



OPPOSITE L-R Devera Giles, Jaime Bowie

RESTORING CLIENTS' CONFIDENCE

BY REBECCA SCHNEIDEREIT PHOTOS TOM ENGLAND

At first glance, Ultra Hair Solutions & Esthetics on Market Street looks like a standard salon. A sidewalk sign advertises weekly specials, such as 15-dollar manicures on “Mani Monday.” The interior is a cool cucumber green. But once you notice the wigs on display—or that the space is divided into private rooms—you’ll realize the special role Ultra Hair Solutions & Esthetics plays in Halifax: addressing hair loss issues and helping male and female clients of all ages regain the comfort and confidence bestowed by a full head of hair.

“I deal with anything and everything in hair loss,” says Devera Graves, the salon’s resident stylist. Devera has practiced her trade for almost 30 years, addressing issues such as thinning hair, fine hair and hair loss from chemotherapy, trichotillomania, alopecia and other medical causes. “I wanted to create everything I possibly could under one roof for [the clients],” Devera says of her decision to open Ultra Hair Solutions & Esthetics. “I want it to be one-stop shopping.”

At the salon, Devera helps clients choose between hair loss solutions, including wigs, hair prosthetics (which can be ordered on-site,) and hair transplants (which Devera hopes Ultra Hair Solutions & Esthetics will offer on-location by midsummer.) She also performs wig fittings, styles clients’ wigs and teaches them how to achieve the same look at home. Should clients’ hair return, Devera styles the natural regrowth as well.

To her customers, Devera is more than a stylist—she’s a sounding board,



confidante and ally. "I see an average of four chemo clients a day," she says. "You're not just dealing with their hair; you're feeling and hearing everything that's going on. I just want to be able to help."

Devera is one half of Ultra Hair Solutions & Esthetics' professional team. The other key player at the salon is Jaime Bowie, master esthetician. Jaime's been in the business for 16 years, and she offers traditional esthetic treatments at the salon, including manicures, pedicures, facials, body wraps and more. (She recommends facials to those who have never enjoyed one: "It's amazing. You feel good from head to toe.") Jaime, like Devera, also offers services beyond the scope of standard beauty treatments to her clientele. She's a certified technician who operates the SharpLight™ laser machine at Ultra Hair Solutions & Esthetics.

Lasers have long been used for hair removal, and Ultra Hair Solutions & Esthetics does offer a range of laser hair reduction services. It's less widely known, however, that other laser treatments are available, including "skin rejuvenation," which is a kind of laser facial. "The beam of light goes down into the dermis, and it jumpstarts the collagen," Jaime explains. "After age 25,

the collagen depletes." Skin rejuvenation minimizes fine lines and wrinkles and "gives a nice youthful glow to the skin."

The laser machine can also be used to minimize vascular pigmentation, such as sunspots and the "pregnancy mask" known as melisma, as well as to treat acne. Jaime takes extensive safety precautions before beginning any laser service: clients fill out a multipage form to determine their suitability for laser treatment, and Jaime also performs a laser spot test to assure favourable results.

Jaime and Devera may be a two-woman team, but between them, they offer a range of services at Ultra Hair Solutions & Esthetics to rival any larger salon. They're also dedicated to accommodating clients with special requests—whatever those might be—with discretion, positivity and empathy. At Ultra Hair Solutions & Esthetics, everybody is welcome: feeling attractive inside and out is as simple as making an appointment. FLH

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