

Misconceptions About ORGANIC HAIR COLOR

At Jade Organic Salon, we educate and help debunk the misconceptions of organic hair care. Our everyday safety in the workplace, and the well-being of our clients is not a "fad". Before you decide that, "organic hair color doesn't work", we invite you to be your own advocate regarding personal health and beauty.

PRESENTED BY CHERISE MORELLO-PONS



Cherise Morello-Pons is the creator of Jade Organic Salon.

She is a certified Organic Colorist through Organic Color Systems.

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Over the years, most of us in the hair industry have been guilty of using chemical processes that we don't know much about. Consumers grew accustomed to the burning, tingling, and smelly chemicals that color, curl, and relax our hair. We were always told "Beauty is pain", and many women believed it, and, unfortunately, still do.

Health and wellness is a rising concern for many. We are concerned about living healthy lifestyles, and watching what we put IN our bodies. Many are forgetting to ask, "What am I putting ON my body?" As a stylist, I constantly hear skepticism about organic hair products. Addressing the misconceptions about organic hair color is our passion and continuing to educate our clients is a priority at Jade Organic Salon. Use of organic hair products is supported by the medical community.

HERE ARE SOME OF THE "MISCONCEPTIONS" WE HAVE ENCOUNTERED AT JADE ORGANIC SALON AS ORGANIC COLORISTS:

MISCONCEPTION #1

"Organic color doesn't work."

The hair industry once believed ammonia was the only substance with the ability to penetrate the hair cuticle to make hair color last. At Jade Organic Salon, we use the Organic Color Systems (OCS) hair color line. With the organic color, we cleanse the hair before the coloring process. OCS shampoos and reconstructors pre-soften the hair to prepare it for the color. OCS has developed a technology that uses oils derived from the fatty acids in coconut, as well as medicinal grade peroxide, and heat that raises the pH level in the hair cuticle - allowing for full color penetration. Lastly, conditioners close the hair cuticle completely, and restore the hair to its natural pH level. The color is then completely locked in, and the pH level is returned to its natural state. When OCS shampoos and conditioners are used at home on a consistent basis, the hair is constantly being prepared for the next color process. Resistant grey requires some additional prep, but OCS provides FULL grey coverage.

MISCONCEPTION #2

"The FDA monitors and regulates ingredients in beauty products."

While many other countries have strict rules about the safety of hair care products, the US has no agency that investigates the potentially dangerous ingredients in hair products. For many years, people have used ammonia or bleach to clean their homes. Imagine applying that bleach directly to your scalp, possibly adding a concoction of ammonia and coal tar, or mixing up a solution of ammonia and formaldehyde to straighten your hair. Sounds absurd, right?

These are the exact chemical compounds used in salons everyday. OCS is a European-based company that strives to manufacture quality hair products while maintaining safety standards. They follow the guidelines of the Health and Safety Executive, which has provided a regulated framework for workplace health and safety in the UK for 40 years.

MISCONCEPTION #3

"Organic hair color is a fad."

Organic Color Systems was developed in Europe and has been catering to an organic clientele since the 1990's; it became available in the US in 2003. According to the OCS website, the organic beauty industry has been growing at an amazing average rate of 15% annually for the last 15 years. Additionally, 78% of Americans seek out organic beauty salons, but only 15% of the market caters to this niche.

Studies suggest stylists are suffering from illnesses that are directly linked to their occupation; illnesses such as, breathing and respiratory complications, cancer, allergies, and infertility. I personally know stylists who have developed extreme contact dermatitis and occupational asthma, as a result of years of exposure to chemicals.



**IN THE MATTER OF HAIR COLOR,
WHAT YOU DON'T KNOW
CAN HURT YOU -
WHAT YOU DO KNOW
EMPOWERS YOU.**