



ANCIENT SUNRISE®

# Stylists and Salons

Catherine Cartwright-Jones PhD

## **Ancient Sunrise® Henna for Hair, Chapter 14, Stylists and Salons**

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## Stylists and Salons



Maria and Melissa

This section has largely been written by our stylists who have learned to work with henna and other plant powders. Maria is a talented and innovative licensed cosmetologist who utilizes both oxidative dyes and Ancient Sunrise® products. She has developed many of the techniques in this book so that stylists can integrate henna into their salon practices, and developed the techniques for lightening henna. Maria has written most of this chapter, addressing it to salons and stylists because she has a unique understanding of how henna can fit into your salon and how it can benefit you - as a stylist - and your clients. She and Melissa have dyed hundreds of swatches of human hair so that they can see firsthand the effects of different acids, plant powders, procedures, and temperatures on hennaed hair.

Melissa trained to be a cosmetologist, but by the time she got her license, she had become allergic to the chemicals used in oxidative hair dye and was faced with the dilemma of giving her career. Now, she cannot even enter a salon because the chemicals set off allergic reactions.<sup>1</sup> She can work with hair using Ancient Sunrise® products without any allergy problems and did many of the photoshoots in this book. Maria and Melissa, with their understanding of traditional stylist training and professional salon work, have assembled the information in this chapter for stylists who want to offer Ancient Sunrise® henna to their clients and who would otherwise have to discontinue their services or may have to quit their careers entirely.

## **Stylists' Frequently Asked Questions**

### **How Do I Know Who May Be Allergic to Oxidative Permanent Chemical Hair Dye?**

About eight percent of people are allergic to oxidative permanent hair dye right now. This number has doubled in the last ten years, and continues to rise each year. Most of these people do not know that they are allergic because the reactions are usually delayed for two or three weeks after exposure so they do not associate the symptoms with exposure to coal tar derivatives.

Though it is recommended that a person have a patch test to determine whether they are allergic to chemical dye, the delayed hypersensitivity reaction caused by the chemicals in oxidative permanent hair dye may take ten to thirty days to flare and blister. These allergic reactions can be life-threatening, so it is important to determine whether a person may have this allergy before you apply chemical hair dye.

One quick and simple way to determine who should NOT have chemical dye is simply to ask a person, "Have you ever had a 'black henna' temporary tattoo?" If that person responds, "I had a temporary tattoo once, but I don't know if it was black henna," ask if the stain was black as soon as the paste was removed, and if it lasted for more than a few days. If they respond, "Yes," then do NOT use chemical hair dye on that person; there is a high risk of extreme allergic reaction. A person who has had a 'black henna' temporary tattoo has a 10% to 80% probability of having an allergic reaction to chemical hair dye, depending on the size of the temporary tattoo, the artist's mix, and the age at which the person got that temporary tattoo.<sup>2</sup>

In a salon setting, Ancient Sunrise® henna products are most useful for people who are allergic to the chemicals in oxidative permanent dyes, particularly through exposure to high levels of para-phenylenediamine (PPD). In addition to 'black henna' temporary tattoos, many people became sensitized to hair dye by using black home hair dye kits as teenagers hoping to be "punk," 'metal,' 'Goth,' or simply for Halloween.

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<sup>1</sup> For more information on the risks to stylists' exposure to para-phenylenediamine and oxidative hair dye, read Chapter 1, Henna for Hair

<sup>2</sup> For more information on the epidemic of sensitization to para-phenylenediamine and the connection to 'black henna' temporary tattoos, read Chapter 1, Henna for Hair.

Most people who were sensitized through para-phenylenediamine ‘black henna’ temporary tattoos are also cross sensitized to other oxidative hair dye chemicals, even those in the new ‘natural’ products which claim to not have para-phenylenediamine. The chemicals which are in the newer dyes, such as m-phenylenediamine and toluenediamine, are so similar to the earlier dyes, that they, too, will cause an allergic response. If a person has ever had a ‘black henna’ temporary tattoo, or ‘black mehndi,’ Ancient Sunrise® henna products can be safely used to dye their hair.

### **How Do I Know if the Client Will Like their Color?**

It is always best to test before using plant powders, because the color takes differently from head to head. To test, do exactly as you would do a strand test with chemical color.

### **Can I put henna under the dryer?**

Absolutely! It cuts your time in half, but make sure your client is comfortable. Some stylists will do part of the time without a dryer, and the rest with a dryer.<sup>3</sup> Always cover the hair with a wrap to keep the paste moist: dried henna is very difficult to wash out of hair.

### **How Would You Transition a Salon from a Chemical Color to Natural dye?**

This can seem like a tough step, but it is more timely than complicated. I recommend letting your clients know you are making the switch, offer complimentary strand testing, and show them proof! Remind them that it is healthier, leaves your hair in better condition, and stays in marvelously! Some stylists will give their clients notice a few months in advance, because it is going to change how you do color in your salon. Our plant powders are compatible with chemicals. Just test before hand to make sure there will not be any funky colors that cannot be toned. Remember, you can customize plant powder mixes just as you can with chemicals. Some salons have both chemicals and plant powders in their salon to please all customers. This choice is yours. Healthier clients mean longer lifespans, which means they can keep coming to you for more years. If coal tar dye sensitization is becoming a problem for you, a transition to Ancient Sunrise® may save your career and livelihood!

### **How Can I Get My Clients Interested in Ancient Sunrise®?**

Give your client a complimentary strand test. Show them your hair, or another stylist’s hair which has been hennaed. Yes, plant dyes do take longer than chemicals, but the benefits are worth it!<sup>4</sup> Educate them on para-phenylenediamine (PPD).<sup>5</sup> Educate them on plant powders! Not only is henna healthier for your hair, but it lasts MUCH longer than the chemicals.

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<sup>3</sup> To understand how heat speeds up the process of henna, read chapter 7, Mixing and Testing Your Henna Mix “Ancient Sunrise® Henna for Hair,” Chapter 14, Stylists and Salons Copyright © 2015, Catherine Cartwright-Jones PhD TapDancing Lizard® LLC [www.mehandi.com](http://www.mehandi.com) [www.hennaforhair.com](http://www.hennaforhair.com) [www.ancientsunrise.com](http://www.ancientsunrise.com)

### **Must Clients Stay at the Salon the Whole Time They Are Waiting?**

This is up to you. You can use the time they are waiting to offer other services, such as manicures, pedicures, waxing... You can also allow them leave and wash their hair at home. Some stylists have their clients come back and charge a little more to wash and blow-dry their hair.

### **What Do I Charge for Dyeing Hair with Ancient Sunrise® Henna?**

Once again, this is completely up to you. Most stylists charge a little more for plant powders because more time and effort are put into create mixes. Some people keep it the same price as hair color application, if they do not have to rinse out the henna, but may add a charge to shampoo and blow-dry if the client decides to remain at the salon.

### **What Pre-Mixes Does Ancient Sunrise® Have?**

It is not possible to pre-mix henna, indigo, and cassia and have a product that works effectively.<sup>6</sup> The chemistry of premixing these plants prevents ideal results. We do have basic formulas that include everything from champagne blonde to black, depending on the natural level as well as the synthetic level of the client's hair.<sup>7</sup> You will find that you can create custom mixes based on your client's needs. Different acidic liquids and powders can alter the color of the powders. You don't need to give up doing hi-lights and lo-lights. Although henna will not lighten hair, you can still use lightener with Ancient Sunrise® plant powders.<sup>8</sup> Test first! If you are ever in a pickle about a mix, give us a call!

### **How do I prepare Ancient Sunrise® for clients so I can have it ready when they walk in or need an emergency root job?**

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<sup>4</sup> For more information on the health benefits of henna, read Chapter 13, Henna and Your Health

<sup>5</sup> For more information on the dangerousness of para-phenylenediamine and oxidative hair dye, read Chapter 1

<sup>6</sup> For a detailed explanation of why pre-mixed henna powders can never be as effective as mixing the separate ingredients individually, See Chapter 5, Plants That Dye Hair, Chapter 6, Henna and Acidic Mixes, and Chapter 7, Mixing and Testing Your Henna Mix.

<sup>7</sup> For techniques of lightening hennaed hair, see Chapter 7, Mixing and Testing Your Henna Mix

<sup>8</sup> See Chapter 10, Lightening Your Hennaed Hair

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Ancient Sunrise® henna and cassia can be mixed up in advance and can remain frozen with no loss in effectiveness for a year or more.<sup>9</sup> Make certain that you label the plant powder, the amount of powder used, acidic liquid or powder used, and the date it was prepared. This way, you know exactly what you are using on your client.

Indigo is ready right away, it does not need to wait for dye release; mix your Ancient Sunrise® indigo when you need it. I would start by discovering what your clientele's most frequently requested mixtures are and prepare them accordingly. Always have extra henna and cassia pastes prepared and frozen so that if you do have someone that has to go to a wedding next weekend and forgot to schedule an appointment, you can squeeze them in!

### **How Can I Get Consistent Results Every Time?**

Because we are dealing with plant powders, grown on small farms, always under slightly different conditions, each batch is unique and once a batch is gone, it is gone. Ancient Sunrise® categorizes shipments so that the branded batches are as similar to each other as possible, you can expect to get similar powders each batch. As long as you mix consistently, you should still get consistent results.

### **Does Ancient Sunrise® have classes on how to use the plant powders?**

We're currently working on tutorial videos to place online for you! While we're still working, you can call, chat online, or email to consult with a henna hair stylist: 330-673-0600 or 855-MEHANDI or emailing: salons@mehandi.com.

### **Maria's Advice for Stylists**

Henna will cover gray, but sometimes it needs to happen in a two-step process. Strand testing will save you time! I always recommend strand testing, even if I know the client I am dealing with wants a color I can deliver easily. If someone is taking medications, or going through body changes, the results can differ. Always, always test.

There will be clients that complain about the timing. Remember to remind them that it's natural. If they want chemical free hair color, they need to let Mother Nature do her work.

Rainwash® is very effective and will help you have consistently beautiful results. Even if I know a client doesn't have hard water, I still recommend it. It is stronger than a clarifying shampoo, but gentler. It helps get those cuticles open a little at the root area, which can be very beneficial if they have resistant hair.

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<sup>9</sup> See Chapter 7, Mixing and Testing Your Henna Mix: henna and cassia paste can be stored in zip-lock bags, piping bags, or in ice cube trays.

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Mannequins are not always the best way to play around with plant powders. I recall in beauty school, we were given the warning that our mannequins wouldn't always be quite accurate since the hair is cleaned with a powerful disinfecting and bleaching chemicals that can alter results. Mannequin hair results will also give unpredictable results with plant dyes. Dye clippings from haircuts and hair harvested from hairbrushes with Ancient Sunrise® for more accurate predictions of outcome.

Tell your client about the acidic liquids used to release the henna dye. Some people may have allergies topically but not internally, such as allergies to citrus; they may blame the henna rather than the acid. If an acidic liquid in the mix is irritating their skin, switch to another acidic liquid. The most skin-friendly liquids are Ancient Sunrise® Kristalovino, diprotic acid and Ancient Sunrise® Malluma Kristalovino, potassium bitartrate.<sup>10</sup>

Become a trendsetter! You are a cosmetologist...you are creative! Just because you are using plant powders does not mean your creativity is limited...there is actually more room for your imagination to grow!

If you are ever unsure of a mix or having trouble with a client's hair being resistant, don't give up, just call us! Ancient Sunrise® customer service will do our best to work with you and your client. Don't ever think you are bothering our henna hair specialists; this is what we are here for!

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<sup>10</sup> See Chapter 7, Henna and Acidic Mixes

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