

Hairstyles For 1982

Richly luxurious, full, sophisticated and dramatic. A look that is carefree, manageable and controlled by you. Any way you want it... a world of exciting new hairstyling options!

"Options — that's the key word in hair design for '82," says Angela de Joseph, Beauty Director for Johnson Products, a leader in black hair care and beauty products for over 25 years.

Women today are developing their independence. While we are interested in fashion and fashion trends, we no longer feel that we absolutely must have the latest hairstyle everyone is wearing. What we want, instead, is a wardrobe of versatile hairstyles that is 'uniquely us' and adaptable to our diverse lifestyles.

To achieve this versatility, many black women are opting for relaxed hair as it affords them so many more choices. "Relaxed hair gives women the versatility and styling ease necessary to achieve today's new looks," says Ms. de Joseph. "But," she adds, "relaxed hair often needs 'gentle treatment'."

The repeated use of heated styling aids (rollers, hairdryers, curling irons) can strip the delicate outer hair covering called the cortex, leaving the hair follicle unprotected. The result: dry, lifeless hair.

To maintain the health and shine of relaxed hair, Johnson Products' Research Center, the largest research and

development laboratory devoted exclusively to the needs of the black consumer, has introduced a new product that is truly a breakthrough in the field of hair relaxers. Called 'GENTLE TREATMENT', it does just that! This new, non-lye creme relaxer has a built-in, patented conditioning system — the only product of its kind on the market. It repairs damaged areas, fly-away fibers and split ends — in short, conditioning as it relaxes.

"Healthy, luxurious hair is the key to this season's look," notes Ms. de Joseph. The emphasis in fashion is on luxury — luxury in color, fabric, and cut. Translated in hair fashion, the look of luxury is hair with texture, body, and volume.

With relaxed hair, styling possibilities are almost endless. It can be worn 'wash-and-wear', blown-dry for a straighter look, roller set for volume, or pinned for a head full of curls. Wear your hair swept up for evening elegance, braided or loose. Change your hairstyle as often as often as you change your mood!

Working with top New York hairstylists, Ms. de Joseph has put together a "wardrobe of looks" for 'GENTLE TREATMENT' that take you from daytime into playtime, from office meetings to a night on the town. These styles (and the many others that you can create for yourself) start with

healthy, shiny hair and a precision-perfect cut.

"Hairstyles for day are casual and carefree such as our short cap of natural that can be quickly finger-styled," says Ms. de Joseph. "The classic look of straight smooth lines, or an interplay of curls and straighter hair are popular daytime looks in our 'GENTLE TREATMENT' collection."

For evening: style with dramatic flair. Try the elegant look of a classic upsweep made soft with a cascade of curls at the crown. Set your hair all over in curls or wear it short and sleeked back for sophisticated impact.

All styles in the collection are easy to create at home. Setting directions are available by writing Johnson Products Inc., 8522 South Lafayette Avenue, Chicago, Illinois 60620. So try on a new wardrobe of hairstyles this season. Go from sultry siren to sophisticated organizer. There are so many new options! It's a look that is versatile, carefree, yet dramatic and very, very you.



Short 'n Easy from the GENTLE-TREATMENT® collection: (left) a soft, carefree, yet more controlled curl. For daytime, simply allow your hair to fry naturally and

fingerstyle. For evening sophistication (right), hair is brushed smoothly off the face.

Coping The Meaning of The Stress Test

By Dr. Charles W. Faulkner

In last week's column, I presented a Stress Test that you could take to determine if destructive stress was building up within you without your knowledge. Following is an explanation of the fifteen questions that made up the test. Each of the questions related to a specific characteristic of people who are prone to stress and who should change their life styles in order to avoid having a stress-induced stroke or heart attack.

Question No. 1: Do you have the urge to compete with people with whom you come into contact? Competition can be productive in the proper situation such as in an athletic event or a contest of some other type. However, the person who is driven by an uncontrollable insignificant force to win at everything such as discussions with the boss, friends, the spouse, the bus driver and all others with whom he/she comes into contact is revealing a deep-seated insecurity that causes continuous stress.

Question No. 2: Do you refrain from participating in tasks that you feel will cause failure or criticism for yourself? No one wants to fail at everything and be constantly criticized. But, the person who has a constant fear of criticism is usually insecure and constantly under stress.

Question No. 3: Do you become easily bored? Constant boredom is a characteristic of the person whose creativity is not challenged and who simply cannot get "on the right track." Boredom causes frustration. Frustration causes stress.

Question No. 4: Do you lie awake in bed worrying about your problems? The stress prone person cannot relax even when in bed and usually awakens just as tired, mentally and physically, as before going to sleep.

Question No. 5: Are you emotionally crushed when criticized? If your answer is "always," you are not looking at life realistically. Everyone occasionally fails. Successful, secure people use criticism as a guide for improvement.

Question No. 6: Do you daydream? The mind is a wonderful tool. Daydreaming and fantasizing about fun, happiness and good times is relaxing. The opposite is stressful.

Question No. 7: Do you constantly relive negative experiences by criticizing the action that you took in a certain situation? If you do this regularly, your negative fantasizing causes stress and worry.

Question No. 8: After a pressure filled situation has passed is it difficult to bring yourself back to a normal state of relaxation? If this is a normal condition for you, you are a candidate for hypertension as your body accepts stress as a norm.

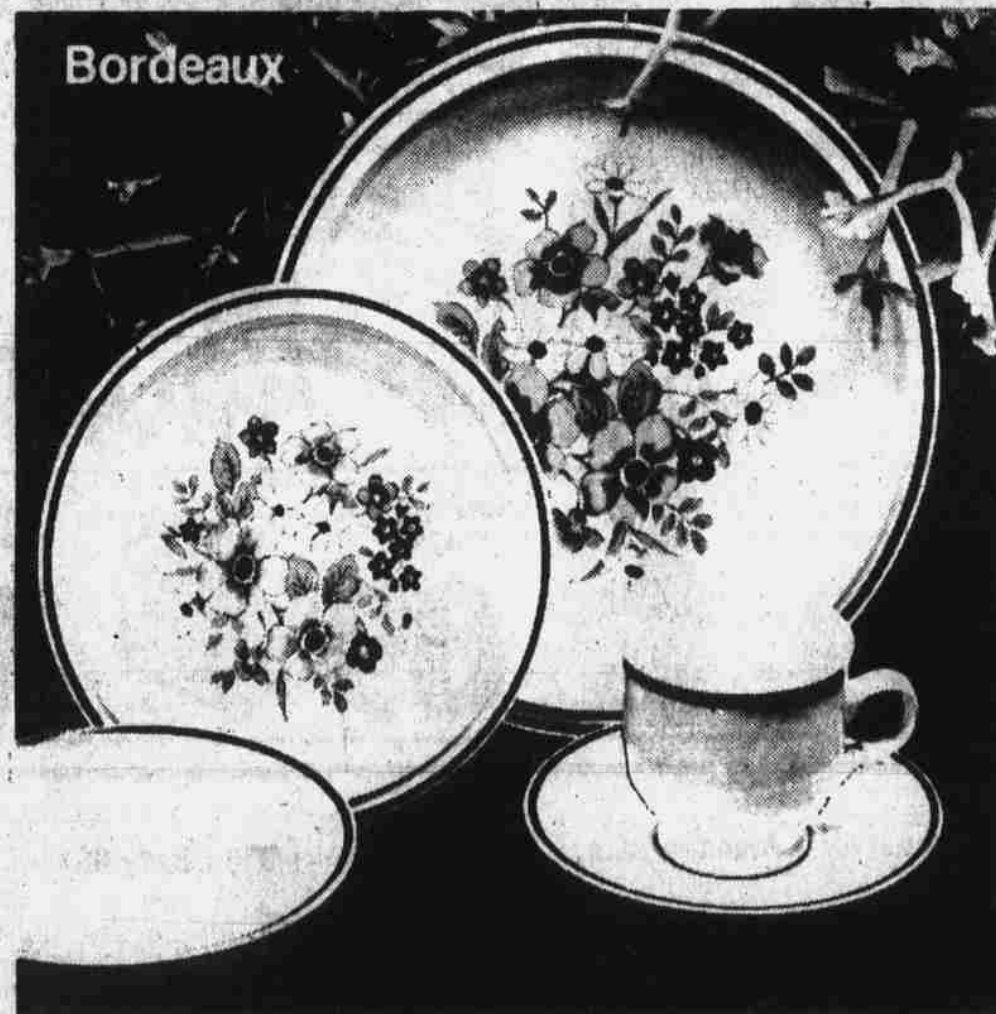
Question No. 9: Do you feel constantly under stress? If stress is this obvious, you are probably suffering other symptoms of stress such as unexplained aches, sleeplessness, hives or forgetfulness.

Question No. 10: Are you irritable, easily angered and argumentative? These are characteristics of the Type A stress profile. This person is a candidate for a heart attack and should seek assistance.

These ten questions constitute the heart of the stress test which consisted of fifteen questions. The person who is able to answer "sometimes" to most questions is a normal and probably secure individual.

The person who answers "never" to most questions is a person who probably fears challenges and is more or less hiding from life. The person who answers "always" to most of the questions is probably stress prone, unhappy and headed for severe physiological problems. This person should seek assistance.

If you missed the test, I will gladly forward a copy to you. Send a stamped self-addressed envelope to me at Post Office Box 50016, Washington, D.C. 20004, and look for tips to defeat stress in coming columns.



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