ABS 2012: UseMe's Good for Curls & Good for the Planet

Maximize your curls while minimizing your carbon foot print.

Written by **Cassidy Blackwell** on Mar 21, 2012 | Share | Next Article

Want to maximize your curls while minimizing your carbon foot print? Check out Use Me Products, an environmentally friendly product line that focuses on natural ingredients and sustainable packaging while ensuring that your hair is in great health.

Use Me Products were developed five years ago out of frustration that there were no available professional-grade products that valued both a sustainable ethos and performance. The result is a comprehensive eight-product line thats not only great for hair, but also good for the planet.

Use Me's ingredients are organic, vegan and sourced from within the United States in an effort to support local farmers. Additionally, the BPA-free bottles can be refilled at one of Use Me's refilling stations. But wait, it gets better: 1 percent of Use Me's sales go to 1% for the Planet, an environmental organization bringing together a global community of companies donating their money to sustainable causes.

In addition to the curly-fave Curl Up & Shine Cream, Use Me's signature Curly Blowout Technique was a huge hit at the Texture Pavilion at the this year's America's Beauty Show!

"We had people crying because they had never seen their curls look so good," exclaimed founder Alanna York. "It was definitely a highlight of the show."

MODERN SALON .com

my ten favorite product finds of the year

it was really fun to see which posts were the most popular among you lovelies yesterday. i thought i would do my own spin on it and choose ten posted products still making an impact in my routine at the end of 2011. in no particular order:

MODERN SALON

Addicted

There is a new addition to our product shelf here at Trephin. Use Me is an environmental savvy, vegan, and organic product line. The products are made to even out the porosity of hair. They are also Sulfate and Paraben free. All Use Me bottles are eco-friendly and refillable.

We are big fans of Use Me Curl Up & Shine which can be seen featured here on Naturallycurly.com. The Curl up & Shine Creme coats curls and diminishes frizz without leaving the feeling of product in hair.

naturallycurly.com
where curls come to life

Ginger123 Type 3a — Feb 25, 2011

I use this product every day and love it! It keeps the curls right where they belong... no frizz no fuss. I also agree with Jilldenco that the scent is also an additional bonus!

jillxdenco Type 2c — Feb 24, 2011

As a stylist with natural waves, clients frequently ask my advice on how to tame their curls. Curl Up and Shine is my number one go to for soft, defined, bouncy, shiny curls. It smells amazing and even my clueless boyfriend notices when I use it!

Michelle Type 3b — May 15, 2011

critical reviewer

Really unique product - great curl formation, moisturizing and no crunch. Definitely would recommend it!

Gretchen Type 3a — Feb 14, 2011

critical reviewer

Love it! Superfantastic amazing curl formation and definition and shine. Definitely a new go to for this curly girl!

the glossarie

pretty is a lifestyle.
this is the guide.

3. use me products have been a godsend! i love the low foaming scalp cleanser, soft and light hair moisturizer, and the get it straight gelee. my hair is forever changed and there is no turning back!

MODERN SALON — Presented in partnership with: TextureMedia™

texture!
Moves to the Main Floor at
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NaturallyCurly and MODERN SALON invite you to experience curly, wavy and kinky hair demos from top texture experts, brands and stylists!

America's Beauty Show in Chicago
March 3-5, 2012
Stage #233
Saturday: 11:30 am - 5:00 pm
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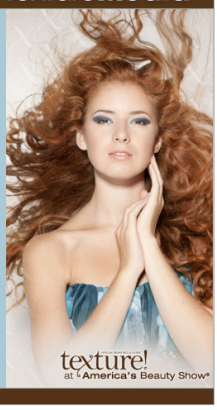
Featuring demonstrations by:

jane carter solution · TIGI · FAROUK · USE ME · ARROJO · hair rules



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Alanna York
President of Use Me Products

"Bigger is better and frizz is fine too, even for everyday wear. With color I really love the ombre technique of lightening the ends. To get a similar effect on textured hair, lighten six to eight (depending on hair thickness) large, vertical panels at the nape of the neck with varying color placement. This creates an edgy look for a youthful, rocker feel, while staying in the realm of age-appropriate trends."

salon today

i have reached full hair nirvana thanks to a new-to-me line of hair products by use me. the new england based line is organic, sulfate-free, paraben-free, and eco-friendly but beyond all of that, it works. product names and packaging are straight forward with user-friendly directions clearly stated on each one. follow the instructions to the t, and i promise you'll be enjoying some seriously luscious locks.

www.themaineswitch.com/dollar_signs — Sucess stories

Alanna Peterkin, Head Games

"There are good bosses, and then there are bosses like Alanna Peterkin, owner of Head Games Salon for Hair & Body. Peterkin loves what she does so much, she makes sure her employees have every reason to love their jobs too.

Case in point: When stylist Kate Passali-Sierena proposed the idea of annual trips abroad to create a new style and bring back new products, Peterkin quickly gave her thumbs up. Passali-Sierena, whose first trip was to Argentina, will also be producing yearly haircut DVDs for the salon from her travels.

"I learned a lot about what makes people happy in the workplace," says Peterkin, who started her career with a booth rental in another local salon. After seven years there she decided — on the spot — to open her own place, and immediately hit the ground running sales. She spent three years at the 900 square-foot location next door to Head Games before moving into the current spot of almost 3,000 square feet. She has 35 employees who all get stipends to further their their education, health benefits and paid time off.

Peterkin's willing to offer such perks because of the great group of employees she has. New hires go through a kind of democratic approval process to make sure they'll fit in. Every first Saturday of the month, the entire crew willingly works from 3-8 p.m. with all the proceeds brought in going to a charitable organization.

"People have whatever services they want to have, we price out the receipts for the day and then we write a check to that charity," she says. Peterkin also goes out of her way to have snacks and beverages demand.

Peterkin, 33, who lives in Falmouth with husband Michael, has been a salon owner for seven years and is ready to branch out in a couple ways. Head Games is ready to be franchised, and Peterkin hopes to sell 25 franchises in the first five years. The salon is also preparing to introduce its own product line, likely named "Use Me," through a major company in Chicago.

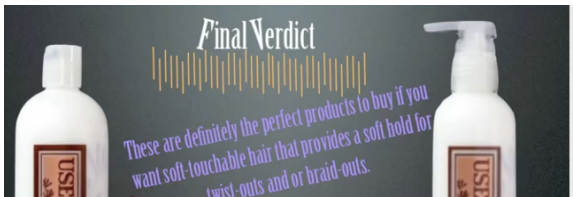
Other things that make Head Games different is the on-site corporate massages they do and the fact that you can order up a martini or a beer while getting your treatment. Each stylist station will soon be equipped with computers to help with scheduling.

Running the business and spending one day a week working with clients — she does makeover cuts and color consultations — Peterkin's schedule sometimes leaves her with little time for sleep and complains that a recent three-week vacation is fuzzy-fogged along. She tries out spa treatments whenever she travels and says she's regularly disappointed because they aren't as good as what she can get right at home.

"I enjoy my job and my business more than anything else — except my husband," she says, catching herself for that afterthought. She always thought she'd enjoy the creative side far more than the business end but has come to realize she likes the daily biz issues — even writing business plans and being the boss.

"I could have 30 employees if I wanted to," she says, "but I only want the perfect people."

— Karen Beaudoin

news

Head Games® is rolling out all-natural product line & new holistic center.