

Leola Marsh Focuses On Techniques And Designs

Leola Marsh, owner of D'Essence Hair Design Salons Numbers 1 and 2, located at 1516 West Blvd. and 2628 Statesville Ave., respectively, has made more out of cosmetology than a profession; she has finely turned it into an art.

For this reason she urges education and instruction for her operators holding video classes on new hairstyles and trends in her shop. She travels throughout the world in search of techniques and designs in hairstyling, having journeyed to such far away places as Southeast Asia, London and the Virgin Islands. Marsh brings back a wealth of information to share with her employees and also her colleagues. Her involvement with the Trendsetters of North Carolina, a select group of cosmetologists who travel within the state, allows her to participate in helping to set the direction of hair designing in this region.

Part of her educational push also involves hosting seminars in her salons in Charlotte. Upcoming is a Nail Seminar featuring



Leola Marsh
...D'Essence Hair Design Owner

Rose Young, award-winning nail specialist from Los Angeles, California; Elaine Gibbs, a nail designer from Los Angeles; and Beverly Andrews,

who has studied nail care for six years. The trio of experts will discuss and illustrate nail painting, designing and sculpturing. "The event will be instructive, informative, interesting, creative and classic,"

predicts Marsh.

Both D'Essence Salons are full service, offering hair care, design, styling and weaving, electronic facials, manicures and pedicures.

Tips On Permanents

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Leave it in for a few minutes and watch the curls begin to spring up. Next, take an instant moisturizer and spray the hair lightly. Cover your curls with a plastic cap and leave it on for ten minutes. Take it off, towel blot the excess, and style your hair. The result: big, healthy-looking curls.

MAINTENANCE: During the week, to keep your curls looking their best, spray on a little instant moisturizer. While there are many oil sheen curl activators and moisturizing sprays on the market, they vary in effectiveness. A good moisturizer helps to reduce brittleness, hair-breakage, and fly-away fibers. Ultra Curl Instant Moisturizer works even under super-dry indoor winter conditions when

other products lose their effectiveness.

DO'S AND DON'TS

...Don't Go Near The Water
...DON'T rely on water to activate your curls. Putting water on your hair every day will severely dry it out. DO use a good curl activator, followed with a moisturizer spray - products that contain glycerin, an ingredient that helps to moisturize and condition permed hair.

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