

# Changing manes



From straight to curly, light to dark, **Lesa Hannah** discovers that getting the hair you want is within your reach.

**T**he grass is always greener. It may be a cliché, but the sentiment is never more true than when it comes to women and their hair. In fact, a 2004 study by P&G Beauty reports that 76 per cent of Canadian women agree: They would love to change the appearance of their hair. And we have no qualms about doing whatever it takes (no matter how extreme or absurd) to get what we don't have. Take me: As a preadolescent, I would set my damp hair in pink sponge curlers before bedtime and endure an uncomfortable night's sleep in the hopes of waking up to soft, bouncy curls in my otherwise straight mane. But that's nowhere near the ex-

trêmes that women throughout history have suffered in the name of hair happiness. The first permanent waves were done using textile industry solutions for straightening wool. To go blonde, women have applied everything from highly alkaline soaps and lemon juice to reliable old peroxide. And for a straight mane, who hasn't heard of neatly pressing locks on an ironing board? Thankfully, we no longer have to risk burning our scalps or potentially singeing off our manes. Whether we want to make our hair more manageable or just have what someone else has, modern technology has afforded us the possibility of altering what we've been born with. »