

Tips For A "Head" Start On Healthy Hair

HHEAD OFF problems before they occur! Give your hair GENTLE-TREATMENT™. "Too many of us have become victims of the 'age of convenience,'" says Angela de Joseph, Beauty Director at Johnson Products—a leader in Black hair care and beauty products. "We are forever on the go, tending to rely on heated appliances to give our hair the look we want in the shortest time possible. But, constant use of blow dryers, heated rollers, and curling irons tends to dry out the hair and damage the ends," Ms. de Joseph notes. "Black hair, because it grows up and away from the scalp in a spiral pattern has a tendency towards dryness—a condition aggravated by the repeated use of heated appliances and styling aids."



For evening, an elegant up-sweep with eye-catching curls at the crown. A sleek '40s look with '80s style; pure flattery from Gentle-Treatment™.

This is the only relaxer on the market today with a patented conditioning system built right into the relaxer itself. GENTLE-TREATMENT™ leaves hair so soft and silky, you can run a comb easily through it immediately after relaxing and find no tangles. A separate conditioning application like those found in conventional relaxer kits is no longer necessary.

"The condition of your hair is an important part of a well-groomed look," comments Ms. de Joseph.



Softly Feminine: a perfect play on line and texture! Hair relaxed with Gentle-Treatment™ is poufed into a cap of curls with remaining hair worn straight for contrast. A dramatic effect in a simple daytime style.

"What we need is to take a little time out of our busy schedules to give our hair some special pampering. A beauty regimen that includes frequent trims and conditioning treatments is essential to the health of our hair," adds Ms. de Joseph.

"The concept of a no-lye conditioning relaxer for Black hair is the reason Johnson Products developed its new creme conditioning relaxer and called it GENTLE-TREATMENT™," notes Ms. de Joseph.



Casual Elegance: the perfect accessory for day—the luxurious look of silky hair! A variation for evening excitement.

To keep your hair in top condition, here are some tips:

1. **The Cut:** An excellent haircut that follows the natural direction and texture of the hair is the basis for good looks and styling-ease. The style should be versatile and highlight your best features. Today's relaxers and grooming products provide more styling options than ever before.

2. **The Trim:** Split ends should be trimmed periodically to prevent them from running (like stockings) up the entire hair shaft.

3. **The Shampoo:** Stay away from harsh, super lathering detergent shampoos. They tend to strip the hair of essential lubricants and leave hair dry, dull, and hard to manage.

4. **The Styling:** Daily use of heated appliances increases the risk of hair damage. When you use a blow-dryer, keep it at least 6 inches away



For evening sophistication, hair is brushed smoothly off the face.

4. Dry hair on warm dryer setting only, since hot air tends to stimulate oil glands.

The most effective way to insure healthy, beautiful hair is to practice preventive care. A proper diet is of great importance—well-balanced, rich in protein, vitamins, minerals, and roughage—plus a good night's sleep and plenty of exercise. A little special care for your hair goes a long way to maintain the beauty that is naturally yours.



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Butch Coors at a recent Studio One party with Melba Moore, Sylvester in Los Angeles



Short 'n Easy from the Gentle-Treatment™ collection: a soft, carefree, yet more controlled curl. For daytime, simply allow your hair to dry naturally and fingerstyle.

2. Moisturize with a good conditioner after every shampoo.
3. Comb and brush carefully to avoid breakage using a light creme hairdress on dry ends.
4. Avoid extreme heat settings on hair styling appliances.

For Oily Hair

1. Shampoo hair at least once a week, more if necessary.
2. To mend split ends and protect hair, use a non-greasy conditioner after shampooing.
3. Avoid excessive use of oil or grease on hair or scalp.

For Relaxed Hair

1. Use a relaxer with conditioning benefits to enhance and protect your hair's natural beauty.

2. Touch up your new growth every 6-8 weeks depending upon your hair's growth rate. The stress required to comb the new growth can cause breakage where new growth meets previously relaxed hair.

3. Wait at least two weeks between relaxing your hair and coloring it. Never bleach relaxed hair, or relax bleached hair.

4. Relaxed hair should be conditioned often with products specifically designed to condition, repair and protect—like Johnson's Tender Treatment™ line.

5. Use a conditioning shampoo which supplies a protective coating and leaves hair easier to comb.

For Dry Hair

1. Shampoo once a week with a conditioning/detangling shampoo.

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