



Meira E. Schneider-Atik

## Maintain Your Hair With Trims

**Myth:** You have to have your hair trimmed every four weeks.

**Truth:** Every four weeks is too often and not necessary.

**M**y friend brought me this myth and it was a pleasure to debunk it for her.

I've read in many books about hair care that you have to get your hair trimmed regularly to get rid of damage and maintain your hair's health. For the most part, this is true. But every four weeks?

From me, you get the truth.

As long as you are caring for your hair properly and you're not damaging it, then a good haircut should look great for a minimum of six weeks. After six weeks you might start to notice some "scraggly ends" or that the shape has changed a bit. But even that may not happen after six weeks. And if you're caring for your hair properly, using only the right products in the right ways, you may not see scraggly ends for months at a time.

Let's also be clear about the "fairy tale" that your hair gets thicker and healthier when it's cut every four weeks. Hair is a fabric. It's dead. And it doesn't have any kind of sensory mechanism that reacts to the scissors. What keeps your hair healthy is the right care with the right products used correctly. That care will also prevent hair loss.

Having said that, most people do need regular trims to get rid of damage. Just exposing your hair to the elements can cause damage no matter how careful you are otherwise. However, if you're caring for your hair properly, then the damage will be limited to the ends, which means that a very small trim will be enough to get rid of the damage. The ends are the oldest parts of your hair and that makes them much more prone to damage. Most of us know this as "split ends." That's a pretty good description of them because if you look closely, you can actually see the split in the shaft. And it doesn't just stay put – the longer you go without trimming it, the worse it will get. The hair shaft will unravel further.

The above issue with split ends can be a problem for those women who are trying to grow their hair long. They figure that in order to grow it they need to stop cutting it long enough for it to reach the length they want. But, again, just exposing your hair to the elements can damage it. And that damage only gets worse if you don't get rid of it. That damage will ruin your length and it won't look good.

Then there's the issue of reshaping. As your hair grows out of a specific cut, the

shape will change. If you want to maintain the original shape of the haircut, then you have to have regular trims to maintain that shape. But even if you don't want the exact original shape, you still have to have trims to keep your hair in a flattering shape as it grows out. A great haircut will grow out and still have a nice shape as it grows, but even that has to be maintained with regular trims.

But, how often should you have your hair trimmed?

If you want to maintain a certain length, then you have to have it trimmed every six-eight weeks. Hair grows at an average rate of 1/2 inch per month. After eight weeks, you'll have one inch of new growth and you'll just have to have that one inch trimmed to get the length you want. If you're caring for your hair properly, then any damage will come off with this trim and your hair will look its best.

If you want to grow your hair longer, then you have to have it trimmed every eight weeks or so. Again, you'll have one inch of new growth. Since you're growing it out, your stylist can just trim off the bottom 1/4 inch of dead ends to get rid of damage. That leaves 3/4 inch of new length which means that your hair is still longer than it was eight weeks before. Remember that with proper care, the damage will be limited to that last 1/4 inch so you won't have to lose much.

If you are growing out chemically treated hair, then you'll need trims every six weeks. Frequent trims help you grow the chemicals out without losing too much length all at once. You'll also get rid of the damage that much faster.

Married ladies out there, don't think that covering your hair exempts you from any of this. Your hair can get damaged and it's crucial to get rid of the damage and keep your hair healthy and flattering. Regular trims will help you do that. And one more way to prevent damage under your coverings is to *never* pull your hair back too tightly underneath them. If you can feel your hair being pulled at your scalp, then it's too tight. If you do that too often, you'll literally pull out your hair.

Whether you want your hair to stay one length or to grow long, remember that you have to care for it properly and keep it trimmed to remove damage. Your hair deserves to look good. More importantly, you deserve to look good.



**If you want to grow your hair longer, then you have to have it trimmed every eight weeks or so**

## Saftlas Helps Businesses Grow Their Bottom Line

**M**organ James's new release, *So What's The Bottom Line? 76 Proven Marketing Tips & Techniques for Building Your Business and Personal Brand* by Yitzchok Saftlas, offers key business fundamentals and proven experience-based tactics for the success-driven individual.

*So, What's the Bottom Line?* covers a wide array of topics relating to the business world, from marketing initiatives to communication, customer retention to strategic planning, and everything in between. With short motivational chapters and clear and concise action plans relating to each topic, business professionals will find this new book to be easy to implement and a guarantee for success.

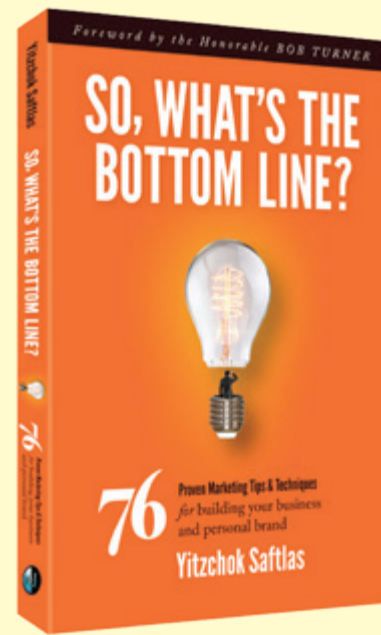
With over 25 years of experience in the corporate world, Yitzchok Saftlas is a marketing expert that has worked with all types of people, events, and organizations. His insights and advice compounded with his down-to-earth writing tone and personal anecdotes make for an enjoyable instructional read for the fast-paced, career-oriented individuals of today.

Perfect for salespeople, marketers, seasoned executives, or entrepreneurs just starting out, *So, What's the Bottom Line?* offers clear direction guaranteed to garner results and lead to success in the field. Experience-based tactics and common-sense ideas point out the obvious yet often overlooked human aspect of business and marketing, and demonstrate how to use human relations to further

your business goals.

The insights contained in these 76 short chapters are invaluable and highly motivating. For any businessperson looking to grow their bottom line and develop an informed, proven, successful approach, Yitzchok Saftlas' new release, *So, What's the Bottom Line?* is a business library essential.

If you would like more information about this topic, or to schedule an interview with Yitzchok Saftlas, please call Pesach Troppe, at 718-412-3540.



### About the Author:

Yitzchok Saftlas, founder and president of Bottom Line Marketing Group has been helping hundreds of corporate, political and non-profit clients build their brands since 1989. His education at Fashion Institute of Technology in New York City combined with years of experience in marketing and advertising has served as a springboard for his weekly business radio show, "Mind Your Business" on 77WABC in the New York / New Jersey metro area, and his weekly marketing column in a national newspaper. Yitzchok currently lives in Brooklyn, NY.

### More About This Title:

*So What's The Bottom Line? 76 Proven Marketing Tips & Techniques for Building Your Business and Personal Brand* by Yitzchok Saftlas will be released by Morgan James Publishing on December 10, 2015. *So, What's the Bottom Line?*—ISBN 978-1630475246—has 266 pages and is being sold as a trade paperback for \$19.95.

**Meira E. Schneider-Atik** is a wardrobe organizer and personal shopper. She helps women weed out their wardrobes, shop smartly, put together outfits, and save time, effort, and money, all within tz'nius. Her writing on fashion and style within tz'nius has been published both in print and online. She is also a jewelry designer and co-founder of RenaMei Jewelry – Designed Just for You. Her pieces can be seen on [www.etsy.com](http://www.etsy.com) (just look up RenaMei). She can be reached at 718-644-6135 or at [MESAtik@gmail.com](mailto:MESAtik@gmail.com).