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## Happy Hair!

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By Charo R. Walker  
BlackFood News Reporter

ONCE you've made that bold move to embrace natural beauty the struggle to keep your hair healthy and attractive begins.



In The Bahamas, especially, this is mainly due to a lack of quality, varied products that are geared specifically toward people with natural hair.

The good, or dare I say "happy", news is that we don't have to be frustrated anymore.

Happy Hair Boutique ([www.happyhairboutique.com](http://www.happyhairboutique.com)) – an e-business that is carving out a position for itself as the natural hair expert in The Bahamas – is now open for business.

According to Happy Hair's owner Carol-Lynn Taylor – who has been natural for almost 10 years – Happy Hair caters to anybody that is natural; children included.

"Any natural, we take 'em all," she shared with an upbeat attitude.

The idea to start Happy Hair began several years ago based on Carol-Lynn's experience as a natural and on her desire to provide people with quality – organic, natural and vegan – hair care products.

She was constantly doing research, reading books, magazines and online articles, to find the best products for her hair. Somewhere along her journey she realized that the retail sale of natural hair care products would be a good business venture.

It was not until she lost her job in January of this year, however, did she decide to go full steam ahead with her plans.

Around mid-February she began rounding out the business concept and getting the business set up. And by 31 July, Happy Hair was launched.

Prior to launching the website, Carol-Lynn held several pre-launch events that were all successful and exceeded her expectations.

She was not only pleased with the level of sales at these events but was also amazed at how open and excited people were regarding her business concept.

She even learned that people had used Happy Hair's various lines of products – Jane Carter Solutions, Qhemet Biologics, Curls, Beauty by Donna Marie, and Mixed Chicks – in the past and had been looking for them around Nassau but were unable to find them.

While Carol-Lynn is the principal in the business, Happy Hair is really a family business. Her sisters, brother, parents, and niece are all involved in the planning and day-to-day running of the business.

When asked why she chose an e-business, she stated: "I wanted to be...progressive. And e-commerce is sort of like the trend and the way of commerce in

general. Even brick and mortar businesses have an e-commerce component to it...it's easy to set up and a lot less red tape and a little bit more flexibility and room to change easily."

She also stated: "[E-commerce provides] the possibility of selling globally...we may not necessarily be interested in selling to the United States and to the U.K. but to the Caribbean; where we think that the whole natural hair movement is big enough."

This is not to say that there are absolutely no plans for a brick and mortar locale. Carol-Lynn told **BlackFood** that she would decide to open a retail store based on feedback from customers and the success of the business.

On being natural, she stated: "When I went natural it felt good...to know that this is *my* hair. This is the hair that I was born with...this is just me... I felt a consciousness and positive way about a being me that I had never really felt before."

"When a...woman of African origin has decided to take her hair natural I think that says something about her and her confidence...I like that," she declared.



Though Carol-Lynn readily admits that being employed gave her a sense of comfort and security, she now realizes that it was a false sense of security.

Being a business owner is actually more secure and also gives her a sense of fulfillment that she may not have had before.

"Getting up, really loving what you do and just feeling like you accomplishing something...meeting *my* goals and *my* objectives...I can set the rules...it just feels good...I love it," she exclaimed.

When asked to give words of advice to young business people she challenged them to be creative and to be pioneers.

"People like to see different things and people like to see new things and new ideas. And it gives you an edge. [Do] not be afraid...be brave, you have to take a chance, you have to go out on a limb," she offered.

Happy Hair is currently working on being a source of information for persons with natural hair, on partnering with hair salons, and on eventually introducing more product lines.♦bf

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