

ROBERT CRAIG IS A CUT-ABOVE WITH HIS ‘Robert Craig Signature Haircare Line’
By Marla Schwartz

It takes an individual of great regard to help anyone who suffers from a chronic illness. When looking for assistance, one usually looks toward the medical profession, but when it comes to attempting to live as full of a life as possible while enduring the daily grind of living with any particular type of neuroendocrine-immune disorder, don't forget to take care of the outside as well as the inside. For support in this area, further narrowing down the playing field to one's head – don't forget about hair care!

Hair care is important to everyone! And Robert Craig is here to help. The *‘Robert Craig Signature Haircare Line’* is the result of years of research and client testing. Robert developed this line for his personal clientele and today his products are highly recommended by leading figures of national beauty and travel-press organizations.

The beginning of Robert's journey brought him to a point in his life where he's able to offer products that are highly recommended for everyone, but particularly for individuals who are specifically looking for products that are not harmful to one's body. But how did he begin? In a hair styling program, of course.

“When I was in school studying for the license I found color to be the most challenging,” Robert began to explain. “Since schools are on a ninth grade level throughout the US I was very bored and found this a way to keep me interested. I traveled almost every weekend to hair shows and educational events throughout the country and learned all I could. Along the way I met a team of educators that I eventually went to work for in NYC. I worked as a consultant to Clairol as well in the professional products division and found lunching with the chemists a great experience. When I opened my own salon I found the products that were on the market just not what I wanted or needed to do the quality of work I became known for.”

All of his hard work, curiosity, and endurance paid off and after years of research and client testing, Robert is recognized as one of this country's top *‘hair color artists’*, specializing in corrective and natural hair color techniques that result in healthy, shiny and believable hair. He opened his first salon in Manhattan in 1987, which he co-owned with Karin Hiebert, and his clientele has included actors, beauty editors, business professionals and artists. His work has been seen on television shows, which include numerous “Law & Order” episodes, movies such as “The Scent of a Woman” and “The Scarlet Letter”, and Broadway and Off-Broadway productions. In fact, he worked on a play in which James Whitmore and Audra Lindley worked together (they were married at one time). “I did both of them - James was a true old style actor with a star on his door and (he) wore a silk bathrobe while I cut and styled his hair.” It was in 1995 when Robert introduced his own signature hair care line that caught the fashion industry by storm. His *‘No More Bad Hair Days Kit’* has been featured in the top beauty magazines, recommended by the editors, and is now sold throughout North America by means of his website.

Because he has created his own formula for dying hair without too many chemicals and the quality of his work is beyond outstanding, he has received great praise from his peers and publishing professionals. Robert has helped over two million people solve their hair color and hair care problems. And as we all know – hair care problems affect everyone – not merely those

afflicted with chronic illnesses. And people who are ill tend to look for natural products as a safe bet when taking care of their beauty needs. However – is it the best way to go?

“Natural products can be very confusing,” Robert explained. “The word NATURAL has no meaning attached to it in our business and no laws regarding its use - even products that are natural can contain other ingredients that are not and natural does not always mean good - poison ivy is natural but it can negatively affect us.”

Robert continued to discuss the matter. “Hair coloring and hair products in general are all topical - they do not get into the follicle of the skin which is located within the third layer (and) they have absolutely nothing to do with hair loss,’ he said. “Products can be very harsh and if not used properly or overused, they can cause the hair to thin, the hair that has left the scalp that is, become dry and very fragile and easily break - these are two different situations though. Chemical products on the market today are very harsh and hard on the hair - that is why for example color companies are now including tubes of conditioner to last the 4-6 weeks between touch-ups. Why would they be doing this if the product didn't damage the hair - and they are now advertising it in commercials.”

Indeed. The harshness of chemicals in any hair care system is not good for anyone. “Fewer chemicals are always better and that is how we built our hair color. It not only contains less chemicals but less % of those chemicals than other brands on the market - this is very helpful for those with situations like asthma, or those who have been through chemo or have chemical sensitivities in general,” Robert clarified. “This is not to be confused with allergies to products (hair dyes) though. Allergies to hair dyes are called cumulative allergies. We feel that the nature of our 'less chemical' formula will help prevent these allergies from occurring since the more one colors their hair, the more they increase the chances of an allergic reaction, (though) these reactions are very infrequent but do happen on a small percentage of people.”

A native of Midland, MI, whose father was a chemist for Dow Chemical Co., Robert lived up and down the Midwest before he moved to NYC while in his late twenties. He resided in New York for 20 years, and owned a salon in four different locations during this time period. After his hair color line took off he moved his family back to MI in order to be closer to his wife's family. Now he's back in his home state – where it all began.

“I wanted to do hair from a very young age. I used to watch my mother transform herself with color and a great cut both at home and after going to the beauty shop,” remembered Robert. “She was a lot older than other mothers of children my age and she was very stylish. After high school I got into sales as a career and it was not until I was in my mid 20's that I went to school for hair. I did not attend college but attended many educational events in the hair business and my career from sales was also one of sales management so I had a sense of business.”

A sense of business is putting it mildly, as he operates his hair care company with his wife, 18-year-old son, and several other employees. “My son is interested in music and not in pursuing a career in my footsteps.” But for now – the family unit is tight.

“We sell our products to consumers for the most part. There are a few salons that use our color and we list them on the site but the color is designed for home use,” Robert explained. “We advertise and are written about in major beauty, fashion, health magazines and have a PR firm in NYC that does work on our products. Most of the salons that use our color have discovered it by seeing it on one of their clients and being impressed with how long it lasts, the fact there is no smell, no damage, tons of shine, etc.”

An example of one of his many exclusive yet attainable products include: Robert Craig Leave-In Conditioning Spray. This salon formulated conditioning spray offers 3-way protection. First, fortifying proteins condition and enhance wet and dry hair, preventing split ends. Second, Panthenol (Pro-Vitamin B5) penetrates the hair shaft to moisturize hair and smooth the cuticle. Third, UV-A and UV-B sunscreens protect the hair from sunlight damage.

A sample of his multitude of products include: Hair Color, Shampoos, Conditioners, Hair Styling Products, Ultra Blonde Highlight Kit, Hair Color Accessories, Hair Color Correction and more. The most popular hair care color is color #6 and after that is #21 Clear. "As for products, our shampoo for color treated hair and the conditioner are the best sellers of all our line," he said.

As further testimony to the exceptional quality of the products is the fact that he and his wife both use various hair care products from his own line. "My wife uses color #31 and a lot of the finishing spray and spray gel," Robert said. "I use the shampoo for color treated hair, the conditioner and the #21 Clear on my salt and pepper hair."

For complete information on Robert's products contact: [Robert Craig Salon Products](#), Ltd., 23750 Joy St., St. Clair Shores, MI 48082; email robertcraig@wowway.com, website: www.robertcraig.com, toll free: 800-917-2566, and Fax: 815-461-7711. Hours of operation are: M-F 10-4 EST. You can request a free brochure and color chart by phone or through this link: <http://www.robertcraig.com/php/index.php?location=request>. And remember, hair coloring is not for everyone and if you are chemically sensitive, use caution! Consult your physician if a problem develops such as hair loss, itching, red patches and scabs. Using Robert Craig's products could be a better solution if you have a neuroendocrineimmune disorder and has been able so far to tolerate hair coloring. By switching to Robert Craig products it could be a better way to feel like a babe for a long time without increased damage to your hair or your health.

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Footnote from P.A.N.D.O.R.A.

This article was written due to some of our board and general members having problems with allergies and sensitivities to the hair products they were using. A nationwide investigative research by these CFS/Fibrobabes along with the assistance of Jennifer Prokopy from [Chronicbabe.com](#), Dominie Bush from <http://www.fms-help.com/> as well as Cookie Miller and Bonnie Meyers, was placed in full gear. It lasted several months. P.A.N.D.O.R.A.'s CFS/Fibrobabes were told of many other hair coloring brands, but the one that was suggested the most and it was even endorsed by dermatologists blogs, as being the better alternatives – yes, it was Robert Craig's products. As always consult your physician and stop using any hair coloring products, shampoos and hair sprays if you develop intolerance to them. If it becomes serious, do not hesitate to consult your physician immediately.

CFS/Fibrobabes are beautiful no matter what hair coloring they use! Going Silver is beautiful too!