

OWNER OF THE DAZE STUDIO IN SAN DIEGO, CA, DAISY (DAZE) HENSON (@CURLYHAIRDAZE) IS THE GO-TO GIRL FOR CURLS. HER KNOWLEDGE AND SKILLS ARE SO IN-DEMAND, THAT WHEN THE PANDEMIC HIT, HER CLIENTS COULDN'T LIVE WITHOUT HER, SO SHE TURNED TO TECHNOLOGY, AND NOW OFFERS VIRTUAL HAIRCUTS TO HER CURLY-HAIRED CLIENTS ACROSS THE GLOBE!

“CURLS SHOULDN'T BE FEARED OR AVOIDED. THEY CAN BE FUN TO WORK WITH ONCE YOU TAKE THE TIME TO UNDERSTAND THEM.”

With over twenty years in the professional beauty industry, Daisy's passion for curls has led her through a remarkable and exciting career. I asked Daisy what ignited that passion for her in the first place. She explained: “My teenage experiences led me to the hair industry. I'm bi-racial, African American, and White. It was challenging to find a stylist that could cut and style my hair to my satisfaction in my teens. After leaving salons, I would always be unhappy with the results, and I would have to go home and redo my hair. I became very skilled at doing my hair, and I strongly considered becoming a hairstylist.

“After graduating from high school, I didn't immediately go to school for hair. I entered Corporate America and worked in Human Resources for a Fortune 500 corporation. My focus in the corporation was diversity, and I worked to recruit engineers from HBCU schools. It was rewarding, but it wasn't creative.

“At that point in my life, I finally found a hairstylist that could work with my hair. She would later become my mentor and introduced me to the hair industry. She encouraged me to go to cosmetology school. While in school, I wanted to learn about all hair types to do both sides of my family. I realized that cosmetology school was lacking when it came to curly hair, with the end goal often being to straighten it. Most of what I learned came from my mentor. While still in cosmetology school, I hung out at her salon and observed, learned, and soaked up knowledge about all curl patterns and textures.”

Daisy graduated from Cosmetology School and eventually became known in her city for her work with curly hair. It was the knowledge that was lacking in the hair industry surrounding curls that spurred her on to become the hairstylist she wished she had had growing up. Daisy explained: “There is a shortage of stylists that have been adequately trained or who specialize in working with curly hair. I wanted to do my part in filling that deficit. As a result of my negative experiences at salons in my teens, I wanted every curly client that sat in my chair to feel welcomed. I wanted them to feel confident that their curls would look fabulous after every visit to my salon.

“My passion for providing every curly client with outstanding results and salon experience didn't go unnoticed. My clientele over the years has included well-known musicians, actors, and TV show hosts. I was selected as a 2020 Artistic team member for Cosmoprof Beauty. I had the opportunity to educate others at hair shows, salons, and events worldwide and I've also worked with several fashion designers at Paris Fashion Week.”

The demand for curly hair specialists is something that can be found across North America, and Southern California is no exception. As the demand for Daisy's skillset increased, especially as she started to gain more and more of a following on Instagram, she decided to open her studio. ▶

DAZEED CURL CONFIDENT

"I opened the Daze Studio in 2018 and hired an assistant. Clients were flying in from around the world. My waiting list consistently had 50 plus people waiting for their first curly cut with me. The goal of The Daze Studio was to create a space where anyone with curly hair could come in and feel comfortable, know they were in good hands, and would not receive any negativity about their hair. I wanted every client to leave feeling beautiful. My skill set is rare because I have mastered all curl textures and patterns, so the demand is very high!"

So high in fact, that Daisy's skills were being requested country-wide, and there was no way she could travel from job to job quickly enough for all her clients. So, she came up with an idea. "Shortly before Covid hit the United States, I started to toy with the idea of instructing people to cut their hair over video conferencing (Zoom). I had a client that was a news anchor in San Francisco that desperately needed her curls cut for a promo shoot. San Francisco is a two-hour flight from San Diego, where The Daze Studio is located. She couldn't fly in, and I couldn't find the time to fly to her. My gears started to turn, and I told her to hop on FaceTime so that I could instruct her, step by step, on where and when to cut her curls. Covid hit the US a few months later, and salons were closing. At that point, The Daze Studio became a virtual salon."

The skill of cutting one's own hair is something that Daisy had been practicing since she was a teenager, fixing her haircuts in her bedroom. So, it wasn't too far of a stretch to start teaching others how to cut their own curls. As the pandemic ensued, Daisy racked up an international clientele, with curly clients all over the USA, as well all over the world. Daisy said: "I'm flexible, and I accommodate the time zone differences. The number of applications coming in has been insane. The Virtual Curly cut is here to stay, and I will continue to offer it as the pandemic subsides."

So, what does a Virtual Curly Cut look like? Daisy explained: "The setup for the Virtual Curly Cut is very simple. Before the appointment, the client receives instruction on positioning their laptop or mobile device, preferably at eye level facing a large mirror. I give a brief tutorial on what terminology I will use to identify each section of their head, if they are left or right-handed, how to part their curls, and so on. I guide them on how to cut one curl to get warmed up. The entire cut consists of cutting sections of curls and individual curls to refine the shape.



"The Virtual Curly Cut is a complete 360-degree cut. I know what you're thinking... What about the back? The back gets just as much attention as the front. Many clients have stated that the Virtual Curly Cut is the best curly cut they have ever received. There are several reasons people are opting for the Virtual Curly Cut. Many don't have a curl specialist in their area. Some aren't getting the shape they want from their current stylist. Others have cut their hair without professional guidance and need help to fix the shape. Some have never had a dry curly cut before and would like to have their first cut with me. I also offer virtual curl consultations to answer questions about product selection and application. Many also use the virtual consultation to decide if the Virtual Curly Cut is a good fit for their curls."

One of the struggles you can imagine Daisy would face not cutting in a physical studio is that she won't have control over the products and tools used in her clients' hair. Daisy's solution? A virtual store! "Since the Daze Studio migrated to a completely virtual experience, my retail sales have increased. More people are shopping online since the pandemic. Product recommendation is an important part of virtual consultation. When a client books a

consultation, I review what they are currently using and discuss why some of those products aren't giving them the results they are seeking. After the consultation, I provide them with a list of products on my website to solve any curl challenges they are facing. After the client orders the products, I am able to follow up during their Virtual Curly Cut and give further styling recommendations.

"My online product shop includes products and tools that I have had success with while offering in-person services. I'm also aware of trending products and I like to try them on myself as well as with family members who have a variety of textures and curl patterns. If a product makes the cut, I will add it to my online product shop."

Some of the products that have made the cut for Daisy's shop are AG aftercare products, Ouidad Advanced Climate Control Heat and Humidity Gel, Les Secrets de Loly's Boost Curl Hair Jelly, and Daisy's Curly Daze Stiks for sectioning, Malibu C Un Do Goo Shampoo and of course, the Olaplex range.

Daisy said: "I often recommend a bond-builder like Olaplex. The entire Olaplex line is great for repairing, strengthening, and protecting curls. It brings the bounce back to curls. Olaplex has treatments that can be applied at the salon as well as retail products that the client can take home to continue to improve their curls. I'm especially loving their new No.9. It's a leave-in serum that protects hair from pollution or heat damage and adds a satin shine."

Daisy's tips for approaching curly cuts? "Curls shouldn't be feared or avoided. They can be fun to work with once you take the time to understand them. We were taught how to cut straight hair in beauty school using fundamentals like guidelines, elevation, and angles. You can still use those same fundamentals for curly hair. However, to be a good curl stylist, there are some unique characteristics of curls that a stylist should understand. In my classes, I teach kinetic (movement) techniques. I instruct stylists on how to continuously disturb the curls and then use specific techniques to refine and finish. My techniques consistently create a beautiful curly cut that the client and the stylist can be proud of. It takes proper education and practice to bring out the best in natural curls."

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