



The BOBSA Connection

BOBSA's Newsletter to keep us connected

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Special points of interest:

World of Color Beauty Expo.
The Show gets underway!
Trade show to be held March 25, 26, 27, 2006 in Oakland, California.

African American men's health.

Experiencing hair loss due to chemotherapy?
A very informative article by BOBSA member, Angela Fox on Chemotherapy, Hair and Scalp Treatments.

Message from the Chairman

Dear Members,

Spring brings a sense of freshness and renewed energy. This energy is flowing through BOBSA as we focus on bringing you added services and, of course, exciting activities.

The World of Color Beauty Expo is a new kind of hair show being held at the Oakland Marriott City Center March 25-27. The tradeshow is devoted to consumers, beauty industry professionals, manufacturers, distributors, and our history. Consumers will learn that their "*Beauty Professional does it better*"; world-class educators and stylists will conduct exciting and motivating classes; dealers, OTCs and manufacturers will hold lively forums on how to increase sales in a diverse market; and our history will be highlighted as we spotlight the movers and shakers of the industry. My sincere gratitude goes to The World of Color Beauty Expo, Inc and Ms. Bernice Calvin for their dedication to the launch of this trade show.

Please visit the BOBSA Center on the Exhibit floor to learn of our universal commitment to take the industry to a new level of growth.

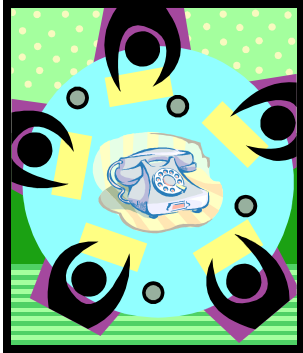
Other recent accomplishments at BOBSA include the growth of our Roundtables. Since the beginning of the year, we have added two new roundtables: *The Insurance/Financial Management Roundtable* and the *Online Beauty Supply Store Roundtable*. The Insurance/Financial Management Roundtable exists to provide BOBSA members with valuable information and support on health and life insurance issues that are important to independent beauty/hair industry professionals. With our new direction of providing Online Beauty Supply Stores, the need for such a roundtable is clear. The Online Beauty Supply Store Roundtable supports new and existing owners on topics that affect the industry in the online environment. This issue of the BOBSA Connection carries additional information on these two roundtables.

We invite all our members to participate in the BOBSA RoundTables, this is your way of actively participating in the decision making process.

New members are continuing to come onboard; we welcome them! Please continue to visit our website www.bobsa.org and read our publications for new member benefits as they come available. We are here to serve you... **to connect the black dots.**

Respectfully,

Sam Ennon
BOBSA Chairman



“The primary objective of these Roundtables is to help BOBSA meet its mission to support, promote and enhance the stability and growth of African American Operators in the Beauty/Hair Industry.”

Roundtable Reports

Active committees working to enhance your benefits

BOBSA currently has six active Roundtables:

1. Realtors
2. Manufacturers
3. Salon Owners
4. Beauty Supply Store Owners
5. Insurance/Financial Management
6. Online Beauty Supply Store Owners

The primary objective of these Roundtables is to help BOBSA meet its mission to support, promote and enhance the stability and growth of African American Operators in the Beauty/Hair Industry. Roundtable members select issues that they as a group can resolve within the year. We are... **Connecting the black dots.**

Members are invited to become a part of the Roundtable that will benefit them most and that they feel comfortable in making a contribution. *Participation is restricted to BOBSA Members.*

If you would like to participate in one of the national BOBSA Members RoundTables contact Sam Ennon at ennons@sbcglobal.net or Norma Anderson at norma@salonvoices.org

Insurance/Financial Management

Purpose: to provide assistance with matters affecting business operators in the hair/beauty industry.

Main Focus:

- Promote BOBSA’s mission
- Communicate with salon owners to identify insurance needs
- Respond to insurance and financial management needs

Online Beauty Supply Store Owners

Purpose: to provide assistance with matters affecting online beauty supply store owners.

Main Focus:

- Promote BOBSA’s mission
- Identify online beauty supply store owners’ needs
- Develop strategic plans to meet marketing and other needs

Manufacturers

Purpose: to provide assistance with matters affecting black manufacturers in the Beauty/Hair Industry.

Main Focus:

- Promote BOBSA’s mission
- Trade show promotion, selection and participation
- Development of BOBSA Organization Briefing Card
- Communicate with the NAACP and other organizations to address the concerns of black businesses being forced out of the industry with illegal marketing practices
- Prospect the Military and other target market to distribute products

Stay tuned to The BOBSA Connection for continuous updates!

Continued on Page 3

BOBSA News

New Services

Insurance/Financial Management

There have been several updates on the financial services that will soon be available to and for our members. Preliminary data gathering and census info is being gathered to offer two new exciting business and family insurance needs to and for our members. These are both powerful and comprehensive benefits. As they are rolled out, you will recognize being a BOBSA member and it's rewards will also protect you and your family, as well as your employees and contractors...Please look for the announcement of these two new programs.



Remember...

*Check our website
www.bobsa.org
frequently for
updates.*

BOBSA to Launch Online Beauty Supply Stores. More information coming soon to our website and future publications.

Membership: Our membership continues to grow!
Check your emails frequently to see who our new members are.

BOBSA has a new Website!

Remember to visit the new BOBSA website at www.bobsa.org.

Roundtable Reports Cont'd

Realtors

Purpose: To provide assistance with matters relating to real estate issues.

Main Focus:

- Define BOBSA Realtors organizational role
- Educate BOBSA members about the process of selling or purchasing property for purposes related to the hair care industry
- Educate BOBSA members of the advantages of selling or purchasing property for purposes related to the hair care industry
- Sell or purchase property for salons, beauty supply stores, barbershops, spas and or other purposes related to the hair care industry

Plans are in gear for the development of quarterly workshops that will cover segments on fine tuning your credit, purchasing and leasing property, and the loan processes. Team members plan to provide tips in upcoming issues of *The BOBSA Connection*, so **please stay connected!**

Beauty Supply Store Owners

Purpose: to discuss and plan on matters that affect Beauty Supply Store Owners in the Beauty/Hair Industry.

Main Focus:

- Promote BOBSA's mission
- Locate sources for Black Beauty Store Owners to acquire quality hair brands
- Develop our own brands
- Conduct customer satisfaction surveys
- Work with labs to determine the appropriate labeling of hair products on the market
- Educate customers about hair care and hair products

Salon Owners

In keeping in line with BOBSA's mission, the salon owners are planning an education symposium. The logistics are currently being worked out. We will keep you informed.



*A Clean
Bill of
Health?*

Healthy Oakland's tips for African American men to have a healthier lifestyle are to eat plenty of fresh fruits and vegetables, don't smoke and if you do smoke ... quit, drink lots of water, increase your physical activity by walking and/or join a neighborhood fitness center,

African American Men's Health: Barbershop/Beauty Salon Wellness Center™

by Glenda McComb, MBA – Deputy Director, Healthy Oakland, Inc.

African American men's health has been a neglected topic for decades. Overshadowed by women and children's health issues, men's health has been on a steady decline. Healthy Oakland's Barbershop/Beauty Salon Wellness Center™, located in Oakland, CA, started an innovative, men's health center in October 2005 to address this disparity.

Healthy Oakland's Barbershop/Beauty Salon Wellness Center™ model has an examination/treatment room for health screenings and treatment located inside of a barbershop environment where men can get a haircut, socialize with their friends, be educated on heart disease, stroke, cancer, diabetes and elevated cholesterol, get a massage for stress management, go next door to the Healthy Oakland Fitness and Nutrition Center to workout and to learn about healthy cooking and eating.

Our Barbershop/Beauty Salon Wellness Center™ has taken African American men's health seriously by bringing health information and education to where men visit the most. We are starting fifteen (15) Barbershop/Beauty Salon Health Education Centers™ located in barbershops and beauty salons. Healthy Oakland's physicians are training barbers and cosmetologists to be lay Health Educators so that they may hold conversations with their clients about heart disease, stroke, cancer, and diabetes. We provide the shops and salons with educational materials for distribution and referral information to clinics that offer free to low-cost health screenings and/or treatment. We also have a mobile health van that can be dispatched to barbershops and beauty salons to do onsite health screenings and/or have a health fair for the owners, employees, and their clients.

Healthy Oakland's tips for African American men to have a healthier lifestyle are to eat plenty of fresh fruits and vegetables, don't smoke and if you do smoke ... quit, drink lots of water, increase your physical activity by walking and/or join a neighborhood fitness center, know your numbers (normal ranges for your blood pressure, cholesterol, blood sugar, and prostate cancer antigen levels if aged 40 and over), improve your personal relationships with family, friends, and co-workers, reduce your stress, and find inner peace through spirituality.

Want a Barbershop/Beauty Salon Wellness Center™ in your area? Or want more information on Barbershop/Beauty Salon Health Education Centers™? Please contact Raymond E. Lankford, MSW (Executive Director) at (510) 858-7292 and healthyoakland@execs.com or Timothy Reaves (Project Coordinator) at (510) 909-2809 and tivanr@hotmail.com.

Healthy Oakland is a "Project" of our parent organization, Healthy Communities, Inc. established in September 2001 as a faith-based, 501 (c) (3) non-profit organization located at 2572-2580 San Pablo Avenue in Oakland, CA 94612. We have other "Projects" in Berkeley, Richmond, Vallejo, Silicon Valley, and Philadelphia, PA.

Call us at (510) 444-9655, visit us on the web at www.healthycommunities.us, e-mail us at healthycommunities@execs.com, or visit our location at 2572-2580 San Pablo Avenue in Oakland, CA.



“Don't miss out!

World of

Color

Beauty Expo .

Upcoming Events

Events Highlight

Get Ready for A new kind of Hair Show!

The World of Color Beauty Expo

March 25, 26, 27, 2006

Oakland Convention Center and Oakland Marriott Hotel

Don't miss out!

This Show - World of Color Beauty Expo - is about You - what you can do now to attract more clients and send your income soaring.

Trade Shows

World of Color Beauty Expo

March 25-27

Oakland Convention Center & Marriott Oakland Hotel

Proud Lady Show

April 8-10

Tinley Park Convention Center, Chicago

May 6-8

Baltimore Convention Center, Baltimore



Healthy Oakland Barber Shop & Beauty Salon Wellness Center

Back row: Raymond, Landrin, Jesse, Timothy.

Bobsa

Front row: Sam, Bernice Calvin, EddieGums

Industry News

HOW THE KOREAN FACTOR HAS INFLUENCED THE BEAUTY SUPPLY INDUSTRY

by Dr. Edward Tony Lloneau

Part two of a two-part series.

(In the previous issue of The BOBSA Connection, Dr. Lloneau presented interesting discussion on the history of the Korean factor in the Beauty Supply Industry.)

Due to the fact that Asians had the greater access to hair than any other faction, and that Afro Americans were the primary consumers, it stood to reason and good business sense for their retail outlets to be in the location where the market is. Because the Asians had greater access to hair than any other faction, and Afro Americans were the primary consumers, it stood to reason and is good business sense for their retail outlets to be in the location of the market. This is why the Koreans dominate this market. Non-Koreans do not have a direct contact for the source of hair, and therefore, cannot compete when it comes to availability and pricing.

In regards to hair care products, items labeled "For Professional Use Only" are sold only in Beauty Supply stores. It is unlawful for such products to be sold in traditional retail stores such as drug stores, discount department stores, or grocery stores. Back in the day before the Korean inclusion, only licensed Cosmetologists could purchase products that were so labeled. However, two things have changed in the Beauty Supply Business. One is that labeling is ignored and not enforced by the manufacturers, store owners, or the government. Many high-end manufacturers now only make their products available through "Professional Only Stores" or through direct sales for the manufacturer. Very few, if any, of the Professional Only stores are owned by Koreans, because these stores do very little in the sale of hair. Instead, the mainstay in addition to Professional Only products, is also professional equipment such as dryers, furnishings and such. In addition, Beauty Supply stores had a staff of outside sales people who called on the salons on a regular basis. This was because there were few conveniently located supply stores, especially in small towns. Now, there are stores in almost every large and small shopping center in both large and small towns all over the country.

There are more Asian stores in predominantly black communities than in others for the reasons stated earlier in this article. Most of these stores are Korean owned and operated. The success of most of the Korean Beauty Supply industry is this important faction, networking with others to form coalitions for collective buying so that they can earn the same discounts as the large chain store operations. The results today are large wholesale discount warehousing in most major cities in the country that service both Korean and non Korean beauty suppliers.

The largest independently-owned beauty supply operation in this country is Sallys Beauty Supply with well over 3,000 stores in the United States. However, collectively the Koreans have twenty times as many. What this means for smaller regional-owned manufacturers of hair care products is that they have access to more outlets to display and sell their wares. Most of these manufacturers cannot afford to place their products in Sallys because they cannot afford the requirements that Sallys demands for carrying their line. Matters such as advertising, placement allowance, and several other costly demands cut deep into the profits.

However, with the independently-owned Korean stores, the manufacturer can deal with each store, allow a greater incentive and still maintain a satisfactory profit level. They can also deal with the warehouse operations that make their products available to many stores. So, for smaller manufacturers, the Korean factor is a windfall for distribution and sales especially for products aimed at the Afro market. The Koreans control over 80% of all Afro hair care products sold in the beauty supply stores. This is considered an outrage to members of the Afro community. However, no laws were broken and no one was forced to do or not do anything. This is a matter that slowly evolved over the last twenty-five (25) years.

From Our Member

Chemotherapy, Hair and Scalp Treatments

By Angela Fox—A Fox International, Inc.

Chemotherapy Hair Loss (Alopecia)

Chemotherapy is designed to kill fast growing cells, including healthy growing cells as well as cancer cells. Cells in hair follicles are fast growing and chemotherapy drugs may cause hair loss and scalp tenderness. People can lose hair from any part of the body – head, eyelashes, eyebrows, facial and pubic hair. Hair normally falls out or becomes thinner within one to three weeks into treatment, depending on the type of chemo given. Each person's reaction to treatment is different; there may be severe, mild or no hair loss at all. Make sure to discuss all options of cosmetic image enhancements (wigs, false eyebrows) before treatment begins.

Managing Hair Loss

Many people choose to wear wigs, hats or scarves after losing their hair. If this is your choice, make your selection before starting chemo and start wearing the wig before all your hair is completely gone.

The following are tips to manage your hair and scalp during treatment:

- Shampoo less frequently
- Use a mild moisturizing shampoo
- Avoid all chemical applications
- Do not use heated curling devices on hot settings
- Cut hair very low to minimize tangles and shedding before treatment
- Keep scalp covered during winter months to keep from drying out
- Sleep on a satin pillow case
- Never brush hair, use a wide tooth comb
- Use a therapeutic head band under wigs

When Will My Hair Grow Back?

It normally takes about 6 to 8 weeks for your hair to grow back after chemotherapy is completed. Remember your hair is in a weak state and no styling products should be used due to the alcohol and lacquer content, which build up on the hair. If you insist on using any hair care products, use light to medium holding hair sprays or mousses and only in small amounts. And absolutely no curling, crimping or flat irons; only a low setting hooded dryer is recommended. Consult with your doctor on taking vitamin supplements, Biotin appears to have given great results on helping to re-grow hair after treatments.

Written by Angela Fox, A Fox International, Inc. Licensed Cosmetologist, Salon Owner and Consultant to the Beauty Industry. We provide personalized hair and wig care services for medical and fashion, designed to enhance your total being. For more information or selections visit us on the web at www.afoxintl.com.

Inspiration and Resources

In order to succeed,
your desire for success should be greater
than your fear of failure.

Bill Cosby, Actor/Comedian

National Cancer Institute—www.cancer.gov

March is **Women's History Month**. Visit the history channel for further information:
<http://www.historychannel.com/exhibits/womenhist/>

We welcome your feedback on this newsletter! Please send comments to contact@bobsa.org. Thank

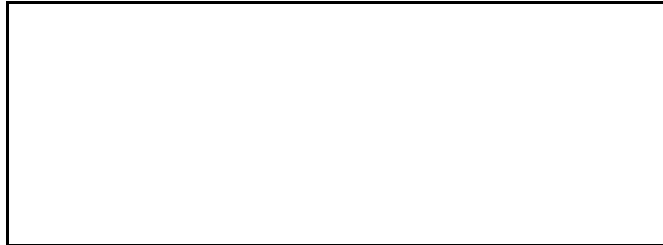
BOBSA

P. O. Box 281915
San Francisco, CA 94128



Black Owned Beauty Supply
Association

***We're on the
World Wide Web
at
www.bobsa.org***



About BOBSA

BOBSA's mission is to assist in entrepreneurs and job training, in providing jobs and scholarships to the black community. We represent the \$8 billion dollar Black Hair Care & Cosmetic Industry, one of the few modern American industries that was founded by African-American women.

Our success is attributed to "BOBSA" connecting manufacturers, to black beauty supply stores, to salons, to the black Cosmetologist and ultimately to our community. We can attain our mission by networking and training both within our organization and with our partners. We will continue to always provide the best for our people, to improve and evaluate our customers' needs in order to meet the community's objectives for excellence.

You are now part of a large and expanding association. Thanks to many people like you, we are one of the most respected new associations in the country. "BOBSA" is proud of its short history of bringing together those who seek to "CONNECT THE BLACK DOTS" in this country and around the world.

*Your feedback is
very important to us.
Please send comments
about this newsletter to
contact@bobsa.org.
Thank you!*