

# C M A S   H A I R   C A R E

NEW YORK



Dear Hair Care Connoisseur,

With an open mind take a journey into the world of chemical free. Alternative hair care is a new genre for women of color who want results only. I have designed the most advanced but simple cosmetic hair care diet ever. Being a stylist myself I understand the insatiable desires that woman obtain due to being over exposed to marketing campaigns that talk the language but don't deliver long term results. I simply want to enlighten and educate women who want to be in control and feel empowered with their own cosmetic choices.

**Welcome to CMAS Hair Care where the  
Alternative is Chemical Free!**

This month we focus on the Alopecias that exclusively affect African Americans. This information is the most scientific accurate information available. This information pertains to curly hair of African descending people with hair ranging from strong coarse to fine coarse. Unfortunately, such conditions to this day go misdiagnosed by the medical and dermatology fields and therefore go untreated. The lack of proper preventative knowledge has led African Americans to form cosmetic behaviors that continually cause such conditions and therefore lead to chronic and permanent hair loss.

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**In order to correct hair loss, proper diagnosis becomes important. Knowing the differences between the various forms of hair loss is the key to recovering hair that has been lost.**

*First; let's start with the word Alopecia. Alopecia is just a medical term for Hair loss. My first objective is to clear all misinformation on what this word means to African Americans as I exclusively apply the term to curly hair. Generally speaking, most African American women often do not suffer from natural forms of hair loss unless it is from a traumatic occurrence stemming from an internal medical condition. The different types of hair loss we will discuss in this newsletter, is hair loss that is affecting African Americans in epidemic numbers. The hair loss you will be reading about stem from cultural styling and from chemical usage.*



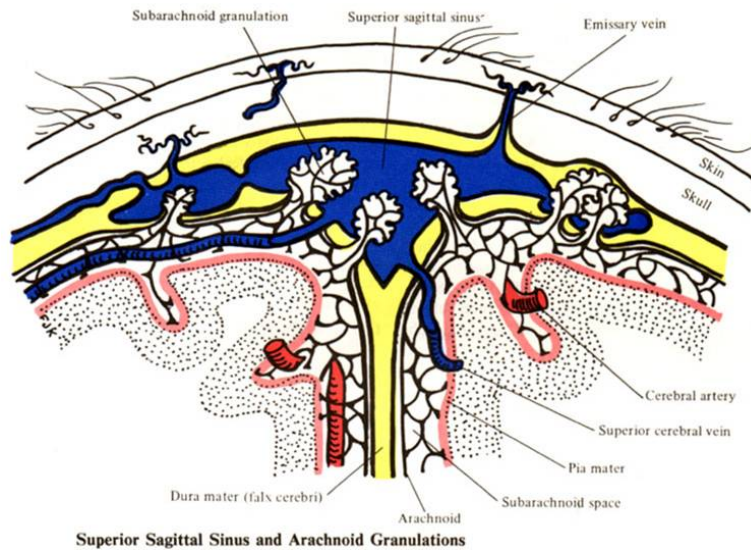
**Tension Alopecia** or **WEIGHT Alopecia** is a constant weight on the root (follicle) disallowing the hair's natural turning process as it grows out of the follicle womb. When hairs are not allowed to turn and twist, the follicle becomes stressed. Hairs are torn from the bulb, a consistent pulling of the **Pilli Muscle** within the follicle therefore creates muscle weakness. This muscle is needed to keep the follicle hair upright and strong in its place. Hair styles that cause this condition are extension braids, ponytails and locs.



**FDS Follicular Degeneration Syndrome or Central Centrifugal Cicatricial Alopecia.** This a great name but does not really speak to the heart of the matter. Our research finds that chemical usage is the main culprit for this condition. This condition starts about 7 to ten years before one sees the large shiny central bald spot at the crown of the head. This condition is unisex and often can occur in natural hair wearers as well. The cosmetologist that services this consumer notices the early stages of this condition but says nothing and does nothing about it.

The condition spreads outwardly starting in the crown area moving outwardly to the temples.

Why? At the crown (apex) area on the head there is less fat and supple tissue in the crown area, this is the area that has the least blood flow and sweat glands. As the skull comes closest to the apex of the scalp, the



Superior Sagittal Sinus and Arachnoid Granulations

lines of getting blood flow, hydration and nutrients to the crown follicles are minimal. Once the sweat glands within the scalp are depleted and their ability to hydrate the scalp, the tissue begins to harden and crystallize. Simultaneously the connective tissue underneath the skin area begins to desiccate (harden). In most cases these patients will see discoloration of the scalp as the scalp's pigment cells will start to attack itself causing white spots. Needless to say, the scalp has suffered constant injury and no longer has the resources to feed itself. FDS or CCCA are unfortunately irreversible. Dermatologists prescribe many different drugs like steroidal injections and medications like Minoxidil and Rogaine, but unbeknownst to dermatology these condition's are not the result of a systemic problem but are caused by cultural cosmetic practices and myth.

**Chemical Alopecia** is a form of hair loss caused by chemical applications. The scalp incurs a constant chemical peel every 4 to 6 weeks during the touch-up process without neutralization. Caustic relaxers and peroxide coloring that require neutralization (*this should be done during shampooing*) however, the shampoos that are suppose to neutralize, only dilute the chemicals pH. The caustic relaxer chemical resin begins to reactivate within the scalp tissue and melt the membrane of the follicle womb's supple tissue.

From the extreme pH and high alkali chemical exposure, the follicles begin to swell and become inflamed, causing Folliculitis (swelling or inflammation), soreness and tightness. This causes scar tissue and eventual follicle degeneration overtime. Degeneration simply means the follicle implodes and shuts down completely. As skin (scalp) comes in contact with cosmeceuticals that create heat (burn) within the skin tissue, the tissue forms a feverish burn. When this occurs the skin will react and secrete fluid to cool and heal the area, this is the natural behavior of glands. The water secretion crystallizes to form a scab to protect the injury (scalp burns). But when the glands and pores are constantly chemically scorched, the scalp tissue will no longer have enough resources to hydrate the tissue, and the follicles will eventually die. When this happens it is unfortunately irreversible.

**Traumatic Alopecia** is any type of hair loss stemming from psychological trauma such as illness, childbirth, extreme stress or menopause and medications that disturbs the hormonal levels like contraceptives. I like to call this type hormonal alopecia, because this condition has more to do with imbalanced hormonal fluids. Hormones play a significant role in beauty and hair care more than most people think. African American women deal with enormous amounts of stress from all areas of their lives. This type of hair loss has to be diagnosed properly by a highly trained hair care provider. I talk closely with ob-gyns about disturbed hormonal levels that cause conditions like postpartum alopecia, which is caused by hormonal levels of pregnant women after giving birth. Hormonal medications and contraceptives can play a big part in this type of hair loss as well.

The knowledge and training that is needed to treat this type of hair loss lies in the knowledge of Afro-curly hair as an exclusive science as it relates to the African American cosmetic regimen.

**Cuticle Reduction** is caused by the extreme pH of chemicals. The high alkali pH melts away the outer density of the cuticle and begins to retard the mouth of the follicle. A consistent application of harsh chemicals month after month creates shrinkage of the follicle opening. This causes the mouth to

shrink, making it hard for the hair to turn abnormally as it grows upwardly. This causes slow growth and retards the natural width and thickness of the hair shaft.

# Detoxing the Scalp;

## How to regain the hair of your youth

By Cheryl Morrow C.T.

Detoxing the scalp is a new concept in Alternative Hair Care. It has taken much research and development over the last 3 years to perfect these treatments. Let me start by explaining what **Toxic Scalp Syndrome™** is. Obviously we notice a difference in our scalp after a chemical service. The issue of toxicity is the number one factor when it comes to slow growth, thickness and chronic scalp issues.

Scalp issues such as FDS or CCCA, hair thinning, dandruff, scalp fungus, slow growth, extreme itching and chemical folliculitis (inflammation of the follicle) are conditions that are most likely to occur due to some kind of toxicity.

The most important thing to factor in is that, toxic chemical resin causes allergic reactions on the scalp. The follicle fluid that nourishes the hair begins to deplete. The fluids that feed the follicles become dehydrated and calcifies. Once calcification occurs within the connective tissue, sweat glands and sebaceous glands, scarring will rise from the connective tissue and form with the upper skin tissue. Eventually degenerating the hair follicles.

This is when you begin to see spacey follicles. The hair will petrify and become hard and lifeless. The scalp will too become hard and shiny and will have no or little nerve sensation.

Let's take soil for example; when the health of soil is compromised, the fruit it bears sprouts up with limited nutritional value. The quality is compromised because the soil is mineral deficient and depleted of its essential properties. This also applies to the scalp. Black American woman especially are susceptible to toxic scalp syndrome due to their high contact rate with both hydroxide and dye chemicals and chemicals that are extremely acidic. Obviously, African Americans processing options are limited due to lack of innovation in black hair care.

The key to solving this problem is detoxing, however the key to successful scalp detoxing is patience. Neutralizing and removing toxic resin may take up to a year because the toxins have traveled deep into the connective tissue underneath the skin (scalp) upper layers.

Healing occurs when the pores (skin Layer) receive nutrients by way of soluble salt minerals softening up the cell tissue. Then as the minerals and oxygen are infused into the glands making them absorbent, the connective tissue begins to heal.

The endocrine system (fluid system) being hormonally connected to the scalp, the scalp is directly affected by the foreign resin which is carried by the hormonal fluid. The chemical resin seeps through the vital and absorbent spongy layers of the scalp- the largest bodily organ.

I am often asked can hair care chemicals make you sick? I have a better question, Does the chemical processes that we receive cause toxins to be deposited into our scalp tissue and eventually deposited into our blood stream?

The scalp as a sponge is the most sensitive and most absorbent part of the body. The hairs on the scalp, is the eco-indicator of the internal balance of all body fluid systems. Hair loss in black hair care in most cases is caused by self inflicted styling and neglect, however when African American women are experiencing slow grow or major scalp discomfort it is usually the result of imbalances in the scalp tissue.

Improper daily cosmetic practices have also become the factor in hair loss a close second is misinformation about the dangers of long-term use of traditional hair care products and chemicals. Thousand of woman around the country are now looking to dermatologist for answers, unfortunately this branch of the medical world does not have answers to cosmetic hair loss.

In order to detox the scalp an experienced cosmetic trichologist must understand cosmetic ingredients as they relate to the black cosmetology trade.

I have constructed two programs; ***Hair Fiber Detoxification™*** and ***Toxic Scalp Syndrome Treatment™***.

## THE SOLUTION:

***The Reformation Enzyme*** removes chemical resin and balances the scalp's pH.

**It Neutralizes water metals and chemical resin:** Reformation Enzyme™ has the perfect molecular structure for capturing, neutralize and destroy chemical resins from water and chemicals processes. Resins like: **mercury, iron, hydroxide, calcium, chlorine** and **fluoride**. Chemical resins like these raise the scalp's pH hours and even days later long after the relaxer or dye has been rinsed out. This causes the scalp to become inflamed, sour and tender. When using the Reformation Enzyme™ neutralization process begins immediately and takes approximately 4 to 6 months for complete removal and balance.

If TSS (Toxic Scalp Syndrome) is severe where it affects the body and causes chemical reaction such as swelling of the head, dark circles under the eyes temporary blindness, puffy eyes, eye discoloration, stiff neck, there could be toxicity within the blood. I recommend a total flush out of the kidney's and liver. Please see your physician first.

**Reduces symptoms of allergic reactions and scalp rashes** *Reformation Enzymes™ oxygenates and neutralizes the scalp while the proteins captures* fungus and other allergens that trigger scalp rashes, eczema, chronic dandruff, sourness and scalp peeling.

**Helps prevent premature graying and general thinning.** Many African American women gray prematurely due to a build-up of toxin within the scalp and hair. Toxins in the scalp prevent the scalp from absorbing moisture and do not allow metabolic function and cellular repair. By using the mineral packed Reformation Enzyme™ to remove this toxic overload, the hair and scalp's normal repair and regeneration mechanisms are free to heal. For hormonal balance within the body research oral minerals tonics like trace minerals, colloidal minerals or liquid zeolite.

### **The Reformation Enzyme™ Helps:**

**Buffer the scalps pH to a healthy alkalinity:** A slightly alkaline scalp pH (7.35 - 7.45) is essential for good scalp health and optimal function. *Reformation Enzyme™* attracts water. A healthy follicle womb is well hydrated which buffers scalp stress effects of excess pulling, brushing, combing and heat.

**Improves moisture and protein absorption:** In the follicle womb and cuticle layer, the presence of chemical resin deprives the follicle and cuticle of oxygen. This suffocates the tissue that needs to breathe. The enzyme treatment increases absorption and helps promote healthy hydration levels within the skin layer and connective tissue.

**Acts as a powerful antioxidant:** The cage-like molecular structure of *Reformation Enzymes™* also traps free radical molecules of chemicals, making it an effective antioxidant. This does not mean that *Reformation Enzymes™* is a substitute for internal health and proper diet.

**The Reformation Enzyme™ \$30.00/16oz.**

## **CMAS Hair Care Inc. Studio**

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