



Jacqueline (left) and Elizabeth Asher want to keep you—and your hair—beautiful and healthy with their line of products..

BEAUTIFUL INSIDE AND OUT

**"HAIR IS AN
ADORNMENT. A BAD
HAIR DAY CAN RUIN
YOUR ENTIRE DAY,"
ELIZABETH SAYS.
"WHILE SAVING THE
ENVIRONMENT AND
GOING ORGANIC IS A
DIFFICULT FEAT, USING
ORGANIC BEAUTY
PRODUCTS IS A BABY
STEP IN THE RIGHT
DIRECTION."**

The average person uses 120 different ingredients and chemicals on their body a day as part of their beauty regime, says Elizabeth Asher, co-owner of Tijeras Hair Co. (2801 Indian School Road NE, 255-5544, www.tijerasnaturals.com) and co-developer of Tijeras Naturals.

After 30 years of working in a salon, Jacqueline Asher and daughter, Elizabeth, began to see a demand for certified organic shampoos and conditioners.

"I call it the 'hazmat of the bathroom' when I see all the products and chemicals people use on their bodies," Elizabeth says. "As owners of a hair salon, our lives revolve around chemicals and we have a higher sensitivity to those chemicals. Creating and using our line, Tijeras Naturals, gives our staff and our clients one less thing to worry about when it comes to pollution and to their health."

All Tijeras Naturals hair care products are biodegradable and come in three scents: clary and cucumber, crimson clove, and unscented. Recently, Tijeras Naturals has also added body washes and bath salts to its inventory. "Everything that goes down the drain eventually goes into our water system. We don't want to be drinking those chemicals," Elizabeth says. "We eliminated the harmful chemicals like phthalates, paraffins, perfumes and sulfates that are usually found in cosmetic and hygienic products. All our products are safe for camping, and the unscented shampoos and conditioners are ideal for our male clients."

While they contract with a local lab to create their product, the Ashers are very active in the production and development of their product. "We don't just buy in bulk and slap our label on it," Jacqueline says. "Our ingredients are certified organic and we've worked hand-in-hand with the chemists in order to get our recipe to where we want it. After four years of working and reworking it, we are incredibly happy with the versatility, luster, lather, and volume that our product provides."



Elizabeth Asher uses Tijeras Naturals Shampoo on Jennifer Fetherolf.