



The Chemistry Between Us

By **LADOSHA WRIGHT**
Contributing Columnist

Chemical is a word in the salon industry that provokes both fear and excitement for salon customers. Actually, the salon industry like the medical industry is often criticized for the services performed to make people look and feel good. When we do it successfully, we have improved an image. When we do it wrong, we have damaged and in some cases ruined it.

Outlined are some basic considerations that should be reviewed when considering chemical services. Most salons provide chemical services in the areas of hair coloring, relaxing (chemically rearranging hair texture to relax curl, wave or kink patterns), perming (chemically

rearranging hair texture to add curls or waves to hair), and texturizing (chemically rearranging hair texture to enhance curl or wave patterns).

There are a variety of ways to chemically alter your hair. The first option is to do it yourself at home via the various home chemical kits. The second is to have a friend apply the home kit to your hair. The third is to be a model for a salon that is introducing or learning a new chemical technique. The last, is to pay a cosmetologist who specializes in the area of chemical service of which you are seeking.

Which one is right for you? It depends on your health, the health of your hair, what has been used on your hair within the last seven years, what will be used on your hair and who is doing it.

Also, how much you are willing to invest in the service. I recommend you to see a professional cosmetologist if your responses are questionable and with hesitation.

The number one reason cosmetologists recommend salons for chemical service is education. The education levels are beginners, intermediate, advanced and master. Most stylists will inform you of their level of expertise. The cost of the service is an indicator. Please be aware of any chemical service that is free or under the industry standard. The internet and 1-800 numbers are reliable sources to gauge the cost of the service. Hair care companies have a salon locator that you can click on to locate a salon. The quality of product the salon is using is a direct correlation to the quality of service received. The clientele of the salon is a very strong indicator too. Lastly, the image of your stylist and their hair reflects their expertise and passion. Just as you would not receive service of a dentist with bad teeth, the image of the cosmetologist and her hair should be taken into consideration.

Chemical services provided in the salon will prove effective given the following:

1. A thorough consultation is conducted.

2. The customer is honest during the consultation
3. The cosmetologist is trained and certified.
4. The cost is discussed.
5. The maintenance required to maintain the service is explained.

When the above mentioned is considered you will have great success in achieving the desired look.

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. Reverence Salon is located at 2062 South Taylor Rd. in Cleveland Heights. The telephone number is (216) 371-4711. You may also locate them online at reverencesalon@yahoo.com



Cleveland native forges her own path to the recording industry

By **RHONDA CROWDER**
Staff Reporter

There are such deep musical roots and talent that comes from these Erie shores while few of our native vocalists ever find a way to formally deliver a musical note to the world. Elaine Richardson aka Dr. E has.

Because she is a full-time English professor at Penn State University, affectionately known by her students as Dr. E, the moniker naturally carries over into her side-gig of recording, performing, and managing a record label.

Because her mother sang and her father played the trumpet, Dr. E has enjoyed the sound of music as well as displaying her own vocal ability for as long as she can remember. Growing up in Cleveland, she was a regular participant in Ms. Ross's talent shows at the WHK Auditorium, now known as The Agora. Ms. Ross was a paraprofessional at East Tech so many people associated the show with the school, Dr. E, an East Tech alumnus, explained.

"Ms. Ross was very encouraging," said Dr. E, who believes the talent shows were a good outlet for young talented Clevelanders. She went on to say that "Binky" aka Eric Grant, a current member of the O'Jays, and others such as The Rude Boys, and the Dazz Band started in Ms. Ross' shows, which were "as good if not

better than Apollo," Dr. E explained. Unlike The Apollo, nobody got booed because one had to be good to participate while Ms. Ross taught us about the value of rehearsing and the art of performing.

However, that was as far as Ms. Ross could take them, she said.

"There's so much talent and no opportunity," Dr. E continued. It was that lack of opportunity that took Dr. E many years to reach her dream of becoming a recording artist.

And, although she didn't sing live when she made the decision to go to grad school at Michigan State University, she never stopped singing over the years. While a graduate student, she concentrated on song writing and recorded her first CD. She also began to meet people in the music industry and had some songs played on soap operas such as "The Young and the Restless" and "All my Children."

As an assistant professor at the

University of Minnesota, she continued to write songs; but raising funds to take the high school student group that she advises on Historically Black College Tours got her back into the groove of performing. "I

like singing live but I don't want to sing in a smoky bar. That's a dead end," she said.

So she, along with co-partner and co-writer James D. Johnson (another native Clevelander) eventually created their own label, Give Us Free Records. It is called Give Us Free because they're open to producing diverse soulful music gen-

res that move the spirit, as well as touch the heart and help other artists and causes.

Dr. E also hopes to have her songs recorded by people like Mary J. Blige, Jill Scott, Beyonce, or other great vocalists. "I enjoy singing with other people and it's a blessing to have someone else sing your songs," she continued.

Recently, Dr. E teamed up with long time Cleveland musician friends who

together call themselves Fleshcoat to record her newest CD "Coat of Flesh" by Fleshcoat featuring Dr. E. With thirteen very diverse tracks ranging from jazz to neo-soul and, at some moments spiritual tones, "Coat of Flesh" is definitely grown folks' music as Dr. E describes it.

It even has a song with a reggae sound. But, one thing it isn't is sad or depressing while it's for anyone with a free mind and open heart to enjoy some good music and singing. "For me, it's all soul music. Soul music is inspirational," she said. "I love singing and listening to singing."

Dr. E has a very unique yet versatile sound, allowing her to create a mosaic of musical styles that completely satisfies the auditory senses. It's been said that she sounds like Patti LaBelle, who is one of her biggest influences.

"I am moved by her spirit when she opens her mouth," she said.

Dr. E also talked about how easy it is to get discouraged when you're not in your early teens or twenties and pursuing a career geared to the mass youth audience, but she remains true to her self, believing in her self, and continues to push forward. "I just keep on, keeping on."

"Coat of Flesh" is currently available. For more information visit www.GiveUsFreeRecords.com

