

## **Curly Girls in Minnesota Find Devachan Trained Stylists at East 42nd Street Salon**

*Any Woman Who's Uttered, "My curly hair is out of control but I can't find a stylist who understands it," Part of Growing Trend Since Massey's Curly Girl Handbook Hit the Market. East 42nd Street Salon a Solution for Women in Minnesota.*

**Feb. 13, 2009** - [PRLog](#) -- In 2002, Lorraine Massey, founder and co-owner of the Devachan in the SoHo neighborhood in New York City, published *Curly Girl Handbook: A Celebration of Curls*. Since then there has been an uptick in women who have recognized and embraced their curly hair. The number of other books and websites that are now available providing tips to curly-locked women is expanding. According to Massey, 99% of the population in the United States has curly hair, though most women have spent decades straightening it.

Today the number of Devachan-trained stylists is growing on both coasts and in major Midwest cities: New York City has 106 salons, Boston has 34, DC has 35, Baltimore has 22, LA has 14, San Diego has 16, San Francisco has 14, Chicago has 18, Milwaukee has 17, St. Louis has 29.

Teresa Johnson, East 42nd Street Salon owner and 20-year veteran hair stylist as well as fellow stylist Carolyn Long are both Devachan-trained, making East 42nd Street Salon the only metro salon offering this depth and breadth of expertise in cutting and coloring curly hair.

"Focusing on curly hair was an easy decision. We're simply responding to a growing need. It's what more and more of our clients want," said Johnson.

Many stylists claim to know how to cut curly hair, but few really do. Evidence of this can be seen from the explosion of frustrated women turning to websites such as <http://www.NaturallyCurly.com> desperately looking for a good stylist.

Johnson agrees that women who become her clients have been to a variety of stylists looking for the one who really understands how to cut curly hair. "Most of my clients with curly hair want to let their natural curl come out or want to spend less time styling their hair each day."

Devachan training focuses on the two following unique methods: 1) cutting the hair dry, in its natural form, curl by curl. This allows the stylist to sculpt the hair according to the client's individual curl and style, and 2) coloring the hair using a method called Pintura (Pintura is Portuguese for painting), Deva's patented hair painting technique especially for curly hair.

According to Johnson, the right product is as important as the cut for curly hair. Deva products have proven to work for clients. East 42 Street Salon can't keep enough stocked. Once clients learn how to use the products, they become loyal users.

Cleansing curly hair requires no shampoo; instead conditioner is used to cleanse the scalp and moisturize the hair. When hair feels limp and heavy from conditioner, a mild cleanser is used. Drying hair naturally or with a diffuser is essential.

"Of course," says Johnson, "not everyone with curly hair is going to want their hair cut dry. Some women with curly hair want the option to let it go curly and style it smooth, which might require the hair to be cut wet."

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East 42 Street Salon is located at 4805 Nicollet Avenue South in Minneapolis. It offers a variety of hair and skin care services and products including cuts, coloring, facials, massages, manicures, pedicures, and makeup. Johnson originally started her salon on Cedar and East 42nd Street in 1996 and kept the name in the 2007 move to Nicollet. Her salon's philosophy about hair care is focused on making clients' hair look good and helping them maintain healthy hair. With 20 years of experience, Johnson has studied at the Cosmetology Training Center in Edina, at Vidal Sassoon in Santa Monica, and at DevaConcepts in Los Angeles. <http://www.e42salon.com>

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