

4 Secrets to Great Hair Every Day

by Barb Sheehy

Have you ever been to a hair salon to get your hair looking great, only to find yourself feeling frustrated the next day because the style that looked so perfect when your stylist worked on it bears no relationship to what you see in the mirror after you've spent what seems like an eternity working on it yourself? You suddenly realize that you are going to be late for work, throw down the comb in disgust and put it all down to a "bad hair day."

That's a very common problem that I see almost every day in my hair salon. In these times, when every dollar counts and your time is at a premium, it's more important than ever that your trip to the hair salon gives you a style that not only looks great when you walk out the door, but every day thereafter until your next visit. A cut that fits your personal style, body build and time commitment.

In my 18+ years as a hair stylist, I have seen just about every type of hair, personal style and problem imaginable. I have fixed hair cutting disasters and incorrect color mistakes of other stylists that left me shaking my head. Because of my training and expertise, I can take a bad haircut and transition it into one that I think you will love.

Formerly an artistic advisor and hair color educator for a major hair color company, I have also been trained in Vidal Sassoon®, "Tony & Guy" and Barbering techniques of hair-cutting, and continually attend professional education programs to learn new styles, skills and techniques to provide you with the most current and workable hair designs.

Contrary to popular opinion, it's not extremely time consuming or complicated to keep your hair looking great every day. It's rather simple, if you have a stylist that will teach you how you can easily style your own hair between visits, help you select extremely high quality hair care products and help you create a hairstyle that expresses the "real you." Follow my four suggestions and you could be on your way toward getting your friends & family to say, "I *really* like your hair!"

1. Obtain high-quality hair care products

Have you ever used a shampoo in the shower that made your hair look like a wet, limp dishrag? Sometimes, you may think that you are saving money by purchasing the inexpensive shampoo at the dollar store or the drug store,



but are you really dollars ahead when you spend half your morning trying to deal with a "bad hair day," and you sometimes wind up, in desperation, putting a hat over the mess because you can't stand how you look?

One of my clients, J.L. From Novi, MI (near Northville) experienced this very problem. She had expressed how a prior hair stylist had used hair coloring products that caused her hair to get dry and damaged from poor hair coloring. As a result, she was very frustrated that she did not get the look that she wanted.

It is important to both your hair and your overall health, and cost effective in the long run, to be sure that your hair stylist utilizes and recommends safe hair care products without harmful chemicals like toxins and formaldehyde. Also, purchasing quality hair care products will keep your hair healthy and looking great.

So, what hair care products will help me to keep my hair looking great every day?

I recommend using Kemon Color and Moroccan Oil. Kemon Color is an exceptional hair color product line that helps your hair retain its color and look natural and healthy. It is free of many harmful body chemicals, such as PPD (a known skin sensitizer).¹

Also, Moroccan Oil is a hair conditioning product that makes your hair look shiny, natural and healthy, utilizing exclusive Argo oil from South West Morocco. It is also helpful if your hair

1. <http://chadwickstudio.net/kemon.htm>

has been damaged in the past, due to harmful chemicals, bad coloring or poor straightening, to use this product because it can renew your hair cell structure.²

Also, be sure to ask your hair stylist for product recommendations that are geared toward your hair type and desired style. Aren't you worth it?

2. Find the perfect styling fit for you

How many times have you looked at those TV celebrities or a friend and been envious at how beautiful her hair looks, and said "I wish I looked just like that?" Well, face it, maybe you are better off WITHOUT the same hairstyle that the other woman has!

You are an individual. Your face is probably shaped different, you may have three young children that will hardly allow you to even take a shower in the morning, much less spend the twenty minutes that woman has available to fuss with her hair!

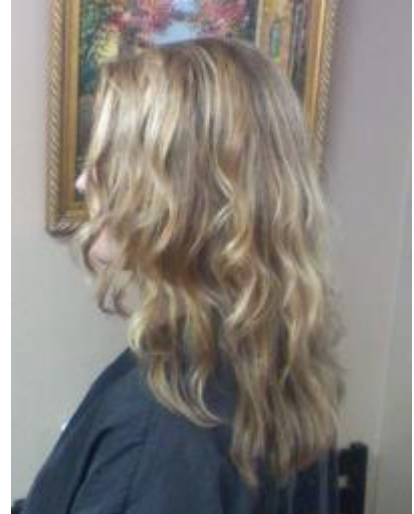
Share your unique circumstances with your hairstylist, and she can help you to find a hairstyle that's right for you. Trust her to help you create a hairstyle that will work for you EVERY DAY, not just the occasional night out on the town.



2. http://www.amazon.com/Moroccanoil-moroil-3-4-Ounce-Bottle/dp/B001A00WCG/ref=sr_1_1?ie=UTF8&qid=1290618707&sr=8-1

3. Ask your hair stylist how to keep your hair looking great between visits.

How many times have you left the stylist thinking "Boy, my hair looks great!" only to arrive home and find out that you can't make it look even CLOSE to how it looked when you first got it cut! That's frustrating, isn't it? This is why having a hairstylist who can also educate you about how to take care of your hair is absolutely CRITICAL to getting the most for your money and time spent at the salon.



If you are looking for specific suggestions on how to do this, it is best to ask your hair stylist. There is no cookie-cutter approach toward taking care of your own hair. You need the help of a hair stylist that can analyze your hair type, color choices (if desired), personal style and hair potential to make specific suggestions.

4. Make sure that your hair stylist is well-versed in his or her field.

All of us want a hair stylist that goes above and beyond the call of duty to make your hair look spectacular, right? Well, you may be very surprised to realize that many hair stylists forego the opportunity to attend hair styling classes and trade shows to teach them how to get you the look that you've always wanted.

I would recommend avoiding those hair stylists that are not well-educated in their field. It's better to seek out a hair stylist that has good experience and a track record of producing spectacular hair styles.

You may find the following questions helpful in selecting a hair stylist and salon:

- Will you integrate a hairstyle with my personality?
- Do you show your customers how to keep their hair looking sharp between visits?

- How much experience do your hair stylists have?
- Do you use safe, high quality hair care products?
- Do you have “before and after” pictures of hairstyles that you have done?
- Do your hair stylists continually attend trade shows, conferences & hair styling classes?

If you utilize all of these suggestions, then be prepared to turn a few heads when you walk in the room!

I hope that you have found this information to be helpful. If so, then please visit my salon, Barbara's Salon Innovations, in historic downtown Northville, MI. My hair stylists are well-educated in the hottest hairstyles today and strive to provide a look that can get your friends saying, “I really like your hair!” They also take the time to educate you on how to keep your hair looking sharp daily.

As I stated earlier, I have over 18 years of experience in hair styling. My stylists also provide exclusive hair styling services, such as Japanese Hair Straightening, available at very few other hair salons in southeast Michigan.

Be sure to call us at (248) 449-1966 and mention this guide for a complimentary 15-minute consultation at no cost to you, where we will take a look at your hair type and color preferences (if desired), then recommend the right style for you. This is available as a “Thank you” for taking the time to read this.

Thanks so much for taking the time to read this, and we look forward to seeing you soon!

Barb Sheehy
Barbara's Salon Innovations
201 S. Center St.
Northville, MI 48167
Phone: 248-449-1966
E-mail: Salon@SalonInnovationsInc.com
Website: <http://www.saloninnovationsinc.com>