

Linda Maxwell Says

70 To 80 Percent Of American Women Own Wigs

By Teresa Simmons
Post Staff Writer

'Carletta's hair hadn't looked this good in weeks - it seemed fuller and a little longer. Her co-worker just had to ask, "Is that your hair?"

"Yes," Carletta replied. "I paid for it, so it's mine," she smiled.

She was referring to her newly acquired wig. Linda Maxwell, owner of Wig N' You, located in the Freedom Mall Shopping Center, believes that 70 to 80 percent of American women own wigs. "Every woman should own at least one wig. You never know when an emergency may arise... and the texture of today's wigs look more natural. And wigs don't take your hair out...in fact, they allow your hair to grow."

But what about the controversy over wigs? Do they wear your hair down to permanent damage? Three beauticians agree that wigs may damage hair. Besides, people who are balding or have bald spots or those who have had chemotherapy, etc., wigs, according to these three beauticians, may be hazardous to your hair.

Eloise Ferguson of Hair Original states that wigs enhance bacteria on the scalp. "Your hair does not get enough air...your scalp cannot breathe with a covering. Bacteria will breed and infection may occur. Also, wig elastic rubs against the scalp."

Benji Carpenter of Shear Illusions feels that in most cases wigs cause certain cuticle damage and permanent scalp damage.



Linda Maxwell, owner of Wig N' You, displays wigs, hair pieces and accessories expressly made to enhance one's appearance. (Photo By Teresa Simmons)

"Your hair becomes a place for bacteria to harvest. But for some who don't have hair, the wig becomes complementary... for cancer patients or someone with severe nerve problems, for example."

Listen Williams of Exclusively Yours Hair Design feels that wigs prevent the scalp from getting enough moisture. "Wigs dry the hair out, causing breakage," he stated.

But Ms. Maxwell excuses the above comments, stating that wigs have come a longway. "Wig manufacturers are making the wig caps where the natural skin crown is only on the top so it looks natural." The rest of the wig liner is made to give the hair oxygen, she assured.

"Wigs are designed to protect the hair. As long as you take care of your hair underneath the wig, your hair will grow. You need to keep the hair clean, conditioned and braided," Ms. Maxwell advised.

Another new technique of the wig includes the tapered sides. No longer does the wig have sideburns. Instead, the wig is cut so that one's natural hair can be used in the front and sides to complement the wig.

There are also wig pieces that do not cover the entire scalp. Andre Douglas is one of the top-of-the-line wig designers. His hair pieces include Madrid, New York and Shanghai to name a few. He also has pieces by

the names of Extension Four, Extension One, etc. The former is a wig that has a large opening in the top. "You can pull your own hair out in the crown." The latter, Extension One, is a smaller piece which blends right into the hair for a fuller look, specifically in the crown of a lady's hairstyle.

Ms. Maxwell is a prime example of someone who utilizes hair pieces designed by Andre Douglas, Michael Weeks, Naomi Sims, Eva Gabor, Black is Beautiful and more. Even though her natural locks hang to her shoulders, she stated, "I enjoy wearing wigs. Even though my hair is considered long, I wear them for a change. They

give my own hair a rest from curling irons and chemicals also."

Styles of wigs vary. The feathered cuts, Jeri Curl wigs, bob cuts - with short backs and long tops; the page; short and layered across the front, are some of the latest styles. "For every hairstyle a wig came first," Ms. Maxwell claimed.

Manufacturers have slowed down the sale of human hair wigs. The same problems one has with natural hair, like holding curls, for example, occur with human hair wigs. "But if you have a human hair wig hold on to it," Ms. Maxwell advised. "Once they start making human hair wigs again they will be very expen-

sive." Older wigs can be restyled at the Wig N' You, informed Ms. Maxwell. Children can also be fitted.

To achieve the most natural look while wearing a hair piece or wig, Ms. Maxwell has several suggestions:

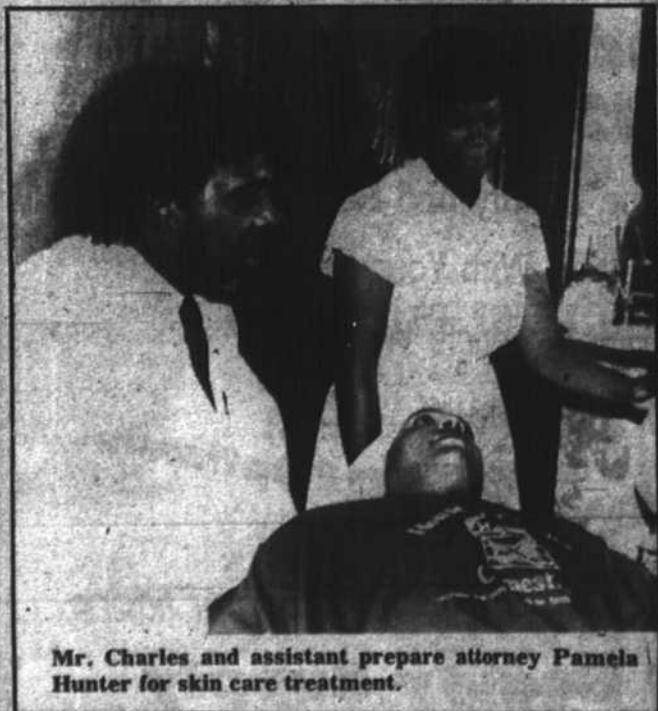
- Never wash a wig and place it back on the wig stand - hand the wet wig in the shower and turn it inside out.

- Never comb or brush a wig while it is wet - most wigs have a permanent curl in it.

- Never use heated rollers or hot combs on synthetic wigs.

- Make sure the wig is a natural blend of your own hair and feel free to blend your own hair with the wig.

This precision sculpture in layers is roller set to hold and look good from day to evening. A fully tousled layered look, the front is pulled forward on the forehead, bringing attention to the eyes and framing the face. This look is so soft and sure, heads will turn every time.



Mr. Charles and assistant prepare attorney Pamela Hunter for skin care treatment.

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