day wear. **The Head Shop Wigs Online** is proud to carry the new wig collection. Please visit their website at www.theheadshoponline.com.



Aderans and HairDX Introduce Genetic Hair Loss Test to Japan-

An exclusive agreement with **Aderans Company Limited of Tokyo** and **HairDX** has introduced the breakthrough tests for predicting the risk of male and female hair loss on March 1, 2009. The **HairDX** test collection

kit is listed with **Japan's Pharmaceuticals and Medical Devices Agency(PMDA)** as a Class 1 medical device. The agreement makes **Aderans** the sole Japanese distributor of **HairDX's** revolutionary genetic tests and further expands **Aderans'** leadership in the hair care and medical fields. "PharmaGenoma is a leader in molecular dermatology and is excited to bring the latest in genetic science to Japan. We believe out partnership with **Aderans** will benefit millions of Japanese men and women concerned about hair loss," says **Andy Goren, President & CEO of PharmaGenoma, Inc.** "Aderans partnership with **HairDX** will allow people in Japan to learn their risk for hair loss early, so they can choose the best treatment to preserve their hair," says **Katsuji Tokumaru, President of Aderans Co. Ltd.**





Novalash Moves To New Corporate Headquarters-Sophy Merszei, Founder and CEO of Novalash Eyelash Extensions announced that due to the rapid growth of the company, **Novalash** has moved its headquarters into a new location. The Brick Mansion style house in Houston's Museum district was built as a private residence for a prominent attorney in 1919 and later was converted to a Bed & Breakfast in the 1980's. According to **Merszei**, "We are experiencing unprecedented growth, due to the global acceptance of our products. As a result we quickly outgrew our original office space." The new location gives them the ability to expand and will be the future home of the Lash lab, a training and continuing education center for our Lash stylists and distributors. The new address is: **Novalash Eyelash Extensions, 1200 Strathmore Blvd. Houston, TX 77004. Tel: 866-430-1261.** Please visit their

website at www.novalash.com.

Skin Care & Beauty News



Jan Marini: San Jose Skin Care Maven-Jan Marini Skin Research, is a San Jose company best known for being one of the first skin care brands sold in dermatology offices in the U.S. **Jan Marini** skin research was among the first to introduce vitamin C in face serums, offer lotions for facial discoloration and skin care regimens. "I've always been a product researcher making it my mission to understand the ingredients that go into skin care products," said **Marini**. A battle with cystic acne during her teen years igniter her interest in understanding how topical skin care products work. "When you have a traumatic experience with your skin, you're sensitized about what others go through," she said. In 1989, with no formal scientific training or background, she invested in **MD Formulations and M.D. Forte**, glycolic acid products made by Richmond, VA, pharmaceutical company. **Marini's** first lash conditioner came out in 2005. **Marini Lash's formula** is made with a proprietary peptide blend that appears to have similar or even better eyelash enhancement effects. **Marini's** line of about 90 products is carried in about 5,000 doctors' offices and 10,000 to 14,000 beauty salons, medical spas and other locations in the U.S. and in 84 countries. For more information about the **Jan Marini** products, please visit www.janmarini.com.



PBA Launches PBA Beauty Week in Las Vegas with Cosmoprof North America in July-

Open to the entire professional beauty industry, **PBA Symposium** presents a once-in-a-lifetime opportunity to uncover the potential the professional beauty industry has for grown and how attendees can harness that information to expand their careers. There will be general sessions throughout each morning, attendees will explore in-depth, cutting edge research on the professional beauty industry, the beauty consumer and salon & spa best practices. After the morning general sessions, salon and spa professionals are invited to attend specialized breakout workshops open exclusively to salon/spa owners, school owners and staff. Please visit www.probeauty.org/symposium for more information. For additional information on the events that will comprise PBA Beauty Week: Las Vegas, visit www.probeauty.org/events.

Cutting Edge Mentor Program For Salons/Spas-PBA volunteer mentors are available to help grow salon and spa businesses. Mentors are members in good standing with the **Professional Beauty Association** that have committed to expanding the professionalism of the beauty industry by sharing their expertise with others. These individuals are willing to share their passion, inspiration and dedication to help fellow members by acting as professional role models, trusted friends and career advisors. To learn more about this program, request a mentor assignment or volunteer as a mentor, contact the **Professional Beauty Association** at 800-468-2274 or e-mail info@probeauty.org.



Nutritionist-Dietitians Association of the Philippines Provided Surgical and Non-Surgical Means of Enhancing Beauty At their 54th Annual Convention-

I came across this article which provided some great tips on nutrition and how this contributes to beautiful skin. Below are some top picks from skin doctors on what food a person can incorporate into one's diet that can contribute to beautiful skin.

- 1) The body can't store much wrinkle-fighting **Vitamin C**, thus, the article stated to incorporate sources of these foods into your daily meal, such as **oranges, lemonade, melon and grapefruit**. **Vitamin C** helps keep collagen-



the supportive protein fibers that stop skin from sagging-strong and resilient. Flimsy collagen means lines and wrinkles.

- 2) **Green Tea** contains EGCG which dampens inflammatory chemicals involved in acne and sun-related skin aging. Green Tea is also a source of L-theanine which is called a de-tensing amino acid, which helps collagen fibers intact.
- 3) **Green leafy vegetables** in whatever form(frozen, steamed, fresh or raw) give a good amount of **Vitamin A**-considered one of the most skin-essential vitamins. This vitamin supports skin cell turnover, the process that keeps cells growth and development flawless. The absence of **Vitamin A** in the diet may make skin become dry, touch and scaly. Consider low fat yogurt into your diet as low fat dairies can also be a good source of **Vitamin A**.
- 4) **Shellfish, sardines, mackerel, salmon, trout, tuna and herring** are good sources of **omega three fatty acids**. Omega 3s can also help protect against sunburn. The protein that these omega three-containing foods bring into the diet also helps build and repair skin cells to make enzymes and hormones that keep the skin aglow.
- 5) **Plums, strawberries and blueberries** are among those foods which are very rich in **antioxidants** that protects cells from being damaged.
- 6) **Water** helps us hydrate our bodies well, avoiding that dry-looking skin.



Vitamins Keep Hair Healthy-Taking the following vitamins and minerals every day is recommended to boost your hair growth:

- 1) **Vitamin A-Antioxidant** that helps produce healthy sebum in the scalp. Daily dose: 5,000 IU.
- 2) **Vitamin B3(niacin)-Promotes scalp circulation**. Daily dose: 15 mg.
- 3) **Vitamin B5(Pantothenic Acid) Prevents graying and hair loss**. Daily dose: 4-7 mg.
- 4) **Vitamin B6-Prevents hair loss**, helps create melanin, which gives hair its color. Daily dose 1.6 mg.
- 5) **Vitamin C-Antioxidant** that helps maintain skin and hair health, plus **improves scalp circulation**. It is important to maintain capillaries that carry blood to the follicles. Daily Dose: 3,000-10,000 mg.
- 6) **Vitamin E-Increases oxygen uptake, which improves circulation to the scalp**. It improves health and growth of hair. Since hair health is tied to the immune health, **Vitamin E** is believe to stimulate hair growth by enhancing the immune function. Daily dose: Up to 400 IU
- 7) **Biotin-Very important for hair health**, it helps produce keratin and may **prevent graying and hair loss**. Daily dose: 50 mg 3 times daily.
- 8) **Calcium-Essential for healthy hair growth**. Daily Dose: Up to 1,500 mg. Warnings: high levels can lead to dry hair, hair loss and severe health problems.
- 9) **Inositol-Is vital for hair growth**, it keeps **hair follicles healthy at the cellular level**. Daily Dose: Up to 600 mg.
- 10) **Iodine-Helps regulate thyroid hormones and prevents dry hair and hair loss**. Daily Dose: 150 mcg.
- 11) **Iron-Prevents Anemia and hair loss**. Daily dose: 15 mg.
- 12) **Magnesium-Works with calcium to promote healthy hair growth**. Daily dose: 280 mg.
- 13) **Manganese-Prevents slow hair growth**. Daily dose 3-9 mg.
- 14) **Potassium-Regulates circulation and promotes healthy hair growth**. Daily dose: 3,500 mg.
- 15) **Selenium-Keeps skin and scalp supple and elastic**. Daily dose: 55 mcg.
- 16) **Silica-Strengthens hair and prevents hair loss**. Daily dose: 55 mcg
- 17) **Sulfur-Sulfur is a main component to hair's structure**. Daily dose: 1-3 g.
- 18) **Zinc-Zinc and Vitamin A work together**; a deficiency in either can lead to dry hair and oily skin. Zinc also stimulates hair growth by enhancing the immune functions. Daily dose: 12 mg.

