

# FREE Special Report



Erica L. Aker

*Healthy Hair & Trichology Specialist*



WE CARE ABOUT YOUR HAIR

[www.DiscoverStrandSolutions.com](http://www.DiscoverStrandSolutions.com)

(404) 918-1769



## Meet Erica

---

### **The Making of Entrepreneur**

#### **Erica L. Aker**

As founder of Discover Strand Solutions, Erica is devoted to empowering women one at a time to fall back in love with their own hair as well as helping those who truly need hair replacement.

*“I knew I was destined to be an advocate within the hair and beauty industry...”*

As an active 11 year old child, life couldn't be better. Erica was a little league cheerleader, she had gotten her hair relaxer straightened (after years of begging her mom because she couldn't stand anyone combing her hair); she was entering middle school where hair and clothing “mattered”. Erica was finally growing up and becoming a bit more independent.

#### **As she began to get acclimated into middle school, a dreadful thing happened.**

She became sick with the flu... at least that is what her mom thought. After a week of home treatment, things didn't seem to get any better. She was taken to see the family doctor. He was astonished at how she was able to walk into his office. After testing her hemoglobin, her blood count was so low that he sent her immediately to the hospital.

After receiving a blood transfusion that saved her life, many tests were taken to try and solve the mystery illness. To make a long story very short, the diagnosis was leukemia.

**Life took on new meaning for Erica.** After several rounds of chemotherapy, and remaining in remission, she lost her full head of long thick hair. When she was able to return to school, many kids were concerned and helpful; however, you had the mean kids as well. She was called names, “baldhead” in particular. She told her mom about it and chose to get a wig hoping that would ease the name calling. It did not. It only opened more doors for ridicule. At that moment, Erica

refused to wear the wig and decided to just be “bald”. With amazing confidence for an 11 year old, she didn’t care what anyone said from that point on.

This is where Erica’s journey began with looking at hair differently. She saw how precious it is to have hair and most importantly, the requirement of taking care of the strands that God blesses us with. When you’ve lost hair you appreciate it all the more.

Erica’s entrepreneurial spirit began in high school while styling friends and family’s hair. After spending 2 ½ years in college, She quickly enrolled into beauty school where she discovered her true passion.

## Stepping Out on Faith...

---

After completing beauty school while working in the banking industry, Erica realized that she could not continue to do banking and get salon experience at the same time. She quit her job and with mentorship from a successful salon owner, she took the leap and went into the salon industry full time.

Erica’s proficiency at styling and caring for hair earned her the nickname “The Healthy Hair Stylist”. She started growing her business with clients who truly wanted healthy hair over trendy styles that required harsh products, or styles that bind the hair tightly.

### Continued Passion for Education...

The moment Erica began her career she realized that continued education would be vital in her long term success. She took advanced classes in various areas of styling and beauty.

In recent years, Erica has obtained certification in Color Theory and Application, a Cosmetology Instructors License and has also become a Certified Trichologist, specializing in the scientific study of hair loss and scalp disorders. Erica established a solid reputation as a respected stylist and leader among her peers.

### Helping More Women Thrive to Obtain Healthy Hair...

After several years of standing true to her core beliefs of maintaining healthy hair, she has watched the beauty industry shift downward. More women are permanently replacing their natural God given strands with artificial hair pieces or wearing styles that require harsh chemicals or damaging products. Many of these trends are a contributing factor in the hair loss epidemic affecting over 100 million people. African American women in particular have drastically high numbers.

Erica has dedicated herself to educating women and young girls about hair loss and unsafe styling practices as well as hair loss due to illness, hormonal issues and other factors, thus leading her to start her business [Discover Strand Solutions, LLC](#).

As Erica continues to expand her message to women, she is confident that many will embrace this exciting journey of discovering healthy solutions for their strands.

# About Discover Strand Solutions

---

**Discover Strand Solutions, LLC** was formed out of the vision and desire to see men, women, and children have healthy beautiful hair. There is a growing need for stylist to get back to hair health versus the latest and greatest style or trend that may not suit every individual. Hair fashion has long been a household staple in America, but how far should one go in compromising the integrity of the hair as well as the body to achieve the desired look. We at Discover Strand Solutions recognize that in order to maintain healthy hair we must first CARE about hair. We must also CARE about our bodies and what we put in them. When this is accomplished, we will begin to see *real* change.



**Our Vision** is to teach each generation about the harmful effects of reckless hairstyling behavior, illness, stress, medication etc... that can cause hair loss. We will Impact the beauty industry with a positive message of not only the importance of hair health, but overall wellness inside and out.

**Our Mission** is to be a voice to educate and inform the community, country, and the world of the devastating Hair Loss epidemic. To be a driving force in great service and compassion for those affected.

# Are you finally ready to get the healthy hair you've always desired?

---



Let's face it; we live in a society where time seems to be passing us by. Most of us do not have time to eat, sleep, or breathe much less spending countless hours sitting in a salon listening to salon gossip or painfully listening about the latest episode of *The Real Housewives*.

Many people want a stylist that is focused on them during their appointment time, and most importantly, a stylist that will be honest about hair care. This is a **top priority at**

**Discover Strand Solutions** we care about each client and their specific needs.

The number one question I get from clients is “how can they achieve extra shine, movement and bounce, less breakage, and growth?” By tweaking a few simple changes in your ordinary hair care routine, you can achieve the look you desire. The following tips can produce significant **results in minimal time**.

**These 5 secrets will serve as a guide for you to achieve the best looking hair possible. The one and only thing you will need to do is commit to being committed.**

Over the years in the hair care industry, I have had the privilege to offer my expertise to clients who were willing to follow through with a commitment. At **Discover Strand Solutions** you have a partner and accountability. Sure it takes discipline to commit, but hey, isn't your hair worth it?

If you are tired of breakage, split ends, thinning, dry and brittle hair, this message is for you. Decide today, to do what is necessary for **healthy beautiful hair**. Getting healthy hair is not an overnight process, but it doesn't have to take prolong months or years either. A minimum of 4-6 months of consistency is all it takes for getting your hair on the path to ultimate health.

## “I cannot afford to visit a stylist regularly” you may be thinking.

---

I certainly understand this. We are experiencing some tough economic times and money can be tight. However, first impressions are often perceived based upon a person’s hair. Hair that is disheveled and looks like one just rolled out of bed, gives the impression of being lazy or unorganized. If hair is styled and never out of place, the impression of organized, disciplined, and confidence comes to mind.

In the same light, hair that is dry, brittle, and damaged says that we may not care about our hair or appearance for that matter. Whether this is true or not, first impressions are lasting impressions. Having healthy hair says you care about your hair. Visiting a good stylist should be viewed in the same category as paying a bill. You do not have to be a weekly client to have healthy hair. Making it a priority to get regular maintenance services is sufficient.

## Now it’s up to you to decide your path to towards Healthy Hair.

---



Because you are reading this report, it lets me know that you desire healthy hair. I am confident that you will not regret making the choice to have healthier hair. So, let’s get started getting your hair to its best health possible!

# Secret #1: Scalp Exfoliation

---

Many may not know much about a scalp exfoliation, but it's a **vital procedure in maximizing your hair and scalp health**. Scalp exfoliations are simply giving our scalp a “facial”. Our faces need a deep cleansing and exfoliation of the pores, so does our scalp.

Our hair and scalp are exposed to dirt, grime and oil by simply stepping outside into the elements. Naturally, we produce oils and perspire. This can cause build up and clogged pores.

**Different hair types may require different increments in between shampoos.** For example, most African American hair does not get oily very quickly, it tends to be dry; therefore, shampooing once a week or every other week is usually sufficient. Caucasian or Asian hair may need more frequent shampoos because the hair tends to get oily quicker.

**Regardless of our race, shampooing is vital for hair health.** Scalp exfoliations, on the other hand, give a deeper cleansing action. It requires using a small, medium bristled brush, scalp cleanser and/or medicated shampoo. By gently scrubbing small sections at a time, this allows a deep cleanse closer to the follicles where dirt and build up tend to accumulate. Most times, regular shampooing of the hair does not reach deep within the follicles.

Removal of the buildup will not only leave your scalp feeling refreshed but it makes it possible for once clogged follicles to open up for new hair to push through without struggle. If this buildup is not removed it can possibly suffocate the existing follicle preventing new hair from coming in, thus resulting in hair loss or thinning. Finding a Trichologist or stylist that does scalp exfoliation is the first line of defense in maintaining a healthy scalp.

Once you experience a scalp exfoliation you will begin to see a difference in how strong and healthy your new hair grows in. Clients rave at how their scalp looks and feels. I often show before and after pictures of the scalp using a derma scope

(microscopic view of scalp and hair magnified 200x). Clients are **amazed at what they see**. Seeing the scalp up close gives the client a better understanding of what it looks like when there is build up clogging the follicles

*"I received a scalp exfoliation AFTER Erica showed me my scalp magnified. I couldn't believe what I saw. The oil build up was tremendous. I also take Thyroid medication which has caused some thinning. Erica explained that not only can medication cause hair loss but also build up on my follicles could prevent the hair that IS growing to suffocate and die. She didn't have to tell me twice. Seeing made me a believer! I took the hair vitamins she recommended and the scalp exfoliations. I have seen my hair thicken in many of my thinning areas."*

*- Felecia W. Kennesaw, GA*

## Secret#2: Regular Trims Every 4-6 weeks

---



For some reason in my 19+ years in the hair industry, this is one service that clients may offer the most resistance. Many have had horrible experiences with hair cutting. Either the stylist was “scissor happy” or didn’t communicate properly the amount of hair that needed to come off. I get that, but it is not an excuse to hold on to raggedy ends.

**That is not cute.**

**Discover Strand Solutions** makes it a priority to communicate, educate, and show the client the condition of her hair. Simply handing over the mirror to the client and showing what split ends look like in comparison to a healthy strand is a positive step. Explaining the benefits of regular trims and showing the exact amount of hair that needs to be taken off will help ease fear that someone may be experiencing. Many people need time to absorb unexpected information. If more than an inch needs cutting, the language should be communicated in a way that explains the differences of a trim and a haircut. Clear communication is vital.

The client should be offered the choice of either going forward with a haircut or waiting. Often times they may wait. The interesting thing is that once the client gets home, they will examine the hair with their own mirror. They begin to see what the stylist explained earlier. They begin to notice how the hair is not styling or falling into place properly. On their next visit they are ready for the haircut because they had an opportunity to wrap their mind around the fact that a haircut is needed.

**It's all about building trust and a relationship between the client and stylist.** I

had a client once who was extremely cautious each time I picked up my shears. She would stop me before I could even speak about her split ends. She was very resistant. I was patient and kind while allowing her see the condition her ends were getting in. She finally let me snip a tiny bit of hair. As time went on, she saw that I only wanted her hair to be healthy. She began to trust me. Fast forward to today, she has been a loyal long term client. Now I just pick up my shears automatically and cut when necessary, no questions asked because of the trust that has been established.

**You have to find someone you can trust** and build that relationship with as well.

It is vital to your hair health that you receive regular trims and an occasional haircut. Communication is key. It's okay to voice your fears or concerns. If the stylist doesn't want to listen, find a new stylist that will. Your hair will thank you as it grows out beautifully!

*"I moved from out of state, so imagine trying to find a stylist that I could trust. I found Erica in the area I moved into. I was very hesitant about letting her trim my ends. I was afraid she would take too much off. I had experienced this with previous stylists. Erica assured me she would not go crazy. She showed me exactly how much would be taken off. It took me awhile to become completely comfortable but I can honestly say that she has always informed me when I needed more than a basic trim".*

*Robin M. Jonesboro, GA*

## Secret #3: Steam Hydration Treatments

---



The term steam hydration automatically takes your mind to water or moisture. Hair tends to get abused daily by combing, brushing, lying on cotton pillows or just being outside in the elements. As a result, the hair can become very dry and brittle.

Again referring back to facials, if we steam our skin, it opens up the pores for moisture to pour in. The hair needs this same type of care using a Hair Steamer. Sitting under a Steamer without a plastic cap, will add extreme moisturizing benefits. Steam, coupled with a very good moisturizing conditioner, will open up the cuticle layers in the hair allowing moisture to pour deeper into the hair shaft. Sitting under a hair dryer with a plastic cap only opens the cuticle a tiny bit. When you rinse, most of the conditioner goes right down the drain. With a steam hydration treatment, more conditioner gets into the shaft resulting in less conditioner being washed down the drain and more moisture left on the hair.

**Investing in steam hydration treatments is a given** in the polluted and toxic society we live in. Regular treatments will leave you with shinier, silkier, softer more manageable hair with added movement and body.

**With regular use, clients that had dry and dull hair notice the difference** in the health and shine of their hair. If you do not have access to a steamer, using a wet, hot towel with a plastic cap under a hair dryer will add some benefit. You will not get grand results, but it certainly is better than nothing at all. Remember regular treatments yield the best results.

*“After receiving Steam Hydration Treatments, I realized how shiny and soft my hair felt. I am committed to getting my hair back in optimal health.”*

*Laurie M. Alpharetta, GA*

## Secret #4: Ionic Tools

---



It's the 21<sup>st</sup> century and a shift is taking place in technology. We have gone from the Industrial Age to the Information Age. Computers are evolving as well as other digital products.

A shift has taken place in the hair industry as well. Development of better tools and equipment is on the rise like never before. Technology is allowing stylist to improve their hair care practices using tools that are less drying and leaving more moisture in the hair.

**Ionic technology within styling tools is allowing this to happen.** A stylist that invests in these types of tools is a stylist that is keeping up with the innovative shifts taking place today. Notice I used the word invest. Going out and getting a \$15 dollar flat iron is easy, but will it perform in the healthiest way possible for your hair? Most times not. There is a price with new technology and healthier living. Just look around at how costly things have gotten as we improve our standard of living. For example, if you want to eat healthier, less toxic food, organic foods is the route to take. They cost sometimes up to 50% higher than regular grocery store foods. Buying an eco-friendly car will cost you a bit more than the standard vehicle. You may pay more up front for healthier items but in the long haul you will pay less in medical visits, gasoline usage etc...

**With today's technology, styling tools have greatly improved.** They are built to add shine and sleekness with less drying time and less heat in the curling process. Previous tools in the past have "fried" hair causing it to be dry and lacking sheen.

**"What are ionic tools and why are they important"** you may be asking? Well, we kinda have to take you back to chemistry and physics classes on this one, but I will explain it in simple terms for better understanding. In chemistry and physics there are positive (+) and negative (-) charges that you deal with. Ionic tools carry a negative charge. Our hair naturally carries a positive charge. Ionic tools are

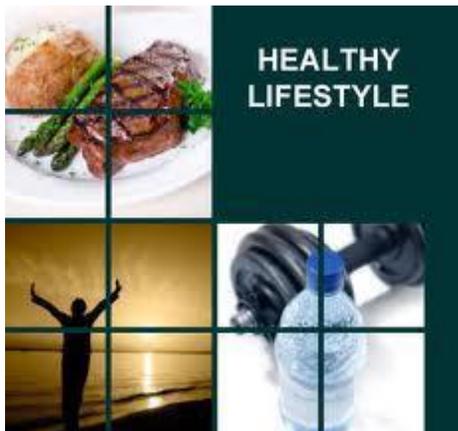
attracted to our positive charged hair strands. When brought together, it causes a constriction in the cuticle of the hair which causes it to lay flat. As a result, you get shinier, silkier, results because the closed cuticles tend to reflect light better.

Drying time will be quicker because you are drying the hair from the inside out. Better moisture retention beneath the closed cuticle makes the strand soft and less brittle or dry. You will get stronger strands because of the uniform compaction of the cuticle. It neutralizes the hair reducing static electricity which is oftentimes associated with frizzy, disheveled looking hair.

**Discover Strand Solutions** offers the latest in styling tool technology for results we can be proud of. Feel free to ask your stylist if she is using ionic tools. You want the best possible tools for your strands.

## Secret #5: Nutritious Eating, Exercise and Supplements

---



It is no secret in society today that Americans have the worse eating and exercise habits than anyone else in the world. Studies show that 35.7% adults are obese. Obesity related conditions include stroke, heart disease, type 2 diabetes, and certain cancers. These are some of the leading causes of death, yet with this information Americans continue to lead unhealthy lives.

**Our diets are filled with tons of processed foods that are toxic to our bodies.**

Sugar, fast food, and junk food have replaced balanced meals of fruits, vegetables, and grains. Even our water sources have become polluted and tainted with chemicals, leaving many to wonder if there is any hope left in American culture.

**If we begin to be proactive in our own lives, hope still remains.** Training ourselves to change our lifestyles will in no doubt be challenging, but we must start now if we want a chance at living life to the fullest.

**Bad eating habits are not only making us overweight, and causing illness,** it also leads to unhealthy hair. The hair follicles can only go for so long before they begin to wither and die. The best example of this is by watching a healthy plant grow. It is vibrant, full of color and life, but let's say the plant owner has to leave town and cannot care for the plant. It can survive a few days without water, but the longer it goes without water, it begins to wilt and look sick. The leaves become droopy and the color begins to dull and fade. Eventually if the plant doesn't receive the nourishment it desperately desires, the leaves turn brown and harden, thus resulting in a dead plant.

**Our hair follicles and bodies are the same as the plant.** We can function for a while on bad eating but eventually those bad habits will catch up, manifesting in illness, obesity, fatigue and the list goes on. We cannot continue to neglect our health and fool ourselves into thinking we will live a long life without health problems and consequences. I once knew of a man in his twenties that never drank anything but fruit juice. He absolutely hated water. He went a long time without consuming water other than the water found in foods and beverages that he consumed. He eventually landed in the hospital with not only dehydration, but kidneys that were about to shut down. We must begin to look at how delicate the body really is.

**The first line of defense is to examine our diets.** Are you eating your fair share of cookies, cakes, ice cream, and chips? Do you love fast food, or eating out at restaurants? Do you tend to shop more within the middle aisles of the grocery store? Do you lack exercise in your daily routine? If you answered yes to any of these questions, a healthy makeover is calling your name.

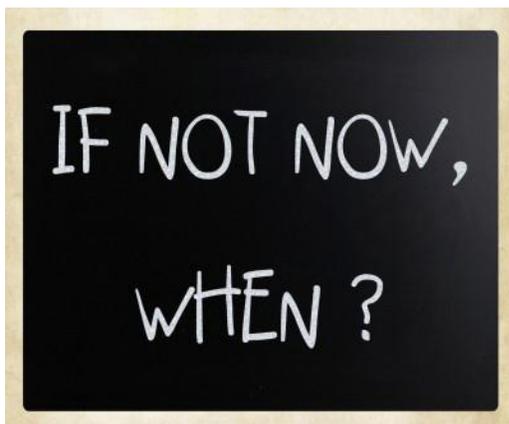
**Let's start with the basics.** When in the grocery store we need to focus on the outer part of the store. Here you will find your fresh fruits and vegetables. Picking a variety of colored produce will give you many of the vitamins and nutrients the

body needs. Your green veggies should be the majority in the shopping cart. Next lean proteins and low fat cheeses and milk are better choices. If you can afford to buy organic, this is the best choice in all food. Organic eliminates all of the toxins from pesticides and chemicals used on foods.

**Now that our diets are getting on track, let's begin to incorporate some exercise.** Walking is the best overall. It is low impact and burns calories. It does not cost anything to walk since most of our lives are consumed with walking. We just don't do it enough for cardio benefits. We've all heard that we should take the stairs instead of the elevator or park your car farther from the entrance in a parking lot. We have to implement what we already know into our daily lives.

**Supplements are a great compliment to nutrition and exercise.** They provide that extra boost of vitamins, nutrients, and minerals we may lack in our foods. We have to feed our bodies from the inside out to reap the most benefits. There are so many varieties on the market it is best to ask nutritionists, herbalist, or holistic practitioners about the differences. Some supplements cannot be combined with certain medications. Talking with an expert will be helpful as you begin on this path.

## Are You Ready to Get on the Right Road to Healthy Hair?



These tips are tried and proven and will guarantee positive results when implemented properly.

**I'd like you to consider a special offer...**

**\*\*SAVE \$25 NOW- ONLY Offered Thru March 25, 2013)! \*\***

Right now, you can get my complete

### Full Month Healthy Hair Care Package

**You get:**

- 1 Scalp Exfoliation Treatment
- 1 Haircut / Trim &
- 4 Steam Hydration Treatments
- Plus Style Included

**Bonus:** 20% off Nutritional Supplements & Hair Products

PLUS additional tips for a healthy diet and simple exercises to obtain optimal healthy hair and body all **for just \$135** - that's a \$25 savings!

Just be sure to jump on this deal before the winter ends. Space is limited and this special offer ends March 25, 2013 at **MIDNIGHT!**

**Get on Your Phone Now To Reserve Your Spot!**

**Call Erica @ (404)-918-1769 for additional details**

Now some of you may not know this about me but, I like to reward those that take fast action. Deciding to be committed to getting healthy hair is a choice that takes discipline. Prolonging the process only takes you that much longer to getting the nourishment your hair so desperately needs. Remember the plant that was neglected and died? That's why I am offering a FAST- ACTION BONUS for those of you who are ready to take action today.

**\*\*FAST-ACTION BONUS\*\***

**My Scalp Scan Analysis and Body Compass Scan FREE (\$75 value)**

**Be one of the first 25 people** to buy this package deal, and get a...



**Free Scalp Scan Analysis**: A Microscopic View of Your Scalp Environment That You Can Actually See up Close!



You Also Get a **Body Compass Scan**: An analysis that Reads Your Body Thru Technology and Informs You of any Nutrients YOUR Body Could be Lacking.

**These two tools are highly accurate in determining factors occurring within the body and on the scalp.** Many people are walking around with issues that can be corrected before they become detrimental to their health. Be proactive and use these tools as your first line of defense in combatting health concerns.

**That's a Total Savings Of \$100 For Acting Fast!!**

**Discover Strand Solutions** have had clients go from severe breakage or thinning to thicker, stronger, more beautiful hair in no time. As stated earlier, 4-6 months of consistency will put you on the path to success. Don't delay getting started on your path to your best hair health today!

Wishing You Love & Healthy Hair,

Erica

P.S. If you have any questions please email me at [ericalaker@hotmail.com](mailto:ericalaker@hotmail.com) leave your name, phone number and best time to call (If necessary) and a brief detail of your concern. You will be emailed back within 24 hours or a return call within 1-3 days. Email has quicker response time.

**So get on the phone & Call (404)918-1769 and jumpstart your way to getting the Healthy Hair You've Always Desired!**

**Legal Disclaimer:** Every effort has been made to accurately represent our program and its potential. Any claims made of actual results can be verified upon request. The testimonials and examples used are exceptional results, and don't apply the average attendee/purchaser and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire, and motivation. As with any hair treatment, there is an inherent risk minimal to none results and there is no guarantee that you will achieve.