

## It is a Matter of Hair

Melina Iriarte\*

Nowadays, trying to find someone who feels satisfied with their hair the way they were born with it can be one of the most difficult quests you can embark on. One might think that, since our hair strongly reflects (great part of) our personality, people should choose to keep it as virgin as possible. Well, if you start paying attention to those around you, you would be surprised to find out how many of them have had their hair transformed, one way or another, in the course of their lives.

One of the most common transformations is getting your hair straightened or smoothed. More often than not, this is a success, and it is almost impossible to tell whether someone's hair is naturally straight or not-although the make-believe is over pretty fast once someone from their childhood pops in. The fastest way to tell if someone is faking their straight and untangled hair is by looking at their backs. Since keratin processes require constant heat stimulation it is imperative to blow-dry and straighten one's hair after every shower. For most of us it is extremely hard to be proficient enough when it comes to the back of our heads every single time-whether it be because we cannot reach it properly, or due to lack of vision-which causes the product to lose its magic, and thus waves begin slowly to appear on the nape of the neck.

The other less popular but not unheard-of road to early baldness are futile attempts to curl indominable straight hair. This is quite a particular set of individuals, because who in their right mind would give up such an easy-to-manage-and-care-for style, for an incubator of tangles that can only be kept in line with an endless list of products and an innumerable number of rollers? Do not get me wrong, I believe curly hair is most beautiful, but it is not easy to handle. Surprisingly, this group of beings mostly consists of men, who, tired of their flat hair, turn to perms and heat curlers in order to make themselves look more attractive.

The incessant war between hair and heat damage needs to be stopped immediately! Curls must put their foot down against the hair straightener and keratin treatments that seem to aim solely at turning beautiful locks into hay. Straight hair needs to move forward from the unhealthy obsession with curly hair that can only be tamed by means of invasive perms that are known for not working as expected. Hair is meant to exist in its natural state. Instead of wasting precious time and money on damaging such a precious part of our identity, why do we not start investing it on products in order to maintain it healthy and true to its nature?

---

\* Originalidad – Concurso Literario USAL en Lengua Inglesa – Categoría ensayo (2022).

