

MARK YOUR CALENDARS
First Annual Fall Fling and
Customer Appreciation
Night

Wednesday, September
20th from 6pm-9pm

- SILPADA JEWELRY
- 20% OFF ARBONNE
- 20% OFF TIGI AND OTHER HAIRCARE
- 20% OFF BRUSHES



Individual Highlights

Tidbits Pg. 2

Hair Trivia Pg. 2

Stressed tresses: Anatomy
of a bad hair day Pg. 2

FALL NEWSLETTER



FALL FLING

I hope everyone has enjoyed their summer. It's hard to get back in the swing of things after all the fun parties and vacations. I'm trading in my beach chair for an office chair and reconnecting to reality. Fall is on the way and the best part of fall is change and renewal. I always look forward to the wardrobe switch and all the fresh new styles in clothes and jewelry and of course HAIR. New this year at Jackie Allen Hair Design will be the **'First Annual Fall Fling and**

Customer Appreciation

Night'. Enjoy an opportunity to browse Silpada jewelry, original designs handcrafted by artisans from around the world. Lila Yee presents a sizable display of great Sterling Silver pieces as well as a whole catalog to view and order from. Preview the collection at www.mysilpada.com/lila.yee.

Lana Heater will be on hand to share her knowledge of **Arbonne**. Experience Pure Swiss Skin Care that is botanically-based, ph correct, as well as hypoallergenic,

dermatologist tested, never tested on animals or formulated with animal by-products and developed without mineral oil, dyes or chemical fragrances. Be the first to indulge in Arbonne's new 2006 Holiday Bath and Body Spa Collection. Pamper your feet with Arbonne's Pampermint to revitalize and invigorate them. Try the new Wine & Roses Holiday Color Collection or experience results with the revolutionary RE9 anti-aging skin care. Enjoy the gift of Arbonne with 20% off any products!

CUSTOMER APPRECIATION

I would like to extend my thanks to all of you, you know who you are, those that have referred your friends, family and acquaintances. You have helped to make my business thrive. Those that have kept the faith and followed me to my new endeavor with excitement, I am ever grateful. To celebrate my second year in business I will have all the hair care products I carry **on sale (20% off) the night of SEPTEMBER 20th**. Tell a friend and

come join us for a night of Yummies, Beverages and Merriment. Just to make things more interesting we will be having **a raffle** for a chance to win a gift of Silpada, Arbonne, or a gift basket full of hair care products. Be the first to enter your name and get a chance to win one of the three raffles. No purchase necessary. Don't forget there is extra parking in the back of the building if the front lot is full. I hope to see you there.

It is time for... **A Holiday reminder**. As of now (September 1) we are 61 days from Halloween, 84 days away from Thanksgiving and in 116 days we will be singing "Jolly old Saint Nicholas". Please think about booking any special hair appointments early so you are not disappointed if your spot is taken. The busiest weeks are the two weeks before Thanksgiving and Christmas. **Plan ahead!**

Tidbits

- A strand of hair is stronger than a strand of copper wire of the same diameter.
- Changes in texture are due to weather, hormones and age.
- 40% of women in the USA are unhappy with their hair because it is too fine, too limp or too flat.
- 50% of a person's hair will be gray by 50 years of age.
- People with blond hair and light brown hair have the thinnest strands of hair.
- People with black, dark brown or red hair have the thickest diameter of hair.
- Humidity effects damaged hair more.

Hair Trivia

In the past newsletters I have included fashion trends and new hair forecasts. But in this newsletter I decided to bring to you some great hair facts.

People are always asking hair questions and with the help of the internet and a great book "Don't go shopping for Hair-Care Products Without Me", by Paula Begun, I have untangled some fun hair trivia.

The most frequently asked question that I get asked is about shedding hair. "Why am I seeing so much?"

Hair on your scalp goes

through three different stages to complete its cycle of growth. The first stage is called the Anagen phase where the hair grows in the follicle cell by cell. Chains of proteins build for approximately 2-6 years. Usually growing ½ inch a month depending on the individual. If left uncut it could reach 3 feet or more. However, length is genetically predetermined which is why some complain their hair will not grow past a certain length. The second phase is the Catagen phase where the hair follicle rests for about 2-6 weeks. The final stage is the Telogen phase where the hair is shed. At any moment 88% of your hair is

growing, 1% is resting and 11% is shedding. This can be anywhere from 25 to 100 hairs a day. Hair grows the most in the summer months followed by shedding in the fall. Although this is normal, hair can shed more than normal from physical or emotional stress, ill health, surgery, or infection.

HAIR COUNTS

Individuals that have Brown and black hair have 100,000-110,000 hairs

Red hair 80,000-90,000 hairs

Blond hair 130,000-140,000 hairs. That's no joking matter!

STRESSED TRESSES: ANATOMY OF A BAD HAIR DAY

Picture a rope consisting of a lot of thinner pieces twisted together. This is not unlike hair that is made up of many cells of amino acids or proteins twisted together like a rope. The inside of the strand of the hair is the cortex or backbone of the hair where a lot of chemical processes take place such as coloring or perming. The outer surface is the cuticle that protects the cortex with its scale like appearance. Seven to ten layers of the cuticle create a barrier to protect the cortex from the effects of the environment. Environmental conditions break down the hair and make it less manageable

and less attractive. Friction and stretching the hair is something we don't realize can do damage. Rubbing your towel too hard or twisting and wringing the hair can chip away at the cuticle. And that old myth about brushing your hair 100 times a day will give you hag hair. Traction Alopecia is actually a term I came across for the damage that occurs from too tight a pony tail. Sun damage and wind damage we all know is bad, right? This leads us to Heat damage. Old blow-dryers and holding the blow dryer too close can be the culprits of split ends. If you get excess water out of the hair before drying it,

it can reduce damage. The very worst thing you can do is curl your hair when it is still wet. Water boils at 212* and irons get hotter than that and the water boils inside the hair creating ruptures in the cuticle. YUCK! Chlorine breaks the cuticle and leaves deposits and tears your hair every time you brush. Make sure you wash your hair as soon as you get out of the pool and apply a conditioner. Use a pick not a brush to detangle. When entering a pool a little silicone on your hair will help to repel the chlorinated water. Good Luck and may you have many good hair days!