

# Problem Hair - How Color Can Solve Common Issues

Rodney Gentry, Full-service Designer and Hair Color Specialist, Sachi Studios

Rodney Gentry, the full-service designer and hair color specialist based at Sachi Studios in Scottsdale, AZ, uses his color expertise to ensure that his clients always look their best. Over the years he has encountered all manner of hair-related issues, which he addresses through personalised consultations and treatment programs for each and every client.

Here expert colorist Rodney shares his hints and tips on how to use color to overcome some of the most common hair problems that clients face.

## ***I'm going gray - how can I cover it up while still retaining a natural look?***

Rodney Gentry: Going gray is a natural process, but one which many men and women find distressing. Over time, the body produces less pigment to color the hair, which leads to increasing numbers of hairs turning from their usual color to gray and then white.

As women tend to color their hair more than men and thus automatically mask the appearance of any gray, I find it is often my male clients who notice their gray hairs first. In the modern business world, where youthful looks are (rightly or wrongly) associated with getting ahead, many men find the appearance of their first gray hairs worrying.

However, there is absolutely nothing to stress about. By using a range of coloring processes that make use of enzymes to help nurture the hair while coloring it, I ensure that any gray hairs can be quickly and expertly covered up, using a dye that matches the hair's original color. The result is a flawless, natural look that leaves men feeling instantly more confident.

The same process is also used for my female clients, though they tend to be more adventurous with how they choose to cover their gray. From full color treatments to highlights and lowlights, I use a range of fantastic color treatments to ensure that women always look more youthful and feel better about themselves when they leave the salon.

## ***You mention the use of enzymes as part of the coloring process - what are they and how do they work?***

Rodney Gentry: Natural enzymes are specialized proteins produced by the cells of living organisms. They accelerate chemical reactions without taking part in the reactions themselves. Unlike traditional, peroxide-based hair colorants, which well the cuticle until it bursts, creating unsightly hair damage, enzyme-based products nurture the hair while coloring it.

Hair products such as those from leading color specialists RENE FURTERER PARIS, which I use exclusively at Sachi Studios, incorporate enzymes in order to achieve better color for the hair in a fraction of the usual time. They work by spreading the cuticle scales to enable the color to be inserted directly into the hair shaft. The process is kind to the hair and scalp and provides a true color, which holds fast because there is no oxidation process.

To my mind, the use of natural enzymes in hair products is one of the most important developments in hair colorants in recent decades.



They allow men and women to color their hair as often as they like, with products that actually care for the hair rather than making it brittle and damaged. Clients should always check before having a color treatment which kind of products their colorist is using - and if it's not an enzyme-based product, find a new colorist!

## ***I'm frazzled by my frizzy hair - could a color treatment help me?***

Rodney Gentry: Frizzy hair can be a big problem for those with wavy or curly hair, though of course it can affect straight hair too. Over-processing, over-brushing, heated styling appliances, lack of moisture, atmospheric conditions - the causes of frizz are numerous and many of my clients want to know what they can do to combat it.

Clients are often surprised when I explain that a color process can help to combat frizz, as with enzyme-based products the hair can be treated at the same time that it is colored. The hair is left deeply conditioned, with a natural healthiness and shine to it that will help to avoid the dreaded frizzy look. I often combine coloring with an intense conditioning masque for those clients who have frizz issues - RENE FURTERER PARIS conditioning products are particularly good for producing long-term nurturing and smoothing effects.

## ***How do you know which color process is right for each client?***

Rodney Gentry: I focus on providing a personalized service. I never double book appointments, so each client has plenty of time to discuss their hair issues - it's all about the customer. During each consultation I consider the history of the client's hair, including any previous treatments, as well as the current condition of the hair and any problems that the client is having.

By taking the time to build up a picture of each client's individual needs in this way, I can ensure that my service always provides exactly what they are looking for.

## ***I'm losing my hair - can coloring it help?***

Rodney Gentry: Losing your hair is something that can affect both men and women, though it's more common in men. Many clients find it an extremely distressing process and seek to know how they can combat and cope with it. Hair loss can be both gradual and sudden. It can also centre on one particular area of the scalp or affect patches. Certain conditions, such as alopecia areate, may see the hair grow back after a certain time, but with others the hair loss is permanent.

Color treatments are one way in which hair loss can be tackled. The use of dark color treatments can make hair appear thicker, while

the use of nurturing products can help to ensure maximum shine and thickness. Of course, any peroxide-based product should be strenuously avoided, as the goal is to ensure the hair's health and not use anything which can risk causing damage to it.

To find out more about how to tackle your individual hair issues through the application of a personalized coloring and treatment program, be sure to make your appointment with full-service designer and hair color specialist Rodney Gentry today.

**Rodney Gentry can be contacted on 480.639.2000, via [rodneygentry@rodneygentry.com](mailto:rodneygentry@rodneygentry.com), or at [www.rodneygentry.com](http://www.rodneygentry.com). Visit him at Sachi Studios, 10201 N. Scottsdale Road, Ste. 28, Scottsdale, AZ 85258.**

  
**RODNEY GENTRY**  
*Color Is My Passion*

