## **AMINAH MICHELLE ENTREPRENEUR**

## **"IT WAS MY HAIR BUT IT WAS** A LOT MORE THAN I REALISE"

## MY NATURAL HAIR JOURNEY. I HAVE ALWAYS BEEN NATURAL, TECHNICALLY. MEANING I HAVE NEVER USED CHEMICALS ON MY HAIR TO ALTER MY HAIR PERMANENTLY. THIS WAS BECAUSE I WAS NEVER GIVEN PERMISSION TO DO SO.

spent watching my mom The majority of the womchemically straightened hair and I always of my choices. I refused to swim, as I hated saw them as beautiful. When I had created my views of these women in such a positive light, I encapsulated all of who they were and their hair as their crown and glory. I wanted my crown and glory, but what I had as result i have never learnt to swim. It had been born with, I was described on many occasions as, brown, dry, short, unmanageable hair, among other things.

My relationship with my hair was a negative one from the start. I hated my hair. I hated the colour. I hated the dry texture. I hated the unmanageability. Their were never positive adjectives to describe my crown and I spent my adolescence admiring my sister's hair and other girls that crossed my life's path. My identity got hidden within

y childhood days were this visual insecurity and without the appropriate guidance I experimented with a have lovely straight hair. plethora of products which didn't enhance the quality of my hair. Growing up with this en in my experience had type of hair, as described, influenced many the washing ritual. This procedure would start and end in discomfort and pain. The hair washing process would take a whole day and on some occasions, all night, and effects on my confidence.

> I always felt inferior, always searching for that 'something' about me that would make me beautiful. I didn't find it at that time and learned how to braid and as my femininity didn't shine I adopted a more 'masculine femininity' and paraded as a Tom Boy. This phase influenced how I dressed and that wasn't a feminine choice either. My hair throughout this period was different





ariations of the braids The time I used to do my hair was now from front to back. It was compromised by new responsibly. It simple, just what I need- became difficult to keep up with the ed at the time. During look I had created. I had mastered a this time Alicia Keys came straight style and it had to be perfect. out revealing her braided styles and With less time to spare, the standard I found a safety in braids and a start dropped and I was unwilling to sport finding my own femininity, because if an underdone hair style so I decided Alicia could look beautiful and have I was going to hang up my beloved braids then, maybe I could also. An GHD straighteners. This wasn't easy aunt took my sister and I for a treat- although the phrase "fake it till you ment at a salon and here I would be make it" became my persona. introduced to the 'Hot Comb'. I was in love and I looked pretty. Finally! It I revealed none of my insecurities or was me I would see in the mirror, and my worries when interacting about my I got to work on achieving this look at hair and I took all compliments with home. a smile. Along with positive came the

close was close enough. Although during these years I sported braids, my a little harder to digest for some but main look was straight hair. I achieved I had to stand by my decision and dethis using hair dryers and straighteners. I straightened my hair through my college and university years and continued to do so when I embarked on employment and I was finally happy with the way I looked and I finally achieved my crown...in my eyes! I experimented with cuts, colours and different salons to achieve my many looked the same, straight.

styles. Looking back, I realise it all So I started experimenting and went through so may products. I tried what smelt good, what looked good, what So what changed? I was natural, so was recommended, what a blogger what makes my journey, a journey at posted, what a friend suggested and all? Well I gave birth to my daughter. it got tiring. I was natural and I had She was born in 2009 and my hair really good days where my hair would journey was about to get interesting. look amazing and I couldn't believe

negative and had people commenting I got close to the salon finish, and on how nice my hair 'used to be'. I got the message that this hair choice was cided to be me. But I then had to ask myself, "who am I?". I realised I was just finding out. I had nothing to hide behind, I just had me and I was about to find out who liked it and who didn't. This became very emotional and very personal, it was my hair, but it was a lot more than I realised.

to cry, thinking "I cannot go out like this!". Manageability became my quest and I just wanted natural hair models in August 2013. I to manage my hair day to day. Three had given birth to my second daughyears ago I started my business journey with a wonderful company For- to get my life moving again, as I was ever Living and within their product on the verge of a struggle with post range I would find the best shampoo and conditioner I'd ever used on my hair. After a few months of trialling After having my daughter, finding the the Aloe Jojoba shampoo and conditioner, I couldn't believe the results I was getting.

A clean hair, a hydrated scalp and I had manageable hair. The Aloe jojoba shampoo would help with my selection of very beautiful girls, to be hairs manageability, it would bring a model for Samantha Golding, and I massive improvements to my daugh- was excited. I had also turned 30 in ters dry scalp problem which was out the same month of August and I felt of control. I was half way there and I was getting happier on my hair journey, as I began to see results. Still experimenting with leave in products I along with the many people who admired and complemented.

I was beginning to get a real confidence with the evolving me. I was excited about the prospect of having my hair, the hair I once disliked. The real me was always there I had failed to execute it with excellence and I was about to get some priceless the best condition it has ever been. lessons that would change me once

y hair could do that. again. The products that I now use On the days that it on a daily basis, for myself and my didn't look as pol- daughters, are Kera Care Natural Texished I just wanted tures Leave In Conditioner and butter following my later consultation with SG Hair. I responded to an advert for ter 4 months prior and was anxious natal depression.

> balance with two children, a busy husband and an Afro hair style to keep up, it on top of me and I couldn't find myself in the shadows of all that my life was going through at that time. I was one of the chosen few, from a like I needed my own venture.

I was very willing to let Samantha in my hair, from talking to her and the was able to sport a Afro and love it, staff at SG Hair, they knew what they were doing and I had a lot to learn. I was introduced to new people, products, and methods. All of these aspects advanced my hair journey and gave me knowledge I had never had before. My hair colour changed, and I absolutely loved it. I had always believed colour was bad for black hair but now I know better, my hair is in

