

# Color Me Happy!

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Hair dye has been around a long time. Looking back historically, we know that the ancient Egyptians and the Greeks colored their hair, though the first synthesized hair color wasn't invented until 1863 and was the result of a happy accident. English chemist William Henry Perkins was trying to find a cure for malaria when he made his fortuitous discovery. It wasn't until 1907 that Eugene Schueller created the first chemical dye for commercial use which eventually became L'Oreal.

Hair dye has changed drastically over the years in terms of process and composition (no more dried, crushed leeches as an ingredient). What really hasn't changed are the reasons why we choose to dye our hair. One of the number one reasons people, give for coloring their hair, and not just women, is self-esteem and confidence issues. We believe that coloring our hair enhances our looks. There is no easy solution for big feet or wide hips but hair grows. So when nature falls short and we inherit grandma's mousy color, well there's an easy fix for that!

Change is another big reason for coloring. Some people get bored with the same old look and a new hair color is a relatively easy and non-permanent way to make changes in one's appearance. Sometimes we can't make the big changes we would like. For example, moving to a new city. But a new hair color can be a simple change that can refresh one's outlook. And sometimes change happens to us. Like the end of a relationship. Changing one's hair color and looks can be a way of claiming the new you and your new start.

What all the above reasons come down to, is how we want to be seen and therefore treated. A drastic hair color change can make people look differently at you. When you are perceived differently, it can allow one to more easily make changes within oneself. So deciding to go blonde, might help if you're wanting to be more outgoing.

One more reason given for coloring one's hair is the event itself. Many women describe their hair appointments as therapy sessions. Going to a place where they can relax, be pampered and have good conversations can be restorative to a client. That is what we strive for at Body Mind Spirit. Your appointment is meant to be an experience - one that leaves you feeling more confident, beautiful and hopefully rejuvenated. Whether you are covering some gray, going for a sun-kissed balayage look or deciding to go red; you can rest assured that you are safe in our hands. We use the most

natural, non-toxic, cruelty-free, high performing, quality products we can find to help you find the look you want to express to the world. Remember when you feel good about how you look, your inner beauty and confidence only enhances your presence!

"It's not just hair color, it's a state of mind." - TheSalonBusiness.com

"Hair doesn't make the woman. But good hair definitely helps." - StyleCaster.com

"If you can't change your surroundings, change your hair color." -  
TheSalonBusiness.com

"Hair-dressers are a wonderful breed. You work one-on-one with another human being and the object is to make them feel so much better and to look at themselves with a twinkle in their eye." - Vidal Sasson

"If she changed her hair color after the break-up, you're never getting back together." -  
TheSalonBusiness.com