



# THE DOOBY SHOP MONTH

## Special Black Hairstory Edition

Volume 2 Issue 2

The Queens English PR Publication

### Locations

**The Dooby Shop**

**School of Cosmetology /**

**The Dooby Shop @ LaSalle**

2107 Beatties Ford Rd

980.216.1224

**The Dooby Shop @ Sunset**

5009 Beatties Ford Rd

704.392.1400

### Upcoming Events and Holidays

February

Black History Month

Valentine's Day 14

Handbag Collection 9-15

March

Women's History Month

New Stylist Orientation 2

Natural Hair Class 2

Instructor Training 9

## 10 Pivotal Moments in Black Women's Hair History

By Tuere Randall—  
www.madamnoire.com

### SELF MADE MILLIONAIRE MADAM C.J. WALKER MAKES HER MARK WITH BLACK HAIR CARE PRODUCTS (1905)

Combining both beauty sensibility and business savvy, Madam CJ Walker (née Sarah Breedlove) built a wildly successful hair empire, around, among other things, the innovation of the pressing comb, which made it more user-friendly for Afro-textured hair (she had the teeth widened for her target market). Ambitious, driven, and dedicated to her company, Madam CJ Walker became the first female self-made millionaire in the United States.

### CICELY TYSON BECOMES FIRST CELEBRITY TO SPORT CORNROWS ON TV (1972)

Chocolate brown beauty Cicely Tyson was the first to debut cornrows to American television viewers on the show "East Side/West Side" in 1972. However, it was Bo Derek in a pre-Baywatch red swimsuit that put the look on the pop culture map in her brief, but memorable appearance in the movie "10," starring Dudley Moore. (One could say that Bo Derek did for cornrows what J.Lo and Kim Kardashian have done for derrieres when we all know that black women have

been graced with both since time immemorial). Since that time, cornrows have remained the vacation hairstyle of choice for generations of sun-burned white women and their daughters on holiday in the tropics.

### ANGELA DAVIS' POWER FRO SYMBOLIZES A MOVEMENT (1970S)

Of all the black mega-stars of the late '60s and '70s who wore Afros, not even super-fly bad a\*\*\* Pam Grier in any of her memorable blaxploitation femme fatale roles can surpass the enduring image of outspoken activist Angela Davis and her "power-to-the-people" afro during this time.

### AUNT JEMIMA GETS A MAKEOVER (1989)

I know some of you might moan and groan over this one, but think about it — by replacing the kerchief-clad visual that reinforced a mammy archetype for nearly a century with a much more modern looking picture, Aunt Jemima was taken out of the servants quarters once and for all with a change of hairstyle. No longer a sanitized version of a racial caricature, this woman looks like she's ready to handle her own affairs on her terms.

### PANTENE LAUNCHES LINE EXCLUSIVELY DESIGNED FOR AFRO-TEXTURED HAIR (2003)

Pantene took a well calculated risk that paid off handsomely when they became the first mainstream brand to develop a line of products targeted specifically for women of color. Since then, other brands have followed in their footsteps, but Pantene was the first to take advantage of a consumer market that was ripe for the picking. After all, it's well documented that black hair care is a multi-billion dollar revenue generating industry.

### THE NEW MILLENNIUM USHERS IN A NEW ATTITUDE TOWARDS NATURAL HAIR (2000S)

Somewhere around the beginning of the new millennium, black women started to reacquaint themselves with their natural hair — in droves. More than a decade later, countless websites, bloggers and homegrown hair product companies have emerged as women with curly, kinky, coily and every hair type in between have taken the time to fall in love with their own special brand of natural beauty. And despite the ongoing debate about how many of us choose to wear our hair, the movement has done a lot for sisterhood in a very positive way.

## Now Offering ...



The Dooby Shop School of Cosmetology is putting together an awesome lineup of classes and workshops.

Now is the time to expand your brand, find a new career or relearn what you already knew

1. Natural Hair Care—If you have previous salon experi-

ence you can now become a Licensed Natural Hare Care Professional

2. Instructor Training—If you have been licensed for 5 years+ you can become a board certified instructor

3. Semi-Permanent Lashes - We are partnering with Eye Magic International

(Atlanta, GA) to bring a 2-day training to certify you to apply semi-permanent eyelashes

4. Hair Distribution—We will be a host location for the Prim and Proper Hair Tour; learn the ins and outs of branding your own hair line

Email  
teamdoobyshop@hotmail.com

(cont. from pg 1)

## 10 Pivotal Moments in Black Women's Hair History

### CAROL'S DAUGHTER SCORES WITH A MAJOR RETAILER (2008)

Carol's Daughter had quite the advantage when it hit the scene with backing from Hollywood heavy-hitting couple Will Smith and Jada Pinkett-Smith, and hip-hop stars Jay-Z and Mary J. Blige. But when Sephora stores and Sephora.com picked them up for distribution, they struck a "pop the champagne" moment. They hadn't just hit the scene, they had arrived. In fact, Carol's Daughter might be the only black-owned hair care company being retailed at Sephora, which is a huge mecca for beauty shoppers. Oh, and Carol's Daughter also collaborated with Disney to launch a line of Princess Tiana hair care products too.

### CHRIS ROCK EXPOSES A FEW FRAYED ENDS WITH "GOOD HAIR" (2009)

Chris Rock aired the proverbial "dirty laundry" with his provocative 2009 comedy/documentary "Good Hair." Black viewers were forced to confront deeply rooted issues concerning our own attitudes towards our hair, while audience goers from outside of our "community" got a chance to

understand why the subject of hair has been, and will probably always be, a sensitive topic for women with afro-textured hair. -

### VIOLA DAVIS ROCKS THE RED CARPET WITH HER AFROAT THE ACADEMY AWARDS (2012)

Viola Davis looked resplendent in her coppery cropped hairdo at the 84th Academy Awards, where she was nominated for Best Actress in a Leading Role for her performance in "The Help." Ultimately, she lost to another incredibly talented actress, her friend Meryl Streep, but Viola's decision to embrace her natural curls at such a prestigious red carpet ceremony was a win for black women the world over.

### JANELLE MONAE BECOMES FIRST NATURAL HAIR DIVA TO REP A MAINSTREAM COSMETICS LABEL (2012)

People of color, but black women in particular, continue to challenge popular culture's definitions of beauty, especially where our hair is concerned. Even as society becomes more diverse and multi-cultural, we still have a way to go in an age where a black meteorologist can be fired for responding nicely to a viewer comment that suggested that she should stop wearing her hair short (presumably because they find it unprofessional, unflattering or both). And while many of us are comfortable in our own skin (and hair), it does feel good to have our beauty acknowledged. So when All-American cosmetics brand CoverGirl decided to make eclectic singer Janelle Monae and her supremely coiffed, natural pompadour one of its many recognizable spokesmodel faces, it signified a huge step in the right direction.

## 8 Incredible Black Owned Natural Hair Businesses to Support (excerpt)

[www.blackgirlonghair.com](http://www.blackgirlonghair.com)

When I first set out to launch the Small Business Spotlight on The Mane Objective, I was really focused on showcasing alternatives to those not-that-much-improved-really relaxer turned natural brands. But as the feature space has evolved, I have grown to realize that these small business brands are more than mere alternatives; they have products and potions that stand uniquely within their own right.

Behind the butters, poo bars, conditioners, pomades, and jellies are teams of women (and some men!) who are more than kitchen mixtresses. Some are chemists by formal training, and others have practiced aromatherapy for years. What they all have in common is the ability to formulate high-quality products with integrity, love, and a deep rooted interest in doing the best for women with natural hair (and men too!). Check out this list of

some of the best natural hair small businesses to support!

*Note: This list is by NO means conclusive. There are tons more, and I would love to hear from you all exactly who they are :-). And this list is in no particular order!*

**1. Obia Natural Haircare** was founded by Obia Ewah, who holds degrees in both Chemistry and Biology. During her 3rd year of medical school, an illness prompted her to pursue an all-natural lifestyle. After having a difficult time finding products with health-conscious that worked for her hair texture post big chop, she began using her background as a trained chemist to create her own. Pretty soon afterwards, friends were asking to purchase her products.

**2. Purgasm Shop** was founded by Nicole Jennings, who has been mixing and making products for years. After her child was born, she became an even greater advocate for safe and effective prod-

ucts for her to use on her and her child's body. After realizing that majority of the products that she had been using contained unsafe chemicals and other harmful ingredients, she began to completely discontinue use of conventional hair, bath and body care products and began researching and experimenting with ingredients and creating her own recipes.

**3. Back in 2008, Alikay Naturals** founder Rochelle Graham began documenting her natural hair journey and style tutorials on YouTube. Seeking natural ways to aid in her hair growth, she began developing a formulation now known as the Essential 17 Hair Growth Oil. Once her subscribers began to notice how much her hair was growing, the demand to purchase her formula was born. Since then, the Alikay Naturals brand has expanded to include moisturizers, conditioners, shampoos, and more.

(cont pg 4)



*Black Hairstory Month Special*

*FREE*

*Moisture Treatment or Trim*

*With*

*Blowout or Silk Wrap*

## Salon Specials and Updates ...

*Now Offering*

*\$50 Sew-Ins*

*Hair must already be shampooed and ready to braid*

*See stylist for restrictions*

**Donate New/Gently Used Handbags**

**And Receive a Free Trim**

**With Paid Service**

**February 9-19, 2014**

**Donations will benefit job training & preparedness programs**

**The Salvation Army & Dress for Success**

## 8 Incredible Black Owned Natural Hair Businesses to Support (excerpt)

### www.blackgirlonghair.com (cont from pg 2)

4. **Wonder Curl** founder Scarlett Rocourt created her line of products out of sheer frustration with what was available to help give her hair the look she wanted. After growing tired of piling product upon product to achieve a decent wash n' go, she began exploring and creating her own products that were easy to use, and would streamline the styling process. After months of research, trial, and error, Wonder Curl was born.

5. The **mainelement:love** line of products was inspired by founder Tyrika Williams' own journey to natural hair. After going natural back in '99, she realized that there wasn't much support for curly hair outside of jheri. So she relaxed again, only to return to natural in 2008. Armed with more knowledge and a formal understanding of the benefits of natural ingredients and aromatherapy, mainelement:love was created.

6. **Oyin Handmade** was founded in 2001 when Jamyla Bennudiscovered that some of her favorite "natural" body and haircare items tended to use petroleum, mineral oil, corn oil, and other non-

nourishing ingredients. Focused on having fun and remaining in control of what she put on her body, Jamyla began to focus on mixing her own products through research, trial, and error. By 2003, with support from her husband Pierre, the Oyin Handmade brand of naturally nourishing products was fully launched online.

7. **Amazing Botanicals** founders Asha and Shelly are NYC chefs by trade, but grew weary of whipping up meals. Exhausted from purchasing overpriced products that didn't actually get to the source of their natural hair concerns, they embarked on a journey to create formulas that met their hair's needs.

8. After returning to natural in 2007, **Koils By Nature** founder Pamela Jenkis became incredibly passionate about natural hair care. She eagerly studied, researched, and learned more information about products and ingredients that were all-natural and would work best for her hair. Driven and focused by how expensive some natural hair products were, she decided to begin mixing her own. After some trial and error, she soon found her mixing stride in 2009. Koils

By Nature officially launched in 2010 online, and has expanded to include national and international retailers

For the Full Article, which includes the benefits of each article and where to buy go to : <http://blackgirlonghair.com/2013/08/8-incredible-black-owned-natural-hair-businesses-to-support/>



## Community Support: Hearts for Handbags

The Queen's English PR is happy to announce it's first Hearts for Handbags SipNSHop event. The event was created to combine the relaxation of shopping and pampering with promoting heart health and stroke prevention.

The event will be held Saturday, March 1 at Banquet One located at 10616 Metromont Parkway (near I-77 at the intersection of W. T. Harris and Statesville Rd). Vending is now available via [www.hearts4handbags.eventbrite.com](http://www.hearts4handbags.eventbrite.com).

In honor of the observance of Heart Health in February, a portion of the proceeds from ticket and vending sales will go to the Charlotte American Heart Association

For advertising and sponsor opportunities please email [info@queensenglishpr.com](mailto:info@queensenglishpr.com)

[www.queensenglishpr.com](http://www.queensenglishpr.com)

The Dooby Shop is also handbag collection site. Handbag donations will benefit The Salvation Army and Dress for Success





Web: [www.doobyshop.com](http://www.doobyshop.com) (under construction)

[www.facebook.com](http://www.facebook.com):

The Dooby Shop

The Dooby Shop at LaSalle

The Dooby Shop at Sunset

The Dooby Shop School of Cosmetology

Twitter: @doobyshop

Blog: [www.doobyshopclt.wordpress.com](http://www.doobyshopclt.wordpress.com)

Instagram: teamdoobyshop

Email: [teamdoobyshop@hotmail.com](mailto:teamdoobyshop@hotmail.com)



Now Offering  
**\$50 Sew-ins**

Home of

THE \$20 DOOBY

**\$50 Sew-in EVERYDAY!**  
Includes:  
Full or Partial  
Hair must already be  
shampooed and ready to  
braid  
Cut and Style  
**.NOT** included

EVERYDAY WEAVE SPECIALS

**\$75 Sew-In EVERYDAY**  
Includes:  
Full or Partial  
Shampoo and rinse out conditioner  
Any braid pattern with hair  
Cut and Style **NOT** included

Mondays at Sunset  
\$10 Set N Go



\$20 Dooby (everyday)  
\$40 Relaxer



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### The Dooby Shop School of Cosmetology Now Offers ...



#### NATURAL HAIR CARE CERTIFICATION

The Natural Hair Care Industry is BOOMING!!!

##### WHO WANTS IN?

If you have previous salon experience you can now become a

**Licensed Natural Hair Care Professional**

6 sessions 3 hours each

Sundays 2pm-5pm and Mondays 5:30pm-8:30pm

Classes start Sunday, March 2, 2014 Deposit due February 24, 2014

CONTACT TERESE HUTCHISON 704.497.1697 OR

EMAIL [TEAMDOOBYSHOP@HOTMAIL.COM](mailto:TEAMDOOBYSHOP@HOTMAIL.COM)

2107 Beatties Ford Rd | Twitter @doobyshop | Instagram @teamdoobyshop



Only \$199 and Non Refundable \$150 Deposit Gets You Started

### The Dooby Shop School of Cosmetology Now Offers ...



#### INSTRUCTOR TRAINING

BECOME A LICENSED INSTRUCTOR IN LESS THAN 6 WEEKS!

If you have been a licensed beauty professional for at least 3 years  
and you want to take your career to the next level...

This is For You!!!

6 sessions 3 hours each

Sundays 2pm-5pm and Mondays 5:30pm-8:30pm

Classes start Sunday, March 9, 2014 Deposit due March 3, 2014

CONTACT TERESE HUTCHISON 704.497.1697 OR

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In the Next issue: Guest Blogs \* Salon Updates \* Healthy Hair Tips \* Team Dooby Shop Photo Gallery\*

Upcoming Events