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COLOR ME GREENER

Have you ever pondered a spa procedure? Her Times will give you firsthand accounts of procedures you want to read about as columnist Pam Parker visits regional spas and salons for aesthetic procedures. This time out, it's environmentally friendly hair coloring at Studio Hue, 2100 W. Eighth St.



IN THE NAME OF BEAUTY

By Pam Parker

Peroxide, ammonia and other chemicals are often the components behind the saucy substances that change our hair coloring. It stinks — literally. I mean is there anything natural about coloring our hair?

Yes. Well, at least at Studio Hue where yogurt — that good cultured stuff we eat — and other organics are transformed into hair coloring that turns lackluster locks into shiny manes with nary a whiff of funky ammonia.

An investment in our future

In 2005, when Judy Meyn, who has 30 years of experience in hair care, opened Studio Hue, she had some definite ideas about earth-friendly stuff that makes us all beautiful.

“We knew it was all out there, but a lot of other salons didn’t want to invest in it,” Meyn said. “We want to protect the environment and the health of our clients.”

This free spirit takes saving the environment very seriously. She even prints her business cards on recycled paper. She buys paraben-free products because paraben is one of the many chemicals thought to cause breast cancer.

She also invests in men’s and women’s shampoos, conditioners, hair sprays and gels that are friendly to us all. In terms of colorants, Studio Hue uses a variety of ammonia-free lines, herbals and organic aloe-vera-based formulas. One example, YO. Color, is free of paraphenylenediamine which can irritate sensitive skin. The coloring system employs — you guessed it, yogurt.

“We try our best to keep the hair clean and free of fumes in our studio,” she said.

Meyn is successful. Her salon is in the Coldwell Banker Select Realtors building located on West Eighth Street and employees there say it’s rare that any hair scents permeate the offices.

Color me early

At about 7 a.m. one Wednesday morning, I visited Studio Hue to brighten my tresses with some au natural colorants that didn’t challenge the nostrils. Yes, owner Judy Meyn does come in that early — on a regular basis — to take care of business.

My hair is a complicated system of highlights,

thanks to the standard old bleach and foil routine that brightens me up a couple times a year. I’m used to smelly hair-coloring treatments. So, when Meyn said I was never going to smell a thing, I was surprised. But, she was right.

After she finished my antenna-like yogurt foils, I sat and waited for them to perform their magic. It took a little longer than traditional foils, but there was no cooking or processing under a hair dryer. There is no odor except something you might find in a kitchen — the products almost smell like they were whipped up with herbs and spices. After the timer went off, it was time for the shampoo.

Now, I’ve been to a lot of salons over the years, but I have never seen a shampoo room like this one. It’s a cozy room with two sinks, dim lights, a waterfall and soft music. Then, I got a massaging shampoo, and some quiet time on my own while the conditioner went to work. I almost fell asleep. I’m relaxed just thinking about it now.

After the shampoo and conditioning, I moved to another room for my haircut. Walking by a mirror, I got my first peek at new color. My wet hair didn’t look any different. It looked perfectly natural — no white streaks that would tell everyone on the beach that my hair is a processed blonde. Hmm, I wondered if I really had lighter hair. When Meyn dried and styled my tresses, I had lovely blonde Yo healthy hair. And, a month later, I still do. Yo ho ho.

So what does it cost?

It’s a little more expensive — about \$5 to \$10 — than a traditional coloring. (By the way, Studio Hue does offer traditional hair coloring.)

Would I do it again?

Yes! The natural experience at Studio Hue offers a nice scent — no ammonia or harsh chemicals. Not only will you look good when you leave, but you’ll feel good about your environmentally friendly new ’do.

WIN FREE STUFF

Studio Hue, 2100 W. Eighth St., is giving away a gift certificate so you can try “greener” hair coloring. Enter online at www.HerTimes.com by May 1. One entry per person, please.

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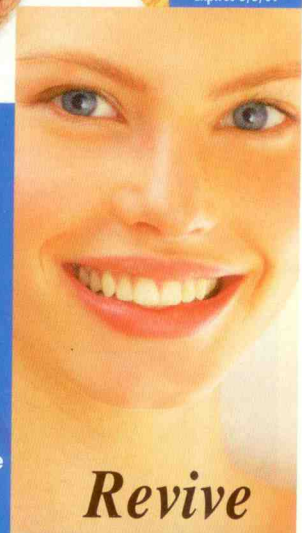
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