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The Women's Mafia and EngieStyle Come Together to Support Million Trees NYC: Event Recap for "Once Upon A Time"

June 17, 2010 – 12:23 AM | No Comment

Presented at Union Square Ballroom on June 8th at 8pm

NY, NY. June 2010 – On June 8th The Women's Mafia and EngieStyle hosted "Once Upon A Time" a fashion presentation and show featuring the debut ...

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fashion

popular trends, especially in style or dress

beauty

a combination of qualities, such as shape, color, or form, that pleases the senses.

nightlife

social activities or entertainment available at night in a city

art

the expression or application of human creative skill or imagination

talent

a natural aptitude or skill

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Hair...it won't take care of itself!!

Submitted by [Saira](#) on June 25, 2010 – 4:56 AM

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By Saira Toppin

What comes to mind when you think about hair care? I used to think expensive products, heat, and brushes. Now, I think expensive products, organic, and combs. Oh yeah, I am going natural. No more perms, excessive heat, and ingredients that I cannot even pronounce. As a young woman in New York City concerned with fashion, education, eating healthy and all that other good stuff, image is important. I cannot want to conquer the world in my lifetime with terrible hair! Hair is always a critical part of one's image, and choosing the best products will get you one step closer to success.



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Gear up for GLAAD



By Saira Toppin

The Gay and Lesbian Alliance Against Defamation (GLAAD) is always busy. If it is not their TGIF's (Thank GLAAD it's Friday), Media Awards, or OUT Auctions, then it is events like GLAAD's New York ...

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Target, mega retail giant which stands at number 28 on the Fortune 500 list, is a great place to find great hair care products for reasonable prices. As of late, Target has expanded its hair care assortment to include African American salon products that have yet to be released with a mass-offering. The new products include The Jane Carter Solution, CURLS, and the Target exclusive SheaMoisture.

The Jane Carter Solution: Natural-based products that work effectively for every hair type, The Jane Carter Solution product line was specifically designed for dry hair including curly, wavy, straight, relaxed, natural hair, color treated and locked hair. The products feature ingredients derived from nature, such as natural butters and certified organic essential oils, and add vibrancy and shine to hair. Target now offers Scalp Serum, Nourish and Shine, and other Jane Carter Solution products. Prices range from \$7.99-21.99.



CURLS is the first line of premium, ethnic hair care products created specifically for biracial/multiracial women and girls with naturally curly hair. The products were uniquely created with this curly hair type in mind. Target now offers the following CURLS cleansing, conditioning and styling products: Creamy Curl Cleanse, Coconut Curlada Conditioner, and more. Prices range from \$7.99-10.99.

SheaMoisture, an exclusive at Target, with over 14 new natural and organic personal care solutions, SheaMoisture shampoos, conditioners and hair treatments will be offered, all priced at \$9.99. Some products include: Raw Shea Restorative Shampoo, Raw Shea Restorative Conditioner, and Raw Shea Cuticle Bonding Elixir. A great addition to this line of products is Raw African Shea Butter. You can get a reasonably sized tub for \$5 at almost any African/Islamic store in New York City. You can use shea butter in your hair to lock in moisture, or for your skin. I use it every day. I would recommend not using a lot in the summer; it melts easily in the sun.



Another exclusive line of products to look out for is Belegenza. Belegenza was created by hair extraordinaire Alan Eschenburg and structured for use on all hair types for all backgrounds. It is made with trusted ingredients that we could all read. This line of products is "soo natural it's edible" says Women's Mafia founder, Marcy Clark. Belegenza does fall in the expensive products category, but I have faith in its reliability since my mom always gives it great reviews after every use. The line includes ProTect Base treatment, Dramatic conditioner, Taffy style cream, and a whole lot more. Prices range from \$5.00-72.00. Visit www.belegenza.com

Every woman who cares about her appearance knows that hair



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care is important. Whether you are concerned with which products to use, which salon is the best in the City, or the best

way to preserve your curls at night, hair care is important. You know you can tell when your fellow sister is having a bad hair day, it is written all over her face. When you or a friend are looking for something new, or an easy way to change moods, simply look for hair care products like SheaMoisture or Belegenza that will uplift you and keep your hair looking radiant day after day of use.

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