Arthur Dyson, a former Air Force mechanic, says he entered the hair care and styling field for better opportunities. Always blessed with a sense of style and aesthetics, he felt he could impact most successfully on the beauty

Dyson, 43, is recognized as one of the world's foremost authorities on the care and styling of black hair. He is the president and founder of Soul Scissors, a national chain of 48 black beauty

His formal training, while long and difficult, gave him excellent experience with hair but not black hair. In more than 1,600 hours of classroom instruction, only one hour was devoted to the subject.

Dyson met and overcame this deficiency by learning the black hair business on his own by working 18 hours a day, seven days a week.

Within three years of entering the beauty field, Dyson had become a force in the field of black hair styling. He had received national attention and had won some 15 national hair dressing awards.

Dyson says "black hair is different." Hair quality, rather than skin color is Dyson's concern. In September 1978, Dyson was awarded the Paris Cup and his team was awarded the World Cup with Gold Medal at the Festival Mondial in Paris, the first black hairdressing team to achieve this honor in competition with top hair stylists from more than 25 countries.

Recently, Dyson won top honors at the Birmingham Hairdressing PAGE 10

Hair Quality not

Skin Color!

Art Dyson studied hair care for 1,600 hours of classroom instruction, and of that, only one hour was spent learning about taking care of the hair of blacks. He changed all that, and is now a leader in the hair care

By Michele McRae

Festival in Birmingham, England and the 1979 Ted Yamano Award for artistic excellence at the New York International Beauty Show. He has received other distinguished awards from professional and civic groups

Healing damaged black hair is the first order of business at Soul Scissors salons. Dyson asserts that blacks with healthy hair can wear any style, from natural to

When the hair has been damaged beyond repair by do-it-



The Grand Award Team Competition Cup and a Diamond Jubilee Venus Medallion was awarded to Art Dyson (in derby). Two members of his design team are Elaine Evans (back row, third from left) and Genette Perez (back row, third from right). Also shown are Dexter and his Roller-Rockers Show Stoppers, who were a part of the team presentation.



A Soul Scissors creation, this is the short sculptured style with feathery front interest.

yourself preparations, he may advise one of the short cuts he has designed, the "AD," a slickedblack style to which he has given his initials or the layered "Snatch

Although 70 percent of Soul Scissors customers are women, the chain has a growing clientele of men. Some of the salons also offer skin care, hair removal, hair weaving, make up and nail ser-

As Soul Scissors continues to grow, Dyson finds that he misses working regularly on customers, but he takes pride in the achievements of the people he has trained.

His efforts are now directed toward teaching others what he taught himself and toward building a young management team that will continue what he has started.

"The new look in black hair focuses attention on the small head, playing up natural contours of the head and marking the return of the pompadour," says Dyson.

Dyson also says, "The feeling. somewhat reminiscent of the forties, is soft, seductive and very much on target." In creating these new looks, Dyson says that black hair is more fragile than Caucasian hair. It breaks if you use only half the amount of chemicals you can safely put on Caucasian hair.

Therefore, to take care of black hair, regardless of the style, Soul Scissors experts suggest the following:

In looking for a hairstylist, (Continued on Page 11)

(Continued from Page 10)

select a specialist. Black hair deserves special care by people who understand it. Remember, healthy hair is the basis of a beautiful hairdo. If you want to improve the condition of your hair. start with diet. Hair cannot absorb external nutrients. Then embark upon a regular hair care program.

Never underestimate the importance of a proper cut. Sometimes just a one fourth inch here or one eighth there can mean a world of difference in the final

If you hair becomes too damaged from do-it-yourself preparations, cut it short and start all over again.

Hair should be clean from the scalp out and shampooed at least once a week, more often if necessary. Use a neutral pH slightly acid shampoo. Strive for a highly individualized look - one which totally reflects you.

After the initial cut, have your hair trimmed frequently to minimize breakage. Consult a professional about relaxers, straighteners, permanents, pressing, heat rollers, etc. They should be carefully selected and used only by skilled professionals on hair that has been properly prepared for them.

The best hairstyle is one that flatters not only the facial contours but the natural shape of the head, physical stature, and most important it should be suited to the wearer's lifestyle.

Do not change your hairdo just because of a new fashion look or change simply for the sake of



Art Dyson

change. Almost any hairstyle can be updated without a drastic transformation.

When exposed to sun and wind, protect hair with a specially formulated silicone based spray that seals out drying elements.

Black women need completely different types of treatments,

including hair preparations. Conditioning is extremely important. The lifestyle of today's black woman reveals an interest not only in body consciousness, but hair consciousness as well. An increased emphasis on proper black hair care and treatment continues for 1979.

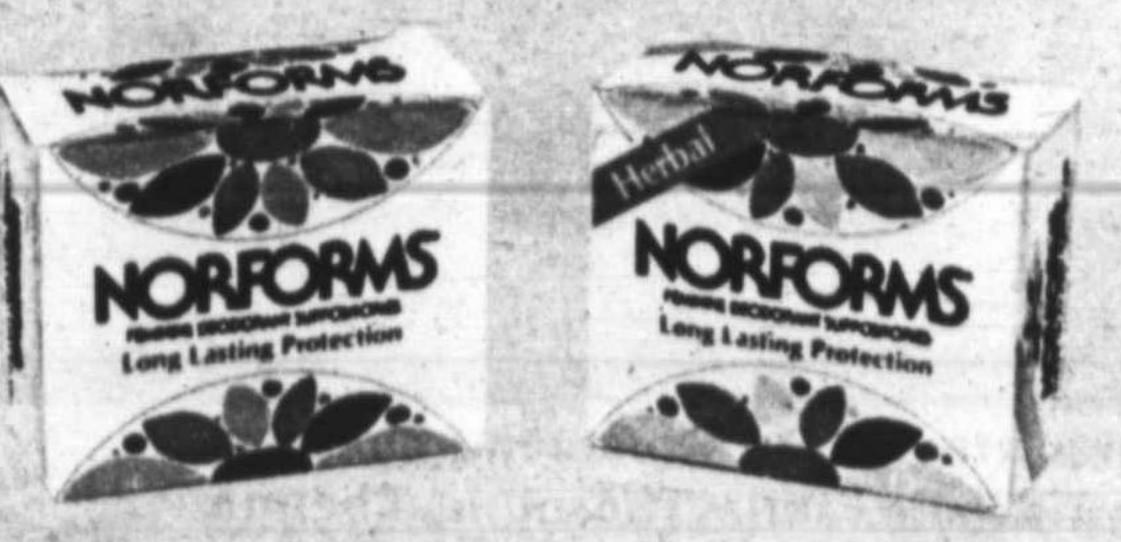
Soul Scissors Salons are located in California, Alabama, Connecticut, Washington, Florida, Georgia, Chicago, Indiana, Maryland, Michigan, New Jersey, New York, Ohio, Pennsylvania, Tennessee and Texas. These states have more than one shop located in each state.



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