

JOE: THE ASPECT OF HAIR SALONS HAS BEEN AROUND FOR AGES. BARBER SHOPS WERE VERY COMMON BECAUSE ROMANS WERE VERY PARTICULAR ABOUT THEIR APPEARANCE. THESE BARBER SHOPS ALSO INTRODUCED WAXING, MANICURES AND PEDICURES. ALTHOUGH ROMANS WEREN'T THE ONLY ONES THAT CARED ABOUT THEIR APPEARANCE THIS IS OBVIOUSLY A PROVEN FACT THAT BARBERSHOPS AND HAIR SALONS ARE COMMON AND ARE GROWING EVERY SINGLE DAY. PEOPLE EVEN BACK IN 29 BC CARED ABOUT HOW THEY LOOK. ALTHOUGH PEOPLE BACK THEN CARED HOW THEY LOOKED FROM A CULTURAL STANDPOINT AND SOMEWHAT RELIGIOUS. EVEN NOW AND DAYS WE CARE ABOUT HOW WE LOOK FOR SOMETHING THAT IS MORE UPLIFTING AND I ASK THE QUESTION WHY? WHY ARE HAIR SALONS SUCH A BIG SOCIAL EXPERIENCE FOR US AMERICANS? I WALKED AROUND DOWNTOWN CARMEL ASKING SALONS ALTHOUGH MOST OF THEM SAID NO OR WERE BUSY. THERE WAS ONE HAIR SALON THAT I HAD A MAZING CONVERSATION WITH AND REALLY HELPED ME UNDERSTAND THE SOCIAL EXPERIENCE BEHIND A HAIR SALON. SALON ANISE IS A HAIR SALON LOCATED IN INDIANAPOLIS, IN. THIS HAIR SALON IS MAINLY AFRICAN AMERICAN. WHICH THEN LEAD TO MY QUESTION DO DIFFERENT CULTURES HAVE DIFFERENT ASPECTS OF HAIR SALONS AND IS THE EXPERIENCE DIFFERENT FOR CAUCASIAN HAIR SALONS AND AFRICAN AMERICAN HAIR SALONS. SO BEFORE I EVEN ASKED HER ANY QUESTIONS ABOUT THE CULTURE BEHIND THE BEAUTY SALON AND WHAT A BEAUTY SALON MEANS TO HER. I DECIDED TO ASK HER WHY DOES SHE WANT TO BECOME A STYLIST.

MS. HEATHER: UM BY ME BEING THE LITTLE GIRL COMING INTO THE SALON DOES THAT AFFECT MY CAREER. I THINK IT HAD A LOT TO DO WITH IT, BUT I ALSO THINK IT'S THE GIFTS AND TALENTS THAT GOD HAS GIVEN ME. WHICH GEARED ME TOWARDS MY CAREER CHOICES. I CONSIDER THIS A MINISTRY. I ALSO CONSIDER IT SOMETHING COMPLETELY DIFFERENT. ONE OF THE THINGS THAT HE'S GIVEN ME, BUT AS A LITTLE GIRL GOING INTO THE SALON I ALWAYS WANTED THIS CAREER. SO WHEN I WENT INTO THE SALON IT KIND OF PEEPED MY INTEREST A LITTLE BIT MORE. SO I MOSTLY STAYED UP UNDERNEATH MY STYLIST. BECAUSE OF THE DIFFERENT THINGS SHE DID. I ASKED HER WHY YOU DO THAT, WHY THIS, WHY THAT. YOU KNOW IN DIFFERENT WAYS OF HER ARTISTRY OR SHAMPOOING HAIR OR CONDITIONER. WHY YOU USE THAT INSTEAD OF THIS. YOU KNOW SO I THINK THAT'S WHAT CULTIVATED ME FROM COMING INTO THE SALON AND REALLY BEING UNDER WATCHING THE MOVEMENTS OF THE SALON

JOE: NOW BEFORE I STARTED INTERVIEWING MS. HEATHER I KNEW WE WERE GOING TO GET INTO SOMEWHAT OF A MINISTRY. YOU SEE MS. HEATHER GOES TO MY CHURCH SO I KNOW SHE'S PASSIONATE ABOUT HER MINISTRY AND HER BEING A CHRISTIAN. SO I ASKED HER HOW DOES HER MINISTRY AFFECT HER COMPANY OR HER BRAND?

MS. HEATHER: IT JUST DEPENDS ON HOW YOU WANT TO CARRY YOUR BRAND AND HOW YOU WANT YOUR NAME TO GET OUT THERE. DO YOU WANT TO BE KNOWN AS A STEREOTYPICAL SALON OR DO YOU WANT TO BE KNOWN AS A PROFESSIONAL ENVIRONMENT? SO I'VE HAD THE BEST OF BOTH WORLDS AND I CHOSE TO BE PROFESSIONAL AND I CHOSE TO CATER TO MY CLIENTS BECAUSE THAT'S BASICALLY WHAT IT IS. I TRY TO EVERY NOW AND THEN ASK THEM OKAY IF IT COULD BE SOMETHING DIFFERENT WHAT WOULD IT BE? YOU KNOW I SWITCH IT UP IN THE ROOM SO THAT WHEN THEY COME IN YOU NEVER KNOW WHAT YOU'RE GOING TO GET OR WHAT YOU'RE GOING TO EXPECT. SO I CATER TO MY BRAND. AND THAT IS MY MINISTRY

JOE: SO BEING A MINISTRY DO YOU THINK THAT AFFECTS THE CUSTOMERS YOU ATTRACT

MS. HEATHER: YEAH CAUSE SOMETIMES PEOPLE CAN COME IN AND THEY HAD A WHIRLWIND OF A DAY AND YOU KNOW WHEN THEY COME IN YOU CAN KIND OF SENSE THAT AND IT'S LIKE OKAY WHAT'S WRONG SOMETIMES THEY'LL SHARE IT AND SOMETIMES THEY WON'T EITHER WAY BOUGHT TIME THEY LEAVE HERE THERE IN A DIFFERENT FRAME OF MIND. I MAKE SURE OF THAT. A SIMPLE TOUCH IS WHAT MAKES SOMEBODY. YOU CAN HAVE A BAD DAY, BUT IF SOMEONE COMES UP AND TOUCHES YOU THAT'S THE MOST POWERFUL THING EVER. WERE SECOND IN LINE OF DOCTORS AS FAR AS TOUCHING. WE ARE RIGHT

UNDERNEATH CARING. WE GET AS CLOSE TO PEOPLE AS DOCTORS DO. SO WE HAVE TO MAKE SURE THAT TOUCH IS A LOVING AND HAPPY TOUCH.

JOE: SO AFTER I GOT DONE ASKING HER THE TYPICAL QUESTIONS. TO GET TO KNOW HER BETTER. I THOUGHT I WOULD TRANSITION INTO THE CULTURE BEHIND THE BEAUTY SALON.

MS. HEATHER YOU KNOW THE PROFESSIONALISM, IT COULD BE THE COMMUNICATION, THE INTEGRITY OF THE SALON. I JUST THINK IT'S SOMETHING THAT WE'VE ALWAYS DONE. I CAN REMEMBER AS A LITTLE GIRL GOING TO THE BEAUTY SALON. THAT'S SOMETHING THAT I THINK IS APART OF US A PART OF THE BLACK EXPERIENCE, YOU KNOW THE BLACK CULTURE. I DON'T KNOW IT'S A REALLY HARD QUESTION TO ANSWER BECAUSE IT'S SOMETHING THAT'S BEEN SO APART OF US FOREVER. SO IT'S SOMETHING THAT'S ALWAYS BEEN HERE WITH US YOU KNOW WHAT I MEAN

JOE: SO AFTER I SOMEWHAT GOT AN IDEA BEHIND THE CULTURE OF A AFRICAN AMERICAN SALON WE STARTED TALKING ABOUT HOW DOES GOING TO A SALON BEING A TEENAGER AND YOUR STYLIST IS THE SAME RACE AS YOU AFFECT YOUR CONFIDENCE AND AFFECT THE WAY YOU KIND OF LOOK AT YOURSELF

JOE: DO YOU THINK THERE'S A POINT WHERE IT COMES TO RELYING FOR EXAMPLE FEMALES THAT DON'T REALLY LIKE THEIR HAIR TEXTURE THAT

COME IN AND GET SEW INS DO YOU THINK THERE COMES A POINT WHERE IT'S LIKE YOU'RE RELYING ON THE EXTERNAL TO FEEL GOOD?

MS. HEATHER: PLAY I ACTUALLY HAVE A YOUNGER GIRLS MY YOUNGER GIRLS WHO WERE IN MY HIGH SCHOOL AGE THEY CAN'T FIND THEM TODAY AND I'M ON MY WAY I HAVE TO BE YOUR OWN KIND OF BEAUTIFUL AND BE YOU I MAKE A POINT IN THAT BECAUSE I WANT EVERYBODY TO REALIZE YOU'RE BEAUTIFUL WITH YOURSELF YOU MAY BE DIFFERENT BUT YOU'RE BEAUTIFUL DIFFERENT AND ALSO SOMETIMES PEOPLE CAN FALL INTO THAT STEREOTYPICAL KIND OF THING ON WHERE THEY ARE FEELING LIKE THIS MAKES ME, THIS EXTRA-LONG HAIR MAKES ME YOU KNOW AND I'LL TRY TO PULL PEOPLE OUT OF THAT AND HELP THEM TO KNOW THAT YOU MAKE YOU. NOT SHORT HAIR LONG HAIR ANY OF THAT YOU MAKE YOU. WHETHER YOU GOT SHORT HAIR LONG HAIR YOU STILL CUTE, YOU STILL YOU

JOE: DO YOU THINK FOR GIRLS THAT ARE IN HIGH SCHOOL DO YOU THINK THEM COMING TO AN AFRICAN AMERICAN BASED SALON AND THEM BEING AFRICAN AMERICAN KIND OF HELPS THEM LIFT THEIR CONFIDENCE AND HELPS THEM EMBRACE THEIR HAIR?

MS. HEATHER: YES, I THINK IT HELPS DEFINITELY DOE HELP BECAUSE WHEN YOU'RE IN HIGH SCHOOL THOSE ARE CRITICAL TIMES. SO YOU KNOW YOU DON'T WANT TO WALK AROUND WITH YOUR HAIR LOOKING CRAZY OR WHATEVER SO

OF COURSE YOU WANT TO COME IN AND BUILD A RELATIONSHIP AND KIND OF GET YOUR HAIR YOU KNOW GROWING AND HEALTHY AND ALL THAT BECAUSE IN HIGH SCHOOL YOU REALLY ARE ON SELF-IMAGE A LOT. SO YOU KNOW JUST LIKE YOU GETTING A LINE, YOU KNOW YOU GOT TO KEEP YOUR LINE CRISP. JUST LIKE YOUNG LADIES THEY HAVE TO COME IN AND GET THEIR HAIR SERVICED. LIKE A LOT OF YOUNG GIRLS I TALK TO A LOT OF THEM AND HELP A LOT OF THEM LIKE STUDY YOU KNOW JUST TALKING TO THEM AND HAVING SOMEONE OUTSIDE YOUR FAMILY TO TALK TO

JOE: I THEN ASK THE QUESTION HOW DOES SOCIETY PORTRAY AFRICAN AMERICAN HAIRSTYLES AND DOES THIS AFFECT THE CULTURE BEHIND THE SALON?

MS. HEATHER: I'M JUST AT A PLACE RIGHT NOW WHERE I THINK THAT AFRICAN AMERICAN SALONS GET A BAD RAP ABOUT A LOT OF STUFF AND I'M JUST AT A PLACE WHERE I DON'T THINK THAT'S ALWAYS THE TRUTH, BECAUSE THERE ARE GOOD ONES OUT THERE THAT DON'T HAVE THAT KIND OF THING GOING ON SO I'M AT A PLACE NOW WHERE ... I'M JUST AT A PLACE YOU KNOW THIS MIGHT BE OFF TOPIC BUT I LOOKED UP PROFESSIONAL HAIR STYLES AND I LOOKED UP UNPROFESSIONAL HAIRSTYLES. COULD YOU IMAGINE PROFESSIONAL HAIRSTYLES? COULD YOU IMAGINE WHAT UNPROFESSIONAL HAIRSTYLES ARE? SO PROFESSIONAL WAS ALL WHITE, UN PROFESSIONAL THEY WERE ALL BLACK THAT'S SAD TO ME

JOE: AFTER I GOT DONE INTERVIEWING HER I ENDED UP DOING SOME RESEARCH AND THIS WAS UNFORTUNATELY SOMEWHAT TRUE UNPROFESSIONAL HAIRSTYLES WHEN I TYPED IT IN ON GOOGLE HAD NOTHING BUT AFROS, CURLY HAIR, AND BOX BRAIDS. IT KIND OF BROUGHT UP THE QUESTION WHY DO PEOPLE THINK THIS IS UNPROFESSIONAL, BUT THEN ON THE OTHER HAND THEY HAVE PROFESSIONAL WHICH WAS JUST CAUCASIAN HAIR STYLES.

MS. HEATHER: CAUSE I THINK THAT STEREOTYPES HAVE MADE IT THAT WAY SO I KIND OF FEEL SOME KIND OF WAY YOU KNOW WHAT I MEAN CAUSE THERE ARE BAD SIDES TO OUR SALON, BUT I THINK THERE'S BAD SIDES TO ALL SALONS YOU KNOW WHAT I MEAN TO THE INDUSTRY TO THE BUSINESS OR WHATEVER, BUT THERE ARE SOME POP IT OFF SALONS WHERE IT'LL GET CRACKING.

JOE: SO MY FINAL QUESTION TO WRAP EVERYTHING UP WAS DO YOU THINK THAT SALONS IMPACT PEOPLE AND THEIR SELF-ESTEEM?

MS. HEATHER: OH YES I DO IT HAS ITS BENEFITS THIS IS A PLACE WHERE YOU GO FOR COMPLETE AND TOTAL HEALING SO YOU GETTING YOUR HAIR TOGETHER YOU GETTING YOUR LOOK TOGETHER. YOUR BUILDING YOUR SELF-ESTEEM UP SO THIS IS A PLACE OF HEALING SO ABSOLUTELY.

JOE: OVERALL AFTER I GOT DONE INTERVIEWING WITH MS. HEATHER I CAME TO THE CONCLUSION THAT BEAUTY SALONS AS MORE THAN JUST A JOB OR JUST GOING TO GET YOUR HAIR DONE. IT'S A SOCIAL EXPERIENCE IN AND OF ITSELF. SO TO GO BACK TO MY QUESTION ON WHY BEAUTY SALONS HAVE SUCH A BIG CULTURAL MEANING BEHIND THEM, AND WHY IT'S SUCH A BIG SOCIAL THING HERE IN AMERICA. IT KIND OF GOES BACK TO ONE THING BUILDING FRIENDSHIPS AND TRUST BETWEEN YOU AND YOUR STYLIST. YOU GO IN FOR SOMETHING SO SIMPLE AS GETTING YOUR HAIR DONE AND FEELING BEAUTIFUL. BUT YOU COME OUT WITH SOMETHING BIGGER AND BETTER A FRIENDSHIP THIS HAS BEEN JOE FOR WHJE AND YOU'RE LISTENING TO SOCIETY.