

FREEDOM HAIR E-NEWSLETTER

SPRING 2009

NAAF HOUSTON CONFERENCE ANNOUNCEMENT!!!

If you're on the fence about whether to attend this year's NAAF Conference, perhaps this will give you extra incentive to attend: Karen's *Stylist/Colorist extraordinaire, Kristina K* will be joining us and taking appointments for cuts and/or or color services. Choose from the best blowout of your life to a fringe trim, an updated cut or foil low/highlights to rejuvenate faded/dull hair color. She has worked on hundreds of our vacuums and is the absolute best! You will love Kristina! Go to www.naaf.org to register for the event.

Understanding Hairstyle Lingo

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The task of transforming our clients image (outer and inner) from sadly vulnerable to glowingly self-confident is often held at a scissors length with our client anxiously sitting in the hairstylist's chair after getting her first Freedom Hair Vacuum Prosthesis. All of the careful work that has led to this moment can be for naught if the slightest mistake is made in that chair. This is the moment of truth for all of us, the culmination of art, science and magic. If you think you know the look you are after, great - but you've got to be able to translate what's inside your head to the person wielding the shears and blow dryer. Wouldn't it be helpful if we learned to speak their special language? Let's get started with some widely used terms and their definitions.

With the help of some celebrity models, we can identify the various component parts that make up some of your favorite looks. With proper communication, you and your stylist can work together as a team to achieve the hairstyle of your dreams!

Common Haircuts

The Bob: Originating in the 1920s, a classic bob is a cut shorter in the length - between the earlobes and the chin - that ends in a blunt line. It has many variations and is one of the most popular cuts of all time for this reason. It can be angled in any direction and may include fringe or not. See next page:



Kate Bosworth bob without fringe.



Patricia Arquette bob with fringe.

Sunday March 20, 2009 The Chicago Tribune (my hometown news paper) published an article with the headline “One Haircut. Endless possibilities.” The writer describes the long bob that’s angled and stacked ever-so-slightly as “the little black dress of haircuts”. Shorter in back and collarbone-grazing in front is the go-to cut for gals who want maximum versatility with minimal fussing. “It’s classic, but chic.” The March issue of Vogue says the freshest look for hair is neither long nor short; it’s jaunty and healthy and touches the shoulders, but manages to look effortless. The cut has wisps cut into the ends to add texture and keep it from looking too chunky. The bangs are blended into the front hairline with some longer layers.

The bob can also be heavily *texturized* as modeled by actress Kate Blanchette on the right.

Piecey fringe and *flicked-out edges* on a textured bob are easy to achieve with pomade or styling crème. Hair waxes are too heavy and sticky for softer, longer hair. Play with this technique!



Actress, Gwyneth Paltrow on the left is wearing a very popular variation of this cut called an **A-line Bob**. The bottom line is “inverted” going from shorter in the back to longer in the front. When you see the cut from the back you see the outline of the letter A.

What do you call a long bob? A **Blob!** No joke!

The Shag: Originating in the late 60s and early 70s this cut has lots of layers but is typically shoulder-length at the longest and just below the ears at the shortest. Layering is achieved by elevating the hair to a stationary guide for cutting that does not move during the hair cut. (I had my hair in high school when the shag was introduced. All we girls had to do was put our long hair into a ponytail at the top of our head and cut straight across. Voila! – we had given ourselves a perfect Shag Haircut!)

I think that some variation of the Shag will always be in style. Here is super model Heidi Klum's variation with eye-skimming angled bangs.



The Wedge: Made popular in the 1970s by Olympic figure-skater Dorothy Hamill, this cut is defined by a sharp, clean tapering of the lower layers of hair toward the neck. Typically, the style is worn with bangs and is at least mid-ear length on the 4 sides, but it can be longer or shorter and still be considered a wedge as long as the hair cleanly tapers into a wedge shape at the bottom. The Wedge is a great example of a “Graduated haircut”. This is where the hair is cut into a specific angle or shape and the ends of the hair appear to “stack” on top of one another. Thus the term “Stacked”. Bob haircuts are often stacked to add interest, accentuate the shape of the head or compliment a specific facial feature. This shape can also appear to elongate the neck.

(Styles we may not want, but they are good to know about – remember, they won't grow out!):

The Devilock: You may have seen this being worn by a punk rocker or someone wanting an “edgy” hairstyle. It features short hair in the back and sides with long hair in the front. Popular vocalist Rihanna, pictured on the right, is a good example of a woman wearing this unusual, asymmetrical cut.



The Mullet: Popularized in the 1980s, this hairstyle has very short top and side layers while the back is left long. The transition from short to long can be smoothly blended or very clearly defined. This is totally OUT OF STYLE by today's standards!

Terminology

The Weight Line: The area of a haircut having the greatest length. In a blunt or bob haircut, the weight line is at the ends of the hair. In a layered cut, the weight line is the

point around the head where the longest hair falls. A heavy weight line clearly shows where the hair was cut and can be blended using texturizing tools if desired.

The Cutting Line: The actual line along which the ends of the hair are cut. A vertical cutting line creates layers. The angle of the cutting line determines how close the layers look in the finished haircut.



Bangs/Fringe:

Used interchangeably, this is the area at the front of the head above the forehead usually extending no further than the outer corner of the eyes. It can be cut in a variety of styles and texturized in many ways as well. Here is actress Jessica Alba wearing a long wispy fringe that perfectly compliments her (long) face shape. (See below.)

Pick the Fringe that Flatters your Face!

Ovals: are just fine with anything – lucky for you!

Square faces demand long, Sideswept bangs that taper back into layers add softness.

Long faces are best suited to blunt, just below-the-brow bangs to re-proportion the face.

Rounded faces should choose a long, soft face-framing fringe to minimize fullness.

Convertible Fringe can act as bangs or not depending on mood by allowing longer fringe layers to “swoop” forward over the shorter layers. Blow dry forward and flipped back.

Sideswept Fringe is very trendy right now and you will see it being modeled by most teens. A deeper sweep is called a ***Swoop!*** It’s a cute look, but the problem here is how to keep it sweeping to the side and not falling down and into the eyes thereby obstructing your vision! Hint: styling product and a sideswept blow-dry. Also, try using a small hinge clip overnight to “train” the sweep. Actress Cameron Diaz has the swoop down pat!



Root Lift refers to the technique of maximizing the hair’s volume by using a styling product on nearly dry hair and directing a blow dryer at the scalp hair while holding it perpendicular to the scalp with the fingers. Another technique is to ***Over-Direct*** the hair while blow-drying by gently brushing the hair in the opposite direction that it will eventually lie. When you comb it back to the final position it will really have lift.

By the way, ***Crown Layers*** can add a lot of volume to your style.

Texturizing is about creating different lengths in the hair specific to the needs of the style. It's not the same thing as layering! Using any number of tools, texturizing can collapse a problem area, remove a weight line or even add volume or movement where needed. It can instill jagged edges or create smooth ones.



Tucked-back Sides are a great option for a casual look, but remember to pull out your side fringe especially at the vulnerable temple area! Here's one of actress, Katie Holmes' bob variations featuring a diagonal parting with a side tuck. It's a great way to introduce asymmetry that is not permanent!

Backcomb Crown for volume and fullness and gather disheveled hair into a clip to hold it in a half updo. Allow your side fringe to fall out and curve inward toward the face.

Movement is a word that every stylist uses because it makes every hairstyle look fresh and appealing. It is the one quality that when missing always gives away a bad wig. It makes a good cut and color come alive and makes you just want to run your hands through your hair because no matter how it falls, it always looks great and natural. Texturizing is one of the best ways to add movement to a hairstyle.

Scrunched Curls create a casual **Tousled Style** that's easy to achieve by working a curl enhancer through damp hair and drying with a diffuser or allowing hair to air dry. Spray on water the following day to reinvigorate the product and re-scrunch. Actresses Meg Ryan (right) and Kate Hudson (below) are the queens of this style.



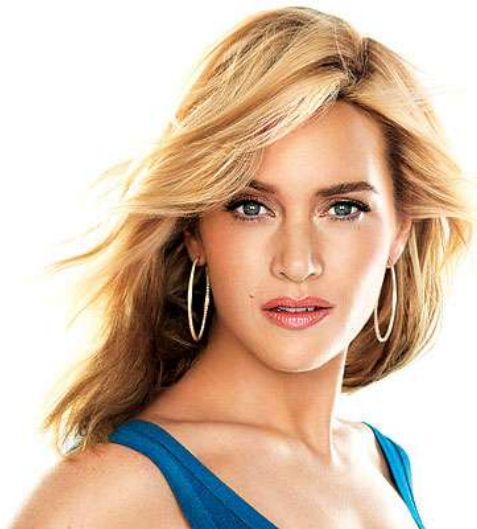
Beachy Waves appear as if you stepped out of the ocean and let your hair dry in the salt air. Use a curl enhancer on damp hair, then rake through hair with gelled finger tips after dried.



Another popular bob variation has ***Beveled Edges***, as modeled by popular American Idol winner, Jennifer Hudson on the left. This texturizing effect moves the weight line up to your longest layer, usually around the cheekbones and the lower hair tapers in I toward the neck. It's a light and elegant style, in my opinion, and looks good on everyone.

Disconnected Bangs stop abruptly at the temples while the side hair drops to the bottom length. Here is a good example picturing Katie Holmes in her popular bob with a disconnected bang and beveled edge.

If we were to view this cut from the side, we would see that it is slightly inverted as well. Now we're getting the hang of it – pardon the pun!



Dimensional Color refers to a multi-tonal color that is achieved by using two or more foil colors for highlighting and/or lowlighting the hair. With evenly distributed and controlled hair color, this is the best way to achieve a natural “lived-in” color. When you think about it, the only people that have one perfect shade of hair are the ones who get it out of a bottle!

On the left is actress Kate Winslett with dimensional color in her hair. The darker underneath color and lowlights throughout adds depth to her face and reinforces her brow color. What a great long-layered cut as well!

Our Freedom Hair Vacuum Hair Lengths

How they fit into the above hairstyles so that we know what length to order!

4"-6" lengths:

Pixie cut or layered bob – mischievous and playful, boyishly short and sassy as worn by actresses Halle Berry and Sharon Stone. This is not a specific haircut but rather a generic “look” that is suited to slimmer women with softer facial features.

8"-10" lengths:

Good for mid-length styles such as all variations of the bob and a shorter shag. Important tip: If you want to be able to have enough length to pull the sides back into a clip, you will need the 10” length.

12" and longer lengths:

Long and layered shag styles as popularized on the “Friends” TV show. This length allows for soft, romantic layers that look good on a wide variety of faces. The style is characterized by inward-swept curving layers and wispy bangs that frame the ace while still having sufficient length to be versatile in styling. The overall effect is a look that seems both carefree and carefully done.



Debbi's Third Date Rule!

Debbi Fuller, owner of Fuller Hair

www.fuller-hair.com

[www.alopeciacworld.com/profile/DebbiFuller](http://www alopeciacworld.com/profile/DebbiFuller)

call: 800-486-1653 from U.S.

call: 603-835-6753 from Canada

You Tube videos: Part 1

<http://www.youtube.com/watch?v=QM4pK5qhZxU>

Part 2

<http://www.youtube.com/watch?v=hbkt6filgWo>

For those of you who are dating and don't know how to broach the subject of your alopecia with a new person, this is my BEST ADVICE. You tell them on the third date, without fail! When you go on a first date with someone, you're just checking them out and seeing if they are worth getting to know. You definitely should not be getting so close that they need to know about your hair – right?

Second date, YOU are evaluating THEM for possible future relationship material. Ask all the right questions - find out if they are good to their Moms etc. If you both like each other enough to go onto that all-important third date, then it's time to tell them about your alopecia. For one thing, you don't want them to put their hand on the back of your neck and be surprised that there's an edge there, but, most importantly, if you wait longer, the alopecia becomes the elephant in the room. You KNOW that you have to bring it up, but the longer you leave it, the more difficult it is to do. If you let it go until you're really involved and then the person can't handle it, you feel devastated and miserable because you let yourself get close to someone who, in my opinion, is unworthy of you in the first place. Now you need a shrink to get over the experience! DON'T DO THAT! Tell them on the third date. That way, even if you get rejected, the most it takes to get over it is a glass of wine - or two! At that stage, you can say to yourself, "Well, I'm sure glad I found out NOW that this person is so shallow that they can't see me for the wonderful person I am." Anyone who is worthy of your love and affection needs to be able to cut the mustard. Anyone who would not want to date you just because you have alopecia will disappear at the first sign of trouble on ANY front. What would happen if you got seriously ill, say, breast cancer, and had to have a mastectomy? He'd be out the door. You want someone who will truly loves YOU for who you are and won't judge you if you gain a couple of pounds, wear glasses, have spider veins, a sagging butt, or alopecia! The best people are the ones who see the real you, the person who is funny, caring, strong, hard-working – all those great qualities that you have!

As to how to broach the subject, don't make a big deal about it. Say something like, "by the way, before we go out again, I need to tell you that I wear a wig because I have a condition called alopecia areata. Have you ever heard of it?" If he says, yes, then get into a discussion of how and why and find out how much he knows. If he says, no, then tell him about it. Tell him that you are totally healthy, that it is an autoimmune condition that only affects your hair, that one out of every 100 people will get the little round patches during their lifetimes, that you are just one of the lucky ones that got totalis! Be funny, make sure that you don't make it a big serious thing. You'll be able to tell by the way the discussion goes if the person can handle it or not. If he can't, no bid deal, there are plenty of better fish in the sea. If he says, "No problem, your hair looks great!" then make another date!

Finally, if you decide to continue seeing each other, don't wait too long before the 'unveiling'. Anyone that you continue to see will want you to be comfortable enough to take your hair off in front of them. You want to be yourself, hair or no hair. I know people who have been married and had children who never let their families see them without hair. This makes your life very complicated and stressful when it doesn't have to be. You can wear your hair when you want to, and take it off when you don't! Everyone just adapts to it and after a while, they won't even notice if you have hair on or not! My husband never even notices when I change from long hair to short! He volunteers me to take off my vacuum to show strangers my tattoos!! That's the kind of love and acceptance you deserve. Don't live your life in fear of people finding out. Take the bull by the horns and SHOW them! They'll think you are great and if they don't, you don't need them in your life. You are WORTH IT!!