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IT professional becomes natural hair care stylist after bad hair experiences [Log In](#)

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January 24, 2015
3:31 PM MST

Angela Holland has had every bad hair experience you can imagine.

Breakage. Damage. Hair loss.

But it was the hazardous mixture of professional and store-bought relaxers coupled with a color job that produced green hair that she finally realized she'd had enough.

As a result, she began researching on [natural hair care](#), and quickly became passionate about her increasing knowledge. So, her husband suggested she get a cosmetology license. She did in 2010, and worked as a natural [hair care](#) stylist at area salons before she opened [For Real Girl Salon](#) in Mooresville, N.C., in 2013.

"We are a natural and curly hair care salon," said Holland, a 20-year veteran in information technology before embarking on entrepreneurship. "We educate people on how to care for their natural hair."



Photo courtesy of Angela Holland

According to About.com, "natural hair" is hair whose texture hasn't been chemically altered or straightened mainly with relaxers, which Holland says are commonly used by African-American women to straighten or tame unmanageable hair.

Holland, whose clientele includes African-American, Caucasian, Latino and biracial men, women and children, says 98 percent of new clients come to her with a range of issues.

"A lot of them have dryness or they don't know what to do with their hair," said Holland, who's also a [DevaCurl](#) Inspired Advanced Stylist specializing in curly hair care. "A lot of them don't like their hair. They don't know what to use or they use a whole range of products."

They also come with a range of emotions -- ashamed of hair loss, frustrated over frizz, apologetic for breakage, and indifferent about damage.

To help remedy new clients' issues, Holland conducts a 30-minute individual consultation covering hair and scalp issues, the benefits of shampooing, conditioning and steam treatments, followed by a hair examination, a proposed weekly regimen, and a service.

Holland, who describes herself as "relationship-driven," stresses that taking care of her clients' well-being is equally important as the service she provides. "Money isn't on my mind," she says. "What's on my mind is building that relationship."

In response, Holland schedules each client one uninterrupted hour that includes a three-minute scalp massage accompanied by classical music to help unwind and allow time to chat. She also provides refreshments, and follows up the next day to inquire about the service.

"That's what we strive to give is an experience," she says.

At least a good one at For Real Girl Salon.

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