



The Fountain of Youth

Enhance your gray with this specialized method

By Bruce Schultz

GOOD HEALTH AND LOOKING HEALTHY is an important part of our life. We exercise, eat right, drink water and generally work hard to enjoy a better life. Unfortunately, no matter how hard we work at maintaining our health, the increasing number of gray hairs on our once glorious head of hair reminds us that there is no stopping the aging process.

For some men, graying is not a concern as society has dictated that men are allowed to go gray; we call them “distinguished” looking. Call it what you will, gray is a sign of aging and we all want to look younger and healthier.

So, is it OK for a guy to cover up his gray hairs? And if so, what are the options?

It is absolutely OK to cover up some or all of the gray hairs, whether it is to make you feel more confident, to look younger or to be more competitive in the business world.

Covering up the gray can be accomplished with permanent or temporary color. Permanent color is the traditional method of hair coloring, and hair that is colored will stay colored as long it is in your head. Permanent color takes up to one hour to process,

and requires new applications as the roots grow out. The advantage of permanent color is that it covers all the gray; the downside is that it can be a drastic change when first applied.

The method that we recommend for most men is the temporary color known as Gray Camouflage or as we’d like to call it, “The Fountain of Youth”. This method takes about 10 minutes and adds natural color to a desired amount of your gray hairs. The benefit of The Fountain of Youth, aside from the time requirement, is that you maintain some of your gray so that there is not an obvious and drastic change to your hair color. The amount of gray left in your hair depends on how long you decide to leave the color in during processing. The difference can be very subtle to others while impressive to you, as you will have more of your natural color and less gray. Additionally, The Fountain of Youth will make your once gray hairs more manageable, as gray hairs are often wiry and hard to maintain.

So, if you are game for investing 10 minutes to look healthier, feel more confident and be more competitive in business, then cover up a few or a lot of your gray hairs.

Find your “Fountain of Youth”.

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Bruce Schultz is the CEO and Co-Founder of The Boardroom Salon for Men. Four locations are sprinkled throughout the Metroplex – Allen, Dallas’ Inwood Village, Highland Village and Southlake. For more information or to find the nearest Boardroom Salon for Men, visit www.theboardroomsalon.com