Recession means "*a general slow down in economic activity over a sustained period of time*," according to Wikipedia.

By LADOSHA WRIGHT
C&P Hair Columnist

Recession means "*a general slow down in economic activity over a sustained period of time*," according to Wikipedia. While I am no expert in matters of the economy, I am for hair care. Just as one need not be an economist to see the obvious slow and minimal economic activity in the workplace here in the United States and in other parts of the world, one need not be a cosmetologist to see a general slow down in home hair care activity over a sustained period of time. Therefore, I am coining the term, "hair care recession."

Hair care, like the economy, needs attention, consistent involvement of the people responsible for sustaining it, the right technology to keep things up to snuff and an overseer to let those involved know when things are working and when things are not working. Hair care, like the economy, can not take care of itself. It is not designed to do so. The less we as a people are involved in exchange and commerce the likelihood for it to be compromised is increased. The same can be said for hair care. Hair needs consistent activity of combing, brushing, shampooing and conditioning for it to remain on the head. Now, the hairstyle, that's all fluff compared to the hygiene that is required for you to be able to style it in the first place. Just as the economy has analysts and experts to inform the masses when things are at risk or simply will not work; so does hair care.

The role of your hair stylist in regards to your hair is the same as the financial analyst to the economy. Both professionals can gage and inform when we are not doing the right thing or when things are about to go wrong. Just as the financial analyst is not responsible for sustaining the economy, neither is the hair stylist for hair care.

Placing the sole health of your hair in the hands of hair stylist is about as safe as having your financial planner being solely responsible for all of your money. Sounds ludicrous? The financial planner does not make your money. They advise you and the choice is yours. The financial planner informs you of dangers and great opportunities to save, to make more money and to increase the chances of you having money in the latter years of your life. The same applies to your hair stylist. The purpose of the salon visit is to navigate and inform you of what is going good or bad for your hair to ensure you will have some in your latter years provided there is not a medical or physiological predisposition to indicate you will not.

Recession in matters of the economy leads to a compromised economy, loss of jobs and unhappy people. Hair recession in the matters of the hair on your head leads to compromised hair, loss of hair and unhappy people. Establish a relationship with your hair stylist where your hair style is not the main focus or the goal of your every visit. To prevent hair care recession and to get the best bang for your buck and out of your salon visit, have your stylist teach you a few tricks and purchase what she/he recommends to recession proof your hair.

A part of ***Stephano & Co. Salon and The Reverence Design Team on Lee Road in Shaker,*** *Ladosha Wright is the Manager and Instructor of Cosmetology at Reverence Salon. She specializes in Trichology (the study of scalp and hair properties). This area of expertise allows her to teach clients how to care for their hair in between salon visits thus maximizing the use of their time and dollars.*