

ALICE IN NAPPY LAND

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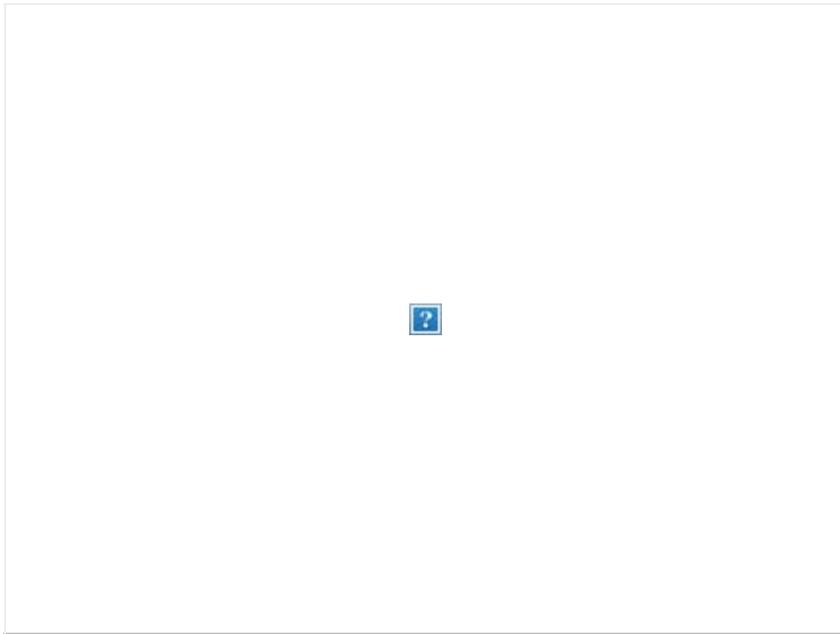
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An Interview with Jane Carter of Jane Carter Solution

December 22, 2009 by Alice



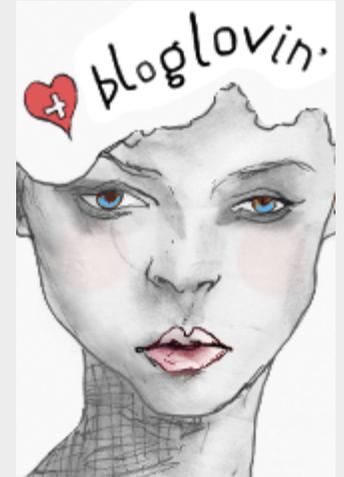
I was lucky enough to get to talk with Jane Carter, the creator of the Jane Carter Solution line. Her philosophy to hair care is centered around the idea that:

“hair is hair,” and that segmenting hair care by ethnicity does not encourage diversity, love and multicultural coexistence. We also believe that what you put on and *in* your body should promote wellness, and also be kind to the earth.

Alice: What's your hair story? Have you ever had a perm?

Yes, I used to perm my hair many years ago. I have pretty curly hair and once I went to beauty school I realized that my hair was much more manageable by just

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Alice's Hair Updates be fierce

blow drying with a round brush and flat iron.

Alice: What inspired you to start your own hair care company?

I owned a salon and became allergic to a lot of the ingredients in traditional hair care products. It was the first time that I actually began to read labels and pay attention to what is in products that we use on our bodies and hair everyday.

Alice: What made you choose to focus on a diverse group of hair textures?

First of all I have a diverse group of hair textures in my own family. I'm a hair colorist and my clients consist of all hair types and textures. I could never understand why a product line didn't exist that had enough of a selection so that you could prescribe different combinations of products to all of your clients. I can proudly say that we have successfully accomplished that with The Jane Carter Solution line. Its easier for most manufacturers to niche a market when they can pre-determine who the customer is. Its also easier for retailers to categorize hair care lines so that they can control what they sell to consumers based on the stores demographic. I understand the game well, however, we come in all shapes and sizes, all skin tones and multiple hair textures. I feel that as a manufacturer, it is our professional responsibility to make product for all human beings. I feel that segregating consumers and their hair care needs, based on ethnicity is tasteless, insulting and unprofessional.

Alice: What's your advice for someone who wants to start her own hair care company?

Go for it. There are lots of consumers that need great products. Be willing to work hard and play the game hard. Manufacturing products is very high maintenance and costly. You need to sell a lot of products to have the support infrastructure in place to be effective.

Alice: What is your favorite thing about having curly/natural hair?

The versatility of wearing it curly or straight. I love the option of not having to worry about rainy days or high humidity.

Alice: What is your hair routine? How long did it take you to figure it out? What's the best way to go about doing it?

Shampoo and condition, brush out my hair with a paddle brush with the conditioner still in, rinse, and apply hair nourishing cream and condition and sculpt. If I flat iron my hair, I let it air dry then I mist each section that I flat iron with revitalizing leave in conditioner so that I can turn down the temperature of the flat iron. If you want to flexibility of wearing your hair curly or natural, its important to not over process or use heat appliances at a high temperature. At flat iron at 450 degrees can straighten your hair as much as a relaxer will and then you don't have the option of washing and wearing your hair natural.

She also sent me a goodie bag chock full of products! Keep an eye out for those reviews coming soon ^_^

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Kitty St Claire

on April 21, 2010 at 8:33 am | [Reply](#)

I totally LOVE Jane Carter Solution products, especially the Revitalizing Leave-In Conditioner....it's an awesome heat protector.



Did you hear that Target is now carrying her products? *yaaayyyy*

Smooches

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