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Hawaii Hair Expert Takes on Curly Hair

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One of the hottest hair trends is keratin hair treatments, also called the “Brazilian Blowout” or “Brazilian Straightening.”

These treatments have garnered raves for their ability to turn tumbleweed hair into lustrous, supple locks. And the results last for months. Alas, some of the gloss came off of these treatments when it was revealed they contain formaldehyde.

Hawaii hair guru Paul Brown has come out with a new salon treatment and product line, Hapuna Keratin Retexturizer System, that he says not only tames unruly hair, but contains natural ingredients such as algae, sea salt and kukui nuts.

Brown says some straightening treatments are “toxic and dangerous. The FDA is very lax about our [hair] industry. It’s crazy. We decided to work diligently to create a product that doesn’t use toxic chemicals.” He also notes that, unlike other hair-straightening methods—such as thermal reconditioning (also called “Japanese” straighteners) or chemical relaxation using sodium hydroxide—the hair stylist can control how much the hair texture is changed.

“You can take out the fuzziness, but not the curl, if you don’t want to. You can say, take 80 percent out, or leave in a ropy curl. Plus, once you’re over the age of 40, you don’t want your hair laying straight against your head. With this, you can still blow-dry the hair for fullness. It gives you more freedom.”

Like other methods, however, this salon treatment is permanent. “Once it’s done, it’s done. You will have to retouch the roots,” explains Brown.

He says his Hapuna Keratin Retexturizer system works well on all hair textures, and is safe for pregnant women. Another plus: It only takes an hour and a half, compared to three hours for some chemical straighteners and up to six hours for thermal straighteners. Prices starts at \$250, which also includes a shampoo, conditioner and retexturizing mist that you get to take home to maintain your newly lush ‘do.