

# Awaken Your Roots

Secrets of the Master Hair Shaman Revealed



Anthony Morrocco

## Table of Contents

Introduction .....	2
Chapter 1: My Evolution and Birth of <i>Awaken Your Roots</i> .....	4
Chapter 2: Morrocco Method Henna: Hair Color to Dye For .....	23
Chapter 3: Detoxification and Morrocco Method: Zen Detox Hair and Scalp Therapy .....	29
Chapter 4: Hair Brushing and Scalp Massage .....	36
Chapter 5: Morrocco Method as Described by the Hair Shaman .....	40
Chapter 6: Spokes in the Wheel—Total Vitality and Great Hair .....	42
Chapter 7: The Five Elements—Foundation of the <i>Awaken Your Roots</i> .....	47
Chapter 8: Shampooing with the Five Elements .....	51
Chapter 9: Customizing your Haircuts Using Morrocco Method Lunar Chart .....	53
Conclusion.....	55

Awaken Your Roots: Secrets of the Master Hair Shaman Revealed

Anthony Morrocco

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Websites:

<http://www.morroccomethod.com/>

<http://www.5elementshaircare.com/>

<http://awakenyourroots.com/>

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## Introduction

*Awaken Your Roots: Secrets of the Master Hair Shaman Revealed* is more than just a book about hair. It's a book about developing a balanced, holistic lifestyle and a positive attitude using hair as the path to realizing both. The message is that looking great and feeling great are mutually dependent. Follow the recommendations in this book, use Morrocco Method International Five Elements Hair and Body Care products, and not only will you have a luxurious head of hair, but you'll feel great too!

Anthony Morrocco, founder and CEO of Morrocco Method International Five Elements Hair Care, knows the hair care business better than almost anyone in the world. To prove this point, *Awaken Your Roots* begins with Anthony sharing his journey. From a boy inspired by nature and the magic of hair, through his world travels and time at Kenneth's of New York, he becomes a world-renowned stylist and one of the foremost hair colorists. His mysterious path even leads to becoming a "hair shaman." He also reveals tales of his encounters and successes with supermodels, movie stars and the financial and political elite.

Anthony's knowledge and ability to treat any hair and scalp condition are legendary. When he was actively treating clients, the rich and famous would fly in from all parts of the world for hair thinning and loss consultations and treatments. Clients such as Martin Sheen's wife and daughter would travel to Anthony from Los Angeles for years, to consult and receive assistance. Clients would drive from Santa Barbara, Montecito, Los Angeles and as far away as San Diego to Anthony's salon in Laguna Beach. Clients regularly flew in from France, England, Australia, Canada and throughout the U.S. for blunt-snip haircutting sessions.

Anthony's star-studded following led the media to seek him out in his own right. He has been written about in People and In Style Magazines, featured on CBS prime time news and cited as having the only truly natural hair care product line by the New York Times. Anthony has himself written articles for numerous international magazines and created several websites devoted to his products and knowledge.

Now, beyond his successful hair care line and personal consultations, Anthony's primary goal is to pass on his vast knowledge to others. To this end, he has created this book, *Awaken Your Roots*, as an accumulation of his knowledge and experience. Readers ranging from experienced stylists to those with absolutely no hair care familiarity benefit from Anthony's eagerness to share his one of a kind knowledge.

Morocco Method International Hair and Body Care Products are made only from the highest quality botanicals on the planet. They are:

- Raw, vegan, 100% natural plant based, wild-crafted
- Prepared meticulously according to the lunar cycles to ensure their potency
- NEVER animal tested
- Produced ethically in keeping with Fair Trade principles

You will find no products like them anywhere else, we guarantee. And to support your use of these products, Anthony offers sound, practical advice and information that will not only give you a beautiful *Crowning Glory*, but also help you transform your life.

Enjoy reading this amazing book and keep *Awaken Your Roots: Secrets of the Master Hair Shaman Revealed* close by as your ultimate reference for using Morocco Method International Hair and Body Care products and applying the techniques Anthony offers in each treatment you do for hair care and wellness.

Wishing you Great Health and Happiness

The Morocco Method Int'l Team

**Testimonial:**

"The Morocco Method is perfect for the whole family and effective at any age. Having had great success with the Morocco Method Hair Care Products ourselves, my husband and I decided to use the system on our son. He was born with wispy, fine hair, which was growing very slowly. I gave him his first haircut at 20 months and followed the Morocco Method



precisely, and now at 30 months, he has beautiful, thick, healthy hair. It's very exciting to know he's off to such a fantastic beginning, and we're thrilled he will always enjoy great hair." - Cindy Carlin of Marina Del Rey, California

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## **Chapter 1: My Evolution and Birth of *Awaken Your Roots***

I can recall the first time my soul awakened. I was maybe three or four years old. Certainly long before going to kindergarten.

On that day, I went down the street and across the road—I don't know how I got there all by myself—to a field very far from my house (at least far from a three- or four-year-old perspective). In the middle of this field was a raised mound, covered with grass, violets, lilies-of-the-valley and grasshoppers and praying mantises crawling or hopping all around. I walked up the mound and sat down right in the middle of it.

And there, in that moment, I actually saw the whole universe.

It would be years before I could find the language to describe exactly what I'd experienced. Even then, I was discovering that "*chi*," the vital life force of our universe according to Chinese tradition, the energy that comes down to us from the universe, does not initially touch the body ... it touches the hair. Although I didn't know then that there are five types of hair on the body, the idea occurred to me that grass and bushes were the hair of nature. I could see their *chi* in colored auras of the grass, in shades of green pulsing vibrant and alive, bushes with their brilliant greens shooting five to ten feet beyond their branches and flowers vibrating with colors I'd never seen nor imagined before. Violets particularly captivated me with their intense shades of undulating purple and emerald green.

I witnessed the life force exuding out of each praying mantis and grasshopper. It was like an otherworldly experience. Whatever was happening with all this energy, I was beginning to formulate my earliest understanding that *chi* was first touching the plants' leaves, then

transforming into radiant colors, entering the branches and trunks, flowing down into roots and the earth and finally getting grounded.

I remember feeling very calm, just sitting there for quite a long time and sensing that everything existing in the universe was on that mound in that moment. This is my adult explanation of what I was feeling at the time. And even this description pales in comparison to the intensity of those moments on that grassy mound. For me, it was like heavenly Nirvana—feeling completely awake in my soul.

When I went home that day and for some time afterwards, when I was with my parents, I would say things like: "Look at the color! Look at the energy coming out of you." And they would answer: "Stop that Antonio! You're just dreaming. You must stop. It's very naughty to say those things because people don't want to hear them. It's not real, only your dream telling you these things."

So, I shut down and repressed my new desire to tell people about their auras, about the energy and colors streaming out of their heads. Thus, I was awakened, but shut all this out of my conscious mind soon after—at just four years old.

This experience of the grass and plants being like hair was all my own—no one else I knew or could talk to understood or even wanted to hear about it. But my brother Raymond, who was eleven years older than me, became a barber and it wasn't because there was any history of hair care in my family. None at all and I'm not sure what lead Raymond in that direction, but he went to barbering school, maybe because he wanted a steady, reliable trade.

When I was about eight, I started going down to his barber shop. I would sweep the floor, clean up and just listen to the guys—his customers—talking. And I'd say, "You know, I could grow your hair back for you." I meant it. And these guys, who were cool and driving around in their Chevys, would pat me on the head and say, "Okay, little boy, you have some imagination. My bald head just needs a rug."

My brother told me not to say that again, that it wasn't true and he didn't want me telling stories. So, once again, I was silenced and felt even more repressed.

No one in my family understood at all what I was about, or what I was experiencing. They were good, old-fashioned Italian—farming stock on both sides. My mother's family was from

Venice, and my father's came from Naples. My grandparents emigrated to the U.S. during the First World War. Both my parents were born and raised in America, and they did everything they could to fit in. In my early years, we all lived in my paternal grandparents' three-story house in Bristol, Connecticut. My great-uncle was on the first floor, my father's parents, Virgilio and Angelina, had the second, and we lived on the third floor attic—just as we might have done in Italy. My father became very successful in our little town of Bristol. There and in the surrounding area, he owned four restaurants, two nightclubs and a catering business he called Esquire Caterers. I was born and raised in the restaurant business, so naturally, I considered food—not hair—our livelihood.

Where I felt most at home—and not like a weird little kid—was at in my maternal grandmother's house. She was very, very spiritual. She had Buddhas, incense and candles burning all over the place. She kept a monkey and a parrot as pets. Now, my parents were strict, church-going Roman Catholics and for Catholics—especially Roman Catholics—Buddha statues were beyond forbidden! But for me, it was just pure magic being at my Grandma Lena's house. She had not one, but two green thumbs! Inside her house was a jungle paradise, with plants blooming everywhere. The outside gardens were just as amazing—she grew all her own fruits and vegetables, kept chickens and rabbits in the backyard and lovingly tended one of the most exquisite rose gardens I've ever seen. There was a pond right in the middle of everything, with jumping frogs and floating water lilies. A private, enchanted world just for me through all those lazy summer days.

People would bring their dying plants to Lena, and she would make them spring back to life. Grandma was a magnificent gardener; her foliage made you think of the village of Findhorn and she was famous throughout the county. Lena could take an apple, a pear and a peach, graft them all onto the same tree and make them grow. She was also vegetarian, something which was unheard of in those days. My father, the restaurateur, regarded his mother-in-law's dietary habits as pretty "far out."

Obviously, Grandmother Lena had a profoundly strong influence in my life. This "far out" lady touched me at the very depth of my soul throughout my childhood. She silently nourished

my wonderment and connection to the plant world that had begun so long ago on that little mound. I also attribute to her the fact that I, too, have two green thumbs!

But in my day-to-day life at home, there was none of this magic and spirit—the feelings of being repressed played out in my mood and behavior. I felt stuck and bored in the humdrum routine of public school that was my life in Bristol. Perhaps it was my thirsty imagination, or maybe it was that intuitive little boy still inside that lead to me to say to my friends, when I was eleven years old and in sixth grade, "I am going away to live in Italy. I will leave this boring life and travel throughout the Mediterranean and become an artist!"

By my senior year of high school, I was done. Being so pent up and brimming over with creativity, I was plain bored to death, so I quit. I never finished high school and instead joined the Navy to escape my bleak hometown. I got out of boot camp in 1961 during the Cuban Missile Crisis. Russia was planting their weapons. President Kennedy was threatening to annihilate Cuba. My entire division was ordered to Guantanamo Bay — everyone, that is, except me. By a strange twist of fate someone in the military bureaucracy of Washington who was really bored processing hundreds of papers each day, had noticed that my surname was Morrocco, and as a joke assigned me to Port Lyautey, Kenitra, Morocco, right outside of Rabat, which was at that time a strategic military base. With three gigantic Air Force bases, it was the main strategic entrance to North Africa for the Navy. Actually, we were a gateway for the whole Mediterranean fleet sailing through the Straits of Gibraltar into the Mediterranean from Tangier.

When I arrived in Port Lyautey no one had a clue as to why I was there. Since I was really supposed to be in Cuba, I wasn't about to explain it was just because of my name. Compared with all of the other seamen on duty, I was sort of a misfit. An officer asked if anyone knew how to type, a fair question since in 1961 men didn't type, except those planning to go into business for themselves. In high school, that's exactly what I wanted to do, so I got really good at it, speed typing sixty words per minute. Strictly because I could type, they stuck me in the base newspaper, typing up copy. That became my claim to fame and by default, I became a journalist.



Fortunately, being in Port Lyautey gave me the opportunity to travel. I toured all of Morocco and went across to Europe quite often, on the Navy's dime. Buddies and I would go down to one of the air bases and get a plane to Gibraltar, Germany, Spain, Italy or England. I started to re-awaken as I explored the world, and realized that a whole lot more than I knew about was going on. I'd been just a repressed bumpkin from Connecticut, who'd never been more than fifty miles from home until I joined the Navy and finally had the chance to "see the world." What I had told my friends all those years back in sixth grade was becoming a reality. I was visiting Italy and most of Europe. I was beginning to wake up again!

In 1962 when I was discharged, I decided to go to New York City. I determined that I wanted to be an architect and went to the Pratt Institute in Brooklyn. I was putting myself through school working as a waiter and bartender, but I still wasn't happy. In school, if I came up with an idea, they'd usually say, "Oh no, you can't do that." They tried to make me conform to the school's basic ideas. After a few months, I got so disgusted with the whole process that I quit. My thought at that point was to go to work for an interior designer.

Seeing me at loose ends, my brother Raymond called to suggest I go to barbering school and then come work with him as an equal partner in his barber shop. I thought to myself, "Why would I want to do that if I could go to hairdressing school and learn to color, perm and style? Barbers just cut." Besides, I didn't really want to work with my brother, nor was I eager to return to Connecticut. I preferred the excitement of New York City, where I felt the pulse of the world in 1962.

So, I started hairdressing school and to pay bills went to work for a caterer named Larry DeCrisante, who hired me because, like him, I was Italian. Larry was a high-end caterer in the city and at the time, crêpes were the rage. So we catered elaborate crêpes parties. We would go to pricey brownstone mansions in New York and make crêpes for dozens of people. I was Larry's waiter or bartended at these events. They were my first chance to rub shoulders with the rich and famous.

One day, Larry called me and said, "Anthony, I have a very close friend, Rosemary Sorrentino, who is the world's leading hair colorist at Kenneth's Salon." She was this very fiery Sicilian Larry explained and had sacked her fifty-second apprentice! He added, "She is very, very

difficult to work with, but she happens to be the top-rate, number one hair colorist in the world. She needs another apprentice and I highly recommended you. Be at Kenneth's tomorrow at seven a.m. for the interview."

I told him I couldn't do it. I was just days away from getting my hairdressing school diploma and had already missed so many classes that I risked getting thrown out.

Larry calmly brushed my excuses aside. "Listen, Anthony, forget school. Forget everything you've ever done. You have no idea what is being offered to you."

In my ignorance and innocence, I replied, "Who is Kenneth? What is Kenneth's? Where is it? I have no idea what you're talking about."

Then he informed me that Kenneth's happened to be the most famous hair salon in the entire world. "You want to be a hairdresser?" he asked insistently. "You go to that interview tomorrow and your life will change. Anyone would cut off their right arm just to be a shampoo boy at Kenneth's, and you're being offered the chance to become an apprentice with the number one hair colorist in the world—because lucky for you, she knows me."

That night, I had a terrible raging inside my head. Should I go to school? Should I go to this interview? Back and forth, back and forth ... all night long.

In the morning, I got up, dressed and went straight down to Kenneth's. My gut feeling was to just go and do it.

The address was 19 E. 54th Street but there was no name on the outside, just a green canopy over a doorway that had the number 19 on it. There were Bentleys and Rolls-Royces parked out front, with chauffeurs standing around, talking to each other and polishing the cars. In 1962, you didn't rent a Bentley or Rolls-Royce—you owned it, along with a live-in chauffeur and everything else that goes with that lifestyle. I stared at that fleet of luxury cars parked right outside the place I was about to enter and I was blown away.

Remembering Larry's words—"Your life will change"—I began to feel the magnitude of what it could mean to apprentice with the most famous hairdressers in the world. I was about to enter a new world of glamour, excitement and visual wealth I had never even imagined!

I walked up to the receptionist and said I had an appointment to see Rosemary Sorrentino. She invited me to sit down and wait. I had to remain at the entrance area because in the mid-'60s, non-employee males weren't allowed in salons.

Kenneth's was a spectacular five-story brownstone. The interior had been done by Billy Baldwin, one of the most famous designers in the world. There were enormous Czechoslovakian glass chandeliers, wall-to-wall Persian rugs and a tasteful combination of European, Asian and Chippendale motifs.

I sat gazing up at the two-story grand staircase that arose from the main reception area. Later, I would learn those stairs led to Kenneth's and Rosemary's private salons. But now, suddenly the most beautiful blonde in the world wearing dark sunglasses came down those stairs. I was mesmerized as she descended in a full-length mink coat that trailed behind her. How dramatic and beautiful! At first glance, I wasn't sure who this was, but as she got to the bottom of the stairs, she removed the glasses. I could see it was Faye Dunaway. She casually brushed by me—I was left utterly speechless.

Afterwards, their security guard told me to go up to the third floor. There were sixty stylists and operators working at Kenneth's. None but the world's finest were given that opportunity. The rest could only wish for it. Kenneth himself had a private styling domain at the front of the third floor, while Rosemary had hers toward the back.

To get there, I took an elevator from reception. As I entered, the person following me in and turning to stand next to me was former First Lady Jacqueline Bouvier Kennedy! She pushed the button to close the door and there I was, all alone with Jackie Kennedy. Minutes ago, Faye Dunaway, and now face-to-face with the ultra glamorous Mrs. Kennedy—it was almost more than a small town boy could handle!

I was stunned, speechless. But my brain kept on screaming, "Say something to the former First Lady. Talk to Jackie. Make an intelligent remark. A compliment ... anything!"

Alas, I remained frozen, and as she got off, so did I. I watched her walk into one of the private rooms and I must have been gawking because one of the security guards approached and asked what I was doing. I told him about Rosemary Sorrentino. He pointed out that in my dazed state, I had gotten off on the wrong floor. Sheepishly, I got back on the elevator. At that

time, I never dreamed that one day I would be one of Jackie Kennedy's personally selected stylists.

Not totally convinced I was for real, the security guard had escorted me to the third floor and walked me back to where there were six of Rosemary's private rooms. She soon put his mind to rest. "Oh yes, yes, the Italian boy, bring him in."

I tried introducing myself, explaining Larry's referral, but before I could say much of anything, she cut in, "Fine. I want you to come to work tomorrow at eight o'clock and you can start then. Just come. You'll work out fine." Turning away, she dismissed me and left the room.

Now I was not only disoriented and overwhelmed, but also confused. I got back down to reception, walked out of Kenneth's and met the outside world in a stupor.

It was time to get back to school. I was convinced that if I missed any more class time, they were going to throw me out. Not that I was learning anything especially valuable. I just wanted to get my license and move on. You don't really "learn" anything in hairdressing school. Those who finish are talented to begin with and avoid flunking out. Most of us were there just to get our degree, that coveted piece of paper.

I hopped on the subway headed out to Queens, Long Island, where the school was. Then it occurred to me that if this place, Kenneth's, was really so famous, and if it was true that two of the most famous hair care experts in the world worked there, then the school should be happy to graduate me, just for the prestige of having one of their former students working at Kenneth's. With that brainstorm, I got to school and barged right into the principal's office.

He was busy on the phone, aggressively waving his hand to shoo me away. I was just a student. He didn't care to see me. His secretary warned that if I didn't leave, they would have me thrown out.

I stood my ground. "Listen, I need to speak to him right now." To make it more dramatic, I added, "It's a matter of life and death."

The principal was unmoved and shouted, "Just get out of here!"

I came right back at him, "Kenneth's. Kenneth's Salon at 19 E. 54th Street. I start work there tomorrow."

He stared back in complete shock. "Now, tell me that again. What did you just say?" So I repeated it. He still wasn't believing. "What Kenneth? Which Kenneth's?"

Now, being in the know, I said quite matter-of-factly, "Everyone knows there's only one Kenneth's."

"What are you going to do there?" he growled. I told him I was to be Rosemary Sorrentino's private apprentice. Instantly, he buzzed for the secretary. "Get a release and his diploma and bring them in here right now."

When she returned, he gave me a knowing look. "Listen, you sign, letting us advertise you as a graduate working at Kenneth's and I'll give you your diploma today, now." The magic word "Kenneth's" had me exiting the campus that hour, suddenly and officially a hairdressing school graduate!

This had been probably the most magical twenty-four hours of my life: from Larry's phone call, to walking into Kenneth's, seeing Faye Dunaway and sharing an elevator with Jackie Kennedy, meeting Rosemary Sorrentino and being hired, then receiving my diploma without one more minute in any classroom—I was walking on Cloud Nine!

The next day, I started work at Kenneth's. Although I still thought of myself as somewhat of a country bumpkin, I was loving life as a New Yorker. Constantly amazed by all the celebrity faces coming into the salon. These were the super rich and super famous. Among them were a bevy of models from all over the world and star-level actresses zipping in and out.

In the dizzying pace and fanfare of it all, I endeavored to take in as much as I could. So even during my breaks or lunch hour, if Kenneth was personally doing a cut in his famous inner salon, I stayed and watched. You'd be stunned by the illustrious list of clients, but he—and they—didn't mind at all when apprentices wanted to observe. In fact, he encouraged it. We could stand there or walk around to see what he was doing, but with no talking allowed as we studied the cutting style he had created and was world master of: "blunt snip haircutting." No one understood this technique better than Kenneth. He was the master architect of the universe when it came to haircutting.

Rosemary was the frenzied opposite of Kenneth. Short-tempered and curt, she would flare up at the least little incident or for no apparent reason at all. She ruled her coloring department

with iron gloves and allowed no one to observe her work. Later on, I would learn that she rarely ate anything at all and was living on diet pills morning, noon and night. Staying pencil thin exacted a very high price, even in the '60s. A time when the book *Valley of the Dolls* was a bestseller ... and realizing my Maestra of Hair was one of them was quite shocking. However, I'd made up my mind to be her apprentice and learn everything I could from her, no matter what else was happening. I'm proud that watching, working and learning all day eventually led to me becoming one of the most highly-regarded hairdressers internationally.

It was during one of my observation times with Kenneth that I was fortunate enough to meet three sisters from Rio de Janeiro, Brazil. They were personal clients of Kenneth's—and only he would cut their hair. They came in on certain specially selected days. I didn't understand why, and of course being in the room with Kenneth, I couldn't ask. But eventually I got to know one of them very well since she frequently came over to Rosemary's coloring rooms. In one of our conversations she explained that she and her sisters scheduled haircuts according to the best days of the lunar cycle.

I was tripped out by this. It really grabbed my interest, so I asked her, "What are you talking about?"

"In all of South America, everything is done by the lunar cycle," she answered. "We cut our hair, we fish, farm and do our architecture all by the moon."

I was genuinely intrigued. Her words called forth the intuition and connection I'd felt with the world all those years before. I started to recall seeing auras, sensing the energy of hair, telling guys in Raymond's barber shop that I could grow their hair back. In the career I was now making for myself at Kenneth's, this is where my interest really was. I pleaded with her to teach me more.

After developing a close friendship, she finally consented to my unrelenting pleas. Seeing that my interest was genuine, she said she would give me the lunar cycle for haircutting if I promised not to divulge it to anyone—except an apprentice. I gladly agreed. As promised, she thoroughly explained the entire cycle, how it worked and the way to determine the dates for the five techniques of hair lengthening, strengthening, thickening, root work and beautifying.



As I began applying this marvelous new knowledge with my clients, my confidence and certainty in what my Brazilian friend taught me grew. Every month the lunar cycle has specific days when each of the techniques (lengthening, strengthening, thickening, root work and beautifying) can be best accomplished. So if I made a chart for a client needing to grow thicker hair, I'd trim her hair on the precise lunar day for thickening, and the new hair would actually come in thicker than before. I would then continue haircuts on that particular day until we'd achieved the desired result. With other clients our goal was to lengthen hair. Generally hair grows about a maximum of four to six inches a year for the average person. However, if I cut an individual's hair on the chart's lengthening day, new growth would nearly double that rate—more like eight to twelve inches a year. I have followed this lunar cycle with thousands of clients over the years—and all bear testimony to phenomenal results.

At this point, I didn't know anything about the Five Elements of Ayurveda and Chinese medicine. I just knew the five hair techniques and didn't think of them as connecting with anything more than that. I didn't get the significance of the number five.

But all that was about to change repeatedly, and lead me on an ever-expanding journey of hair knowledge and wisdom. It was my own personal evolution and the first dawning of *Awaken Your Roots*.

Working at Kenneth's, I got to hobnob with the rich and famous, and go to fascinating high society parties. At one cocktail party given by Faye Dunaway, I met Cecilia Lu, a Chinese doctor from Shanghai. We became very close and spent a lot of time together, visiting Chinatown and going all over the city. Cecilia's medical specialties were master herbalist and acupuncturist—both of which I knew nothing about. She would explain this or that herb or technique to me, and seeing my interest sparked, reveal even more and deeper secrets of Chinese medicine and the Five Elements. It was astonishing and my world seemed to be opening up more and more during that time. Through Cecilia, I met Dr. Fung Yi, an eighth-degree jujitsu black belt, who was one of Bruce Lee's master teachers. It was through both of them that I became trained in how to apply the Five Elements to all aspects of hair care. It was through their knowledge that I came to better understand what I had learned early on at Kenneth's, with his leading botanist and elixir maker, Rita.

Rita was a phenomenal scalp and hair expert, also a classically trained botanist who ran the fifth floor of Kenneth's, creating individually tailored shampoos and conditioners —known in the salon world as hair elixirs—for the rich and famous. If, for example, Marilyn Monroe, Elizabeth Taylor or Katharine Hepburn came in with hair that was dry, brittle or not up to par somehow, Rita would formulate a unique, personal elixir just for that person. A steady stream of clients would go up to consult with Rita, and each would receive his or her own tailored hair elixirs. She was highly secretive about what went into any of them.

One afternoon, I remember her coming down to see Rosemary and saying, "I would give anything to have Jackie Kennedy as a hair client. If you could get Jackie Kennedy to come upstairs to me, I would be so indebted to you."

Rosemary just shrugged her off, blithely answering, "yes, yes" to appease Rita, but not at all interested.

Later that day, I found Rita and asked, "What if I got Jackie Kennedy to come see you? All I'd want in return is to find out how you make your shampoos and conditioners, the base formulas for them," I said.

Rita smiled. "If you get Jackie up here, I will definitely teach you how to make my shampoos and conditioners."

Because I'd developed a close and respectful working relationship with Jackie, within a couple of months, I was able to convince her to go up and see Rita. I wasn't doing this just for me—since Mrs. Kennedy really did need scalp work and her hair was beginning to thin at that point, Rita was the person to see. With Jackie secured as a client, Rita kept her promise to me. She got me interested in botany and thoroughly taught me how to compound elixirs, which I did for my own clients for years. It was her elixir knowledge, coupled with what I'd learned from Cecilia Lu and Dr. Fung, plus the vast body of herbal and plant information I'd gleaned from my travels throughout Europe later on, that led to the creation of my own wild-crafted, raw, vegan elixir company, Morrocco Method International.

I was delighted by all the growth I was experiencing as a hairdresser and color artist, combined with so many mind-expanding encounters with ancient mysteries and wisdom. Amidst all this, Kenneth's was always abuzz with one drama or another. After all, this was the

realm of the rich and famous. Gossip flew, tempers flared and we, the staff, often found ourselves nearly torched from "the bonfire of the vanities."

One unforgettable incident involved Mia Farrow. It wasn't uncommon for Hollywood to send us big time movie stars and models for their hair color or creating a new look for a particular movie. Often famous celebrities like Faye Dunaway would demand an addendum into their contracts, stipulating that no one would be allowed to touch their color except Kenneth's team of Rosemary, Nathan or myself. If they weren't flown to New York City for their color touch-ups, one of us would be flown first class to Hollywood.

On one such occasion, a Hollywood executive called the coloring department to say that Mia Farrow was on her way, and they wanted her to become a baby redhead for her new movie, *John and Mary*.

Mia arrived at Kenneth's and was sent to the coloring department, where Rosemary and I started to prepare her new redhead formula. As we worked, Mia announced that she would like to have Kenneth cut her hair. So I sent word through Kenneth's private secretary to arrange it. But Kenneth refused, saying, "Just tell her that I have a previous engagement and have to leave the building."

When Mia found out, she started yelling, "Get me a pair of scissors; I shall cut it myself!" We tried to calm her down, but she was furious and unreasonable. Rosemary, not knowing what else to do, shrugged and handed over the shears. Mia then stomped off into a private booth and hacked her newly red hair to shreds. When she emerged, Mia indeed had baby-style hair (that for her was fabulous and ultimately heightened her popularity). But for the moment, we were all in shock.

When Mia got back to Hollywood, the studio angrily called our coloring department. I gave the phone to Rosemary, who cringed at someone yelling in the background, "How dare you allow this to happen to such a famous client!"

Rosemary offered a few polite apologies and referred them back to their quirky starlet. After all, Mia had given herself the "new look." If you watch *John and Mary*, you'll see Mia in her chopped, super short baby red hairstyle!

At the end of 1968, four years into my apprenticeship at Kenneth's, Rosemary and he had a bad falling out. She abruptly quit and walked out. It was all the more jarring because she wanted me to leave with her and become her main assistant. Kenneth said that if I stayed, he would give me the hair coloring department. Within just those four years, I had risen to become one of the five leading hair colorists in the world.

That night, struggling with the decision I was forced to make, I had an out-of-body experience. I was risen to the ceiling of my Upper East Side apartment. Looking down at my body, asleep in bed, it was awesome. My consciousness began to leave the building, but taking one last glance at my body, I remember hearing myself say, "I need to know what it means to be happy."

I thought of Kenneth's and considered whether or not staying would make me happy. In that moment, I realized working in a salon would never make me happy! And with that realization, I snapped right back into my body and woke up, drenched in sweat. A new journey was to begin, a journey that would challenge me to find out truly what it meant "to be happy."

Although it made sense to me, it must have seemed strange to Kenneth when I turned him down, saying that I would never work in another salon again. Wasn't passing up the opportunity to take over the coloring department of arguably the most famous hair salon in the world insane? But I did. I had learned so much more in my time there than I'd ever dreamed possible, become so much more than manager of a coloring department. I didn't know then what that meant exactly, but I knew that I was done at Kenneth's, so I walked away.

At the ripe old age of twenty-six, I decided to go on sabbatical and move to San Francisco. I was in the city by the bay for several months, before it occurred to me that what I really needed was to go someplace far from any city, away from everything and just meditate. A friend of mine had a connection to a little cabin at Louis Martini's vineyard in Napa, California. I could stay there for free if I helped out in the vineyard. The Napa Sonoma area is quite beautiful, so I went up there and stayed six months, doing a great deal of meditation and almost no socializing. After a while, I came to the conclusion that I could be content just going to people's homes and cutting their hair. I had an enormous list of phone numbers from Kenneth's. I could color and cut their hair anywhere, whether they were home or on the road.

I left the vineyard and went back to San Francisco, picked up the phone and started dialing. By the next day, I had ten clients waiting to see me.

After a short time, I flew back to New York City, where I still maintained an apartment, and did the same thing. Clients would say things like, "Oh my God yes, come to my house to do a cut ..." or "please do sun streaks for me ..." or "I need coloring, come ..." I realized I never had to ply my trade in a salon again. Kenneth's had been my first, and last.

I worked in New York for some time and then began to travel to wherever my clients needed me. I would call Jackie Kennedy, who was by then Jackie O, and set up appointments through her secretary, either at her apartment in New York or in Hyannis Port. I also did hair for Jackie's sister-in-law Joan, as well as my favorite customer of all time, Ethel Kennedy. My client roster included Faye Dunaway, Liza Minnelli, Nancy Sinatra, Gloria Vanderbilt, Lauren Bacall, Mia Farrow, Diana Vreeland, Mrs. Norman Rockwell, Mrs. Vincent Astor, Bunny Mellon, Mrs. William "Babe" Paley and models from Europe and the Ford Modeling Agency. Many of these celebrities and notables also became personal friends of mine.

People would hear of my whereabouts and phone me: "I'm in San Francisco. Would you mind coming by to give me tortoise shell sun streaks?" or "I have some friends who love my hair shaping and want one too." The laundry list of rich and famous clientele I'd amassed while at Kenneth's was virtually endless. I was now in "the club," a very rarefied circle in which I could pick up the phone and ring exclusive private numbers. If I was planning to be in L.A., I'd contact various film stars to let them know I was available. Often, they'd invite friends and other performers to join us. This made my traveling a lot of fun and very profitable.

While I was running around like this, I thought about a goal I had set for myself back in 1963, during my Navy years in Morocco. After experiencing the culture in Europe on my furloughs, I'd had it in my mind to go back and live there sometime in the future. So twelve years later, in 1973, I decided to leave my U.S. clients behind and live in Italy for a year. I sold my apartment in New York, booked a passage on the cruise ship *Leonardo da Vinci*, sailed to Genoa, bought a used Ferrari and began touring the Italian countryside with no huge plan, but a definite strategy to pursue.

I wandered into little villages in the mountains, where there were mostly farmers and shepherds, down to small villages on the coast to mingle with fishermen, all for the purpose of finding out who cut hair for the locals, to see their techniques of haircutting, and put my own lunar haircutting to the test. I was convinced that this knowledge had been used for centuries in more places than just South America (although I've discovered that in South America, these techniques go back to the Mayan calendar), and that in small towns and villages, away from corporate influences of the big city, local barbers would still be following lunar phases. I found that to be true, not only in remote areas of Italy, but also the whole of the Mediterranean region all over Europe and all throughout the U.K.

It was well known in the salon business that if you got a hair shaping in Italy, it would be spectacular. Just one cut, like at Kenneth's, and you would never have to style or set it daily. You would get fabulous shaping for your hair and be carefree for three to six months. Just shake your head, get up and go, every morning. It was the ultimate haircutting in the world.

Avoiding cities and larger towns, I started traveling south from Genoa to Siena. At villages along the way, I would find the piazza, settle in at a café, get a cup of coffee or glass of wine and sit for a while to decide whether I liked the ambiance or not. If I did, stay. If not, fire up the Ferrari and go. That's how I travelled for that entire year.

When I felt simpatico, I'd look around or ask someone where the local barber or hairdresser was. Everybody knew everybody. "Si, Maria, she is the one. Let me show you where she lives."

These hairdressers or barbers had never seen the inside of a beauty school. Most of them were shopkeepers or tradespeople, earthy folks who had learned from prior generations about haircutting and styling.

Once I knew where to go, I would buy a bottle of wine, some cheese, maybe some bread and show up at the salon or barber shop (usually in a home). Using my comically limited Italian, I would present them with the food and drink and ask to watch when they were cutting hair. The intensity of my focus on their cutting usually intrigued them. They'd enjoy the wine, offer me a glass and pour one for their client. After a while many of them would hand me scissors and comb and observe as I did some blunt snip technique. Then they would take back the tools



and share their methods; it would often go back and forth like that. With hardly any words, we were having a valuable conversation, these masters granting me generations of haircutting and styling knowledge.

I'd find people who spoke a little English and ask them about the lunar cycle of their village. They usually brought me to an elder, or someone like the village "shaman," who would explain how, for thousands of years, farming, fishing, architectural planning and construction would all be done in accord with astrological charts based on the lunar cycle.

Of course my main interest was haircutting and soon enough I learned from barbers and stylists that they, too, relied on lunar-based charts for individual clients' haircuts. This was identical to what I had learned from my Brazilian friend! Like the Brazilians, Italian hair stylists had followed the five techniques for eons. And the results were likewise incredible.

Learning more and more of the depth and history of the five techniques led me to ponder the significance of the "other fives" in our lives: our fingers, our toes, our five senses and the five elements.

When my year in Italy drew to a close, I met up with a friend and moved to Paris for six months, basically just cutting hair. From there I relocated to England and ventured out in their countryside, again going to small villages, meeting local barbers, cutting hair and learning their techniques. Wherever I went, I brought up this notion of five to whomever I thought would listen and from whom I thought I could learn. It was during that time that I travelled to the Cotswolds and met former residents of the Findhorn community in Scotland, who introduced me to Ayurveda, the science of longevity that came onto this planet some five thousand years ago in the Indus Valley. As Ayurveda knowledge and embodiment of the Five Elements sank in, I met an English botanist whose words and encouragement allowed me to know that in my very near future, I would create my Five Elements hair care series, plainly designating them fire, air, earth, water and ether to make it clearly simple for everyone to benefit from my products.

My far-reaching travels in the 1970s connected all of my training, study, experiences, knowledge of the five elements and the five techniques of haircutting, Chinese herbology and the blunt snip haircutting technique based on the lunar cycles. Melding all of this, I eventually created an entire matrix of wellness through hair care that transforms people's lives.

But my own journey, my apprenticeship with all this knowledge, was not yet complete. I was on the verge of assembling *Awaken Your Roots*, except for one missing piece. I realized that I needed one more lesson: I needed to make the acquaintance of a hair shaman. But this would not happen for another year. First I had to fully digest my European adventures—and my own personal life was calling. In New York, I met the love of my life, CarrieAnne. Soon after, we were married and moved to Boston, where I made contact with all my old clients and went back on the road.

Then in 1978, the time was had come. While studying qigong in the U.S., my teacher Michael told me there was a hair shaman in Honduras I should meet. He lived on the island of Roatán, where Michael had once been a diving instructor. People came to this shaman from all over the world for hair care astrology based on the lunar cycle. I urged Michael to do whatever he could to help me meet this man. Soon afterward, he made it happen.

Over the course of a week, the shaman revealed all his different techniques harvested over many generations. He shared the various elixirs that he had created and told me he would make a chart especially for me, including an auspicious date to perform a ritual head shaving. On the appointed day, he took me down to the sea, shaved my head and baptized me in the water. This took me into a new state of being. I was now part of the circle of hair shamans. It was without doubt the most powerful event of my life. With this initiation, I was ready.

In 1979 I decided that my wife, CarrieAnne, and I needed to move to California. Within weeks, I discovered Laguna Beach and decided to settle and set up shop there. I turned my backyard into a meditation garden, the downstairs into a private salon and phoned to let my friends in L.A. and clients from around the country know where I was. I told them I planned never to travel again, and that if anyone desired, they could come to Laguna for a hair shaping. From 1979 to 2002, I did just that: I never left Laguna, while people came to see me from all over the world.

Although I was still cutting hair, the word spread far and wide that my expertise was unequaled in helping people with hair thinning, loss and stimulating regrowth. People with terrible scars from toxic hair transplants came to me from everywhere. I worked with others

who were chemically sensitive and those with compromised immune systems. I used the many elixirs I formulated—based on the five elements—to help all of these conditions.

At first, I was personally compounding all of these products in Laguna. But as interest grew, the demand became so huge I just couldn't do it anymore and started to sub-contract with a carefully-researched manufacturing company in L.A. to produce commercially. For some, this would have meant skimping on quality, but not for me. To this day, my products are 100% wild-crafted, vegan and raw. I import wild-crafted plants from all over the world. Villagers and farmers gather our raw materials based on the lunar cycle. Then, when my ingredients arrive at the plant in L.A., they are mixed and bottled, also in accordance with the lunar chart. This makes our products ten times stronger than those mixed and bottled randomly. This is how great hair preparations and perfumes have been created all over the world for thousands of years. Also, I never have nor will never cut corners by adding substandard ingredients, fillers or preservatives that I know to be damaging to the condition of peoples' hair.

At first, I wasn't selling to the general public or using the Internet, which wasn't all that popular yet. Instead, I sold my products through wellness centers like the Hippocrates Institute and other holistic health and cancer clinics that specialized in toxic-free hair care products for their clients. When I did start selling to the general public online, as a purist I called my shampoos and conditioners "hair revitalizers, rejuvenators and elixirs," but they didn't catch on because no one understood those terms. Only my clients bought them because I had educated them. It's important that people know what I call shampoos and conditioners on my website now are actually powerful revitalizers, rejuvenators and elixirs.

This is how my interests, passions, profession and company evolved. In 2002, I decided to move my entire operation to Morro Bay, California, on the serene and nature-filled Central Coast.

My journey has been full of ups, downs, exhilarating breakthroughs and peak experiences. I am now living out the vision of that three-year-old self who saw the grass and leaves as vibrant hair of trees and plants, and as I promised the guys in Raymond's barber shop, I am indeed re-growing hair and loving the fact that people learning my techniques and methods see quantum

changes in their lives beyond the good head of hair they were seeking when they first came to me.

But many started with nothing more than the desire for healthy, luxurious hair. And this is where I start with you. In the following pages, I'll offer my years of experience and knowledge of the Five Elements, the lunar cycle, my five haircutting techniques and how to use them, all with easy-to-follow, fun steps to creating healthy hair and scalp. As we take the journey together, I hope you will see, as I have, that hair is not just about vanity, not just a covering for your head and brain. It's a vital part of your health and wellness. It reveals your personal radiance and connects you with universal life energy, the *chi* that gives and sustains your life and makes you feel vibrant in every aspect of your living.

### **Testimonial:**

"Morrocco Method and its natural hair care products have stimulated my scalp and made it stronger and resistant to hair loss. The change in the thickness and volume of my hair is amazing. I just can't get over how well the whole system worked for me. It's just tremendous." - Ellen Smith of Shreveport, Louisiana

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## **Chapter 2: Morrocco Method Henna: Hair Color to Dye For**

Since the moment of my awakening at the tender age of three, colors have fascinated me. Sitting atop my little mound, feeling like I was at the center of the universe, I saw the very life essence of color-infused blades of grass and flowers. It shimmered, vibrant and alive, kaleidoscopic and breathtaking!

Looking back, it makes complete sense that my passion for color would weave itself into my destiny. When I dared to proclaim I could re-grow hair that day in my brother's barbershop, I already knew deep inside that I was born to work with hair. But the picture would have been incomplete without color. Thus I believe that I was fated to be brought to Rosemary Sorrentino.

And, by my mid-twenties, under Rosemary's mentorship, I'd become one of the top five hair colorists in the world.

Rosemary was a true alchemist who could do with color what no one else even dreamed. Taking hues and shades from the best-selling hair color companies in the world, like L'Oreal, Roux, Clairol and Revlon, she magically blended them into works of art rivaling top coloring masters of Europe. Using several different bowls, Rosemary's technique was to apply the darkest shade at her client's nape, then a medium one throughout the middle section of the head and finally the lightest tone at the hairline, which created a highly flattering, natural effect that never looked artificially done. Her timeless, classic masterpieces of hair coloring flattered such renowned beauties as Faye Dunaway, Nancy Sinatra, Mia Farrow, Jackie Kennedy and many more who traveled the world, modeling Rosemary's breathtaking expertise at the most exclusive parties and red carpet events.

Rosemary's genius had first become known to the world back in the 1940s, when she created her sensational "sun streaking" effect, calling it "tortoise shell streaks." Rosemary managed to recreate authentic highlights identical to those achieved by basking in the Mediterranean sun at world-famous beaches on the Riviera—pale golden streaks that made them resemble mythical goddesses in human form.

Her tortoise shell streaks were copied by noted hair colorists around the world, but none ever came close to the exquisite regal beauty that Rosemary achieved, and neither do the hairdressers of today.

Rosemary reigned supreme as number one world hair colorist for decades, having begun a modest career in Lilly Daché's Hat Salon of New York. Lilly created glamorous millinery for the rich and famous; Rosemary and Kenneth, both unknowns as of yet, were tasked with creating hairstyle perfection for the ladies under those hats. Eventually the "dynamic duo" rose to fame while Lilly sank to oblivion. Daché's antagonistic behavior toward her staff and employees made things even worse. With so much harassment and tension going on in the salon, Rosemary and Kenneth decided they'd had enough and planned a grand exodus from Lilly's house of horrors. They set the date and informed all their coworkers. When it came, Lilly was stunned to watch

as Kenneth and Rosemary along with the entire staff packed scissors, combs, brushes and without a word paraded out.

Thus the band of mutineers took up new residence at Kenneth's Salon on the posh Upper East Side of Manhattan and in rushed their clientele, who'd eagerly followed, making it easy for Kenneth to quickly establish his own hair palace.

The fame of Kenneth and his salon was meteoric. Because he had the V.I.P. following already, word spread throughout the ranks of the rich and famous to make Kenneth and Rosemary celebrities in their own right. I could fill volumes with Kenneth and Rosemary stories, but two vignettes especially stand out.

In the '60s, Lucille Ball was queen of television and arguably America's most famous comedienne. Few remember now that she began in burlesque as a stunning dancer, whose trademark *Crowning Glory* was gorgeous, flaming red hair. Envy was fueling imitation, and knowing this, the funny lady was bound and determined to keep her shade exclusive.

The *I Love Lucy* television show was at its height of popularity and busy Lucy needed a touch-up as well as a refreshed hair shaping. L.A. cronies all told her that Kenneth was the person to see. After hearing endlessly that she must book "the one and only Kenneth and no one else," Lucy called for an appointment. But the one and only Kenneth did not make appearances in L.A., nor anywhere else outside New York in those days.

So, like all the other starlets in Hollywood's universe, Ms. Ball hopped a plane to fly cross-country. Storming Kenneth's reception desk, with eyes flashing and spinning as only *I Love Lucy's* Lucy could, she bellowed out in a voice that could no doubt be heard back in Tinseltown, "WHERE IS GOD?" Needless to say, the entire salon fell down laughing.

I recall another mythic story told to me by Rosemary because it unleashed a major worldwide hairstyle trend that lasted for decades.

Rosemary was summoned to Hyannis Port to do Jackie Kennedy's hair. JFK didn't approve at all because the press was always lurking around and he didn't want hairdressers, make-up artists, or fashion designers attracting publicity-hungry reporters and photographers to disrupt their lives. He also didn't want people thinking of them as extravagant or ostentatious, so the President scolded her when she had people in to do special work. But Jackie, always the lady of



refined taste who demanded to look her best, had Rosemary visit the White House and Hyannis Port for special coloring and hairstyling.

On one particular occasion, Rosemary finished her coloring magic on Jackie with a quick set and comb out before the First Lady had to jump on a private plane. As Jackie climbed the steps to go aboard, the wind ruffled her hair, lifting and volumizing it into a full-blown bouffant style. Instantly, with her hair full and radiantly crowning her head, Jackie was captured by eager photographers snapping pictures that soon graced every front page in the U.S. Rosemary, standing nearby, was asked by one of the intrigued cameramen: "Who did her hair?"

With characteristic loyalty to her Prince of Hair, Rosemary replied, "Mr. Kenneth of Kenneth's Salon."

The newspaper pictures created a worldwide bouffant rage. Soon women everywhere were begging their hairdressers for "the Look." Thus was the famous accidental hairdo that launched a million imitations born.

My time with Rosemary was transformational. Her intensity and artistry mesmerized me, and I just tried to soak up all the knowledge she was offering. I watched as Rosemary again and again transformed ugly ducklings into swans, always awed by her skill. She was the grand mistress of color, and I shall remember and honor her genius, devotion and humility forever.

But despite Rosemary's loyalty and devotion to Kenneth, the two geniuses sometimes clashed, and their relationship was not without drama. I'm not sure what led to that unfortunate day, when Rosemary and Kenneth had their final falling out and she left the salon, never to return. But for me it was a flashpoint and presented another life-altering decision to make. With Rosemary gone, Kenneth turned to me and offered the prize opportunity to run his coloring department—the number one coloring position in the world! And he was offering it to me more or less on a velvet cushion.

But you know the story. I said, "No thanks."

A mistake? Not at all. Regrets? None.

Working at Kenneth's had provided connection with a number of remarkable people who reunited me with my childhood visions and experiences of the natural world. I am honored to call Dr. Cecilia Lu, Dr. Fung and of course my Brazilian lady friend esteemed teachers of mine.

They provided me with the first detailed insights that made my visions and experiences come to life. They expanded my personal horizons by revealing the methods and logic of healers and shamans over centuries. It was for me to take their knowledge and put it to use in my chosen profession. The seeds of *Awaken Your Roots* and the Morrocco Method were planted, deeply and well.

Kenneth's was the pinnacle of the hair world, at a time when technology, science and going modern were fashionable. By contrast, going natural and organic with hair and skin care wasn't even on the radar. Botanicals were to be synthesized and "perfected" in labs. That was thought to be the way of the future. Cosmetics, unlike food, were and still are very poorly regulated in terms of chemical content and possible toxic effects. Cosmetic companies were causing unintentional harm by not researching their chemicals carefully enough to discover the dangers of specific components.

Today, toxic effects of certain cosmetics, colors and dyes are more widely known. But, years before, I'd been made aware of this in a rather dramatic and personal if tragic way. After leaving Kenneth's, I'd stayed in touch with Jackie Kennedy Onassis. When she died, her son, John Jr., told me that doctors had determined her brain tumor was caused by coal tar in her hair dye. This revelation was shocking to me at the time. Now, however, the knowledge of poisonous effects of such dyes is commonplace in the hair business. So it's an outrage that this industry, fueled by vanity and greed, still continues to market products containing lethal chemicals and poisons that are toxic both in the short and long term. Some of the very worst are embedded in hair dyes. None of Morrocco Method International's products contain any of these poisons and I will not here name the exhaustive list. But you can discover them yourself if you just read the ingredients of virtually any commercial hair product on store shelves.

In the strange and magical twists and turns of my life, my experience at Kenneth's showed me two possible futures: one was the so called modern, progressive way, the synthetic way—and great prosperity would be mine as master colorist in that world. The other was a truer, more honest and nature-based world I was beckoned back to by remarkable people in and around the mandala of Kenneth's. It was a world of shamanic wisdom and gentle magic

whispering to me the power and potential of each person's *Crowning Glory*: a natural, organic, vibrant world of bountiful health and luxurious hair.

All it took was Kenneth's single question: "Will you take over my hair coloring department?" to send me into the most powerful out-of-body experience I have ever had. And in that radiant state, I had the epiphany that I would leave salons behind forever, go natural and NEVER revert back to chemicals.

But my love for color has always remained. And that's why Morrocco Method International is the foremost producer of natural, raw, vegan, wild-crafted henna hair coloring products in the world.

Morrocco Method International henna products are in fact the purest, most natural hair coloring products available. But before any discussion of how they enhance the color and vitality of your *Crowning Glory*, I want to speak in praise of those who bear a *Crowning Glory* of silver, gray or white.

A lifetime of experience grants one the privilege of becoming an Elder. Gray, silver or white hair signifies a life spent learning, acquiring wisdom and achieving a noble, respected position in the "tribe" of society. On many people, it is uniquely and strikingly beautiful.

This said, if you wish to go back to a more youthful or high-fashion color, please do it with 100% plant-based products. This simple act could actually save your life!

### **Testimonials:**

"When I first looked to the Morrocco Method for help, my hair was so fried from being continuously permed for so many years that it was very dry and brittle and, of course, thinning. I thought it wasn't possible for me to have healthy, beautiful hair, but the Morrocco Method really does contain special secrets. The herbal hair and scalp formulas with simple, natural instructions have brought my hair back to life. Now my hair is truly beautiful and I am constantly getting wonderful compliments." - Joan Hillerts of Los Angeles, California

"After bleaching my hair for years, and then letting it go natural, all I get are compliments and everyone wants to know what I'm doing to make my hair look so good. This is the best my

hair has ever looked—natural—great condition—silky—healthy—with a lot of body. I am so amazed. It's taken awhile to get to get to this stage of beauty and compliments—worth every day of hair care. Through the daily use of Morrocco Method, simply using 100% natural shampoos and conditioners, I now look and feel great. And I am so proud of what it's done for my hair." - JoAnn Brockman of Shreveport, Louisiana

"I recently saw a long time friend who I hadn't seen ... since I began with [Anthony Morrocco's] natural hair care. He was amazed at the vitality, shine and style—it had taken years off my looks [and he said] 'I can't believe how much younger you look. You look vital, youthful, much younger, ten years younger. It's remarkable how your hair makes you look more radiant, totally different ... I can't believe it.'" - Sharon Norton of Laguna, California

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### **Chapter 3: Detoxification and Morrocco Method: Zen Detox Hair and Scalp Therapy**

As a hair shaman, I think one of the greatest stories ever told about our *Crowning Glory* and its magic, mystery and power is the Biblical story of Samson.

Most theologians and philosophers miss the deeper meaning of the Biblical reference to Samson's hair as his link to the Divine and personal source of strength. But it's so obvious, shouting loud and clear to those willing to explore the intriguing layers of meaning and information. The story of Samson's *Crowning Glory* is just too important to be swept aside, because it also reveals one of the most important requirements of perfect health and great looking hair: detoxification.

According to the Bible, Samson's *Crowning Glory* was of uncommon beauty, yet also masculine and powerful. And like my vision of the grass on the mound of my youth, not only was his *Crowning Glory* striking to behold, it was also his source of universal power, connecting him to the Divine. The Bible specifically states that because Samson was special unto God, no

hair on his head had ever been cut. And by virtue of his extraordinary hair, Samson received the *chi* through the crown chakra, transforming physical energy into his legendary strength.

But sometimes we are just too handsome for our own good! We get careless and forget how the Five Elements in nature support strength and our connection to the Divine; we ignore the need to take special care of our gifts. And that's precisely what happened to Samson. In his vanity and pride, he didn't fully appreciate what God had given him. He became careless with his secret, the source of great power—his *Crowning Glory*. Enter Delilah.

The Bible hands Delilah a bad reputation. She was a temptress, daughter of evil Philistines, a sworn enemy of the Israelites. Even her name means "weak." She was sent to beguile Samson, to render him powerless. And that's exactly what she did. Even though Samson mocked her and initially played hard to get, Delilah persisted. She wooed him night after night. We see a great interplay and exchange between the masculine and feminine powers as our hero and heroine become closer. Then, through Samson's hair, his crown chakra, Delilah was able to take full control of her lover. Ultimately, though, she only accomplishes a betrayal of both Samson and herself.

All shamans know there are some secrets that should never be divulged. It's not to be miserly or to wield special power over others, but rather because the enlightened realized certain secrets need to be passed on properly, and only to people who fully understand how to use them in ways they were intended. In the wrong hands, such secrets can go off like nuclear bombs. When Anthony received his first shamanic teaching from his Brazilian friend at Kenneth's, he was sworn to secrecy. He has honored that promise to her to this very day.

Samson knew one of those secrets because through his *Crowning Glory* he had a special connection to God and the Divine. But one night, in expressing love and loyalty to Delilah, he unwisely gave away this precious knowledge.

The Bible says that Delilah was the cause of Samson's downfall. But what actually made Samson vulnerable to her charms and guile was his own pride, leading to a ruinous disregard for the magic and mystery of his *Crowning Glory* and the connection it forged between him and God. During those extravagant nights with Delilah, he ate and drank until he was delirious and out of control. He let go of the magic, mystery and power of what should have been cherished

and kept secret. As a result, Delilah had no problem cutting off his *Crowning Glory*. Without it, Samson lost his strength and became powerless.

But consider this: what if Delilah in fact did him a favor? With such pride and toxic emotions, Samson had become overly full of himself. If he was ever going to reclaim his connection to the Divine, something had to give. Delilah therefore unwittingly did him a kindness in the end because by shaving his head, she got rid of the history his hair had stored. In essence, she detoxified him—and made him open and available for new Divine energy to flow in.

The Philistines soon made Samson a slave. He ate very little (virtually fasting) and did hard, physical labor, sweating a lot. During this detox process, the Bible relates that Philistines did not pay attention to anything regarding their captive. Samson's *Crowning Glory* started to grow back! With a new head of hair and his mind and body freed of toxins, Samson reconnected with the Divine. Slowly but surely, the new non-toxic Samson emerged, with his revitalized and purified *Crowning Glory*—even more powerful than before.

Not only does the Bible give us our first great story of detoxification, it also imparts the first revelation in Western literature of the importance of our *Crowning Glory*. This appreciation was unmistakable in the hands of masterful barbers I visited all throughout the small villages of Europe.

## **The Importance of Detoxification**

In all known holistic healing science, the number one key to good health is **diet**. Combined with exercise and proper full breathing, a healthy, vital diet keeps us strong within our bodies and radiant without. These practices are also enjoyable, natural, easy ways to detoxify.

Additionally, we must consider our hygiene practices and the products we use on our body, scalp and hair. Most people assume skin and hair care products are primarily for cleansing and moisturizing. However, we must also remember that hair and skin ingest nutrients—actually consuming them! So it is best for us to put not only high quality, nature-based foods inside our bodies, but also take care of the outside by using naturally-sourced, non-toxic hair and skin care products.

We at Morrocco Method specialize in natural, wild-crafted, vegan hair and skin care products as an essential Spoke in the Wheel of our technique, always reminding clients that a healthy, vibrant lifestyle is also fueled by the foods we ingest in our daily diet. These foods are of utmost importance. In fact, what we eat is primarily responsible for the beauty of our *Crowning Glory*.

Since our lymph system works to clean and detox the body of chemicals and other harmful substances, it only makes sense that foods with higher water content are necessary to flush out wastes from the body.

### 5 Key Points to Detox

1. **Eat a diet abundant in green vegetables and fruits.** These have the most water and are definitely the healthiest choice to detox for a healthy lifestyle.
2. **Drink plenty of liquids,** including quality spring or purified (versus tap) water; natural fruit and vegetable juices; and herbal teas rich in antioxidants.
3. **Never drink sodas or chemical-based beverages of any kind.** They poison the system, making your body sluggish and more toxic and even worse than cane sugar-based drinks are the ones filled with any of the artificial sweeteners widely promoted these days, as well as supposedly natural drinks brimming with high fructose corn syrup. These non-foods won't quench your thirst but will make you gain weight.
4. Remember that **fish and poultry are fine in moderation.**
5. **Red meats are meant to be eaten in very moderate amounts.** If you investigate regions of the world where red meat is the dominant food, you'll discover that life expectancy there is significantly shorter.

### Eat More "Water" Food

Eating more water food is essential to radiant health! There are water foods and also denser foods that contain little or no water at all. Our bodies are 70% water—mirroring Planet Earth—and the lymph system actually has a higher percentage of water than our blood: 80%. The foods we eat should reflect similar percentages. That is, a healthy diet should include 70 to 80 percent liquid in proportion to solids. If we eat in this manner, we will naturally detoxify. I

strongly advise looking at the balance between your dietary water and solids to get a good barometer of your ability to detoxify. The more you eat solid and dense foods with lower water content, the less detoxing occurs.

### **Exercise Regularly**

For our lymph system to do its job of detoxing most effectively, we need to activate and cleanse it with exercise and movement. Unlike the heart, which continuously circulates blood for us, the lymph system has no such device. Only movement and exercise make it possible to thoroughly detox and eliminate poisons. Generally, just one half hour of leisurely walking during morning, after lunch and evening will do the job. If this is too much to start with, walk once each day and gradually build up to the daily three for maximum benefits.

It may surprise you to learn that running and jogging are not necessary for a good detoxing program. Calm breath is our greatest source of strength and best ally for detoxing the system. Keeping your breath steady and even while walking will accomplish the goal. If you want to be more adventurous, try yoga, qigong, martial arts or any low-impact aerobics that don't leave you winded. These are all excellent for optimizing health on a daily basis.

### **Breathing**

At Morrocco Method International, we practice and recommend deep breathing exercises to our clients. Here, we want to share with you the single greatest breathing exercise you can do. It's quite basic, simple and enjoyable.

For this breathing exercise, the formula is a ratio of 4 counts breathing in, 7 counts holding and 8 counts exhaling. Practiced three times per day, this exercise alone has been scientifically proven to be the most beneficial and healthy respiratory detox method known to man. So, when you wake up in the morning, sit up straight and breathe in for a count that's comfortable and easy—say 4 seconds. Hold for 16 and then breathe out for a count of 8 seconds. Midday or after work, repeat the process. Finally, just before bed, do this simple breathing technique again. Perform this exercise three times a day, and you'll see and feel maximum detoxing results.



## **Detoxification**

With this breath of fresh air, let's return to considering what we ingest through our skin and hair. Whatever we apply to the skin and scalp is ingested through our pores, enters our blood stream and travels throughout the entire body. Therefore, pure and safe body and hair care products also aid in detoxing by not only adding healthy nutrients for the body to ingest, but also by cleansing and enabling our skin and hair to participate in the overall detox process. We guarantee unconditionally that ALL Morrocco Method International products do just that!

On the other hand, using hair and skin care products such as shampoos, styling gels, cosmetics and deodorants which contain manufactured chemicals, or putting your hair through damaging chemical processes like dying, bleaching, perming or straightening, infuses huge amounts of toxins that settle into your glands over time. And when the body can no longer naturally detox these poisons and wastes from our glands, the build-up leads to stagnation, putrefaction and eventually life-threatening diseases. Carcinogens and other toxic wastes compromise your immune system and cause collapses in health. Now that you realize just how important it is to detox and avoid toxic chemicals as much as possible, we invite you to take a look at how Morrocco Method International products work to keep your system pristinely cleansed and vibrantly healthy.

We design hair and skin products for your safety, pleasure and continuing health! With my techniques described in *Awaken Your Roots*, Morrocco Method's special collection of shampoos and conditioners based on the Five Elements allows your body to not ingest the same hair care ingredients day in and day out. Using the same shampoo all the time causes your body to develop an immunity to it and this compromises your ability to detox properly. Which is why I highly recommend alternating shampoos that contain botanicals associated with Fire, Earth, Air, Water and Chi/Ether elements. The constant change allows your body to ingest all healthy nutrient components of the Five Elements while being cleansed. The more we aid our detoxing system—instead of taxing it—the more we create natural, healthy ways to rid our bodies of harm.

Zen Detox is an even deeper way to detoxify your *Crowning Glory*. Detoxing, as I've described thus far, is a normal, healthy, beneficial way to help cast off what the body cannot use or needs to eliminate. But depending on how far down the road you've gone eating poorly or using toxic body and hair products, just a switch over to healthier habits and products alone might not be enough. You'll need to go a bit deeper and amp up your detox efforts with a more rigorous and powerful plan. With active, live volcanic clays, plant proteins and wild-crafted crystals, herbs and spices, our Zen Detox lifts out and draws away impurities that settle in hair and scalp. You simply add water to the powder, which is formulated according to the lunar cycle and apply liberally. The creamy mixture is teeming with nutrients that you massage into your hair and scalp. It's fun and creative to sculpt as it dries. After removal by gentle rinsing, it's been reported to us by numerous clients that they even felt more clarity in their thinking!

I hold Ayurveda in such high regard and I would like to further explain detoxification from an Ayurvedic point of view.

Experts in the deep healing principles of Tibetan Ayurveda explain that there are four levels of healing in this powerful tradition, having to do with greater and lesser practices of addressing any physical, mental or emotional condition we face. Just as I've previously mentioned, the first and most important level of treatment has to do with lifestyle changes: commitment to proper diet, exercise, relaxation and hygiene. If we make the effort to live a lifestyle based on the five elements, 95% of our problems would just go away! It's as simple and fundamental as that. (You will find more detailed information on Ayurveda in Chapter 7.)

So for our hair, the best nutrition we can ingest, the most nature-based products we cleanse it with and the daily "exercise" we do massaging and brushing will all do wonders to return our *Crowning Glory* to its natural, vibrant, luxurious state. Conversely, if we continue to eat processed, toxic foods and lather all kinds of poisonous chemicals into our scalp, how can we not expect our hair to be thin, frizzy, develop split ends and look dull and lifeless?

When extreme conditions occur, returning to proper diet and using all-natural hair care products won't always work alone. Years of abuse take their toll. We can't realistically expect quick overnight results. This is where a more intense level of detoxification, the second level of Tibetan Ayurvedic healing comes in. And this more rigorous detoxification is the deeper work of

Morocco Method's *Awaken Your Roots* that makes it possible to regain a vibrant, lustrous head of hair and healthy scalp we all desire.

There are scores of books on nutrition that will help you improve your diet for maximum health. My personal suggestion is that you look for books espousing a more vegan or vegetarian diet. Seek out books on raw food, Macrobiotic, Traditional Chinese Medicine (or TCM) diets and Ayurveda. All these systems have daily nourishment and detox programs to successfully guide your eating habits.

### **Testimonials:**

"My hair is thicker. It feels fuller. It has really come in on top. 'Spring has sprung'. It's great not to have all that hair on the pillow in the morning. And it is so simple. There's no reason not to do it. You just need a little bit of the Morocco Method Shampoos & Conditioners. Just 30 days and the results have been a 100% stop in hair thinning. It's simple and natural." - Rodney Bonet of Austin, Texas

"The Morocco Method Hair products have transformed my hair in just three weeks! It's now alive with good texture, sheen and bright color. It feels and looks so much better, coming from dull, drab, dead-looking to alive and vibrant again. You are truly doing a great service to us all with your new shampoos and method. God bless!" - Dee Dillen of New Hampshire

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## **Chapter 4: Hair Brushing and Scalp Massage**

Probably one of the most hauntingly alluring images on the silver screen, at least in my eyes, is watching a woman—usually the film's star or heroine—sitting at her dressing table, brushing her hair. This is never a neutral or ambivalent statement in the plot. It may be seduction, sometimes self-absorption, other times independence. In any case, our leading lady is telling us that she's her own woman and she cares about herself.

Then there are other heroines who sit before the mirror to have their hair adoringly brushed out by someone else: a lover, mother, sister or servant. Is she privileged, spoiled, adored or all three? In my mind, such images have not always served us well. Within families and those with close bonds, such moments are, indeed, endearing. But I also feel they have artificially created an inflated need for hair parlors and salons. This doesn't mean I'm totally against such establishments. But why not have the fuller pleasure of becoming master of your own *Crowning Glory*?

If hairdressers don't respect the lunar cycle and just cut your hair willy-nilly, and if they apply all sorts of poisonous potions with fancy names to your hair and scalp, they are ruining your health. You're much better off staying at home and "awakening your roots" by following the steps and techniques I share with you, here in this book.

Whether you brush your own hair or are groomed by another, the act of stroking and preening your locks conveys a powerful intimacy of self-gratification or caring for someone else. If this were not the case, an image of hair being brushed or styled would carry no weight in our minds; no director would waste film footage or stage business on such display.

But for me, the impact of viewing these images pales in comparison to witnessing the acts of animals grooming and preening in the wilds of Nature. In fact, the entire basis of my hair brushing ritual did not come from watching silver screen icons or even seeing my own mother or grandmother do their hair. Rather, my inspiration came from watching swans.

On my many adventures in the British Isles, I spent time in the Cotswolds, near Stratford-upon-Avon, the home of William Shakespeare. It was there, beside the peaceful shores of the River Avon that I spent hours watching Her Majesty's birds—the Queen's Royal Swans. For many cultures, swans are the most regal of birds, and in the British Isles, the Royal Swans are under direct protection of the royal sovereign. It makes perfect sense: Royalty always champions royalty.

Just as when I was a child regaling in Nature, I let my eyes feast on these beautiful creatures as they groomed and freshened themselves. Swans, like all other water birds, preen themselves with their natural oils. They bring their heads to their backs and place their beaks into the tail area where their oil pot is. With beaks coated, they spread their wings,

meticulously patting and smoothing their Elixir Oils over each feather for protection, health and conditioning. Following the swans' example, I teach my clients (as you'll learn) to brush hair in a way that distributes their natural oils to coat each strand for protection and health.

Watching the preening and grooming ritual of these majestic beauties, it came to me that just like the swans, if we are to properly nourish our hair with natural oils we're born with, we need to brush our hair in a very similar manner. In these matters, Nature is never wrong. I encourage one and all to re-direct their eyes, ears, noses, taste buds, fingertips and minds away from the drone of industry and advertising media to listen to simple, elegant, glorious Nature. I emphasize in particular the beauty and magic of grooming ourselves as Nature intended. This is what I share with you here.

Brushing hair properly is one of the most important elements in the maintenance and rejuvenation of your hair, especially when combined with informed scalp massage. It is second only to proper diet and use of wild-crafted, holistic, raw and vegan Morocco Method Hair Care products.

Daily brushing of your hair and scalp is far more cleansing than any commercial, artificial shampoo. Brushing eliminates waste materials—deposits of uric acid crystals, catarrh and other impurities that build up and become encrusted on the scalp. Brushing also stimulates the capillaries, increasing blood circulation and transport of oxygen and nutrients to the hair stem, root and bulb. Most importantly, daily brushing revs up hormone- and oil-producing glands, which keep the pores of your hair and scalp open, allowing them to breathe and retain their natural oils.

Hair loss problems can almost always be traced to sebaceous glands—the natural oil-producing and lubricating system of your hair. If these glands are out of balance, they will either over- or under-produce sebum—the natural fatty oils that deliver nutrients to your hair. When they overproduce, hair follicles drown in their own sebum, which interferes with nourishment of the roots. The scalp is then weakened and hair begins to fall out. When the sebaceous glands under-produce sebum, hair roots and follicles become undernourished, causing hair to become dry, brittle and eventually fall out.

Often, it's the foreign matter from commercial mousse, gel, hair spray or non-natural shampoo and conditioner that clogs the pores and follicles of the scalp as well. These dangerous chemicals not only interfere with nourishment to the roots, they also disrupt natural hair growth patterns by disorienting the sebaceous glands, that regulate fall-out and reproductive cycle of the hair. These chemicals are additionally ingested into the bloodstream, frequently causing many other health problems.

Brushing is an excellent way to prevent these kinds of problems. Proper brushing and scalp massage, when used in conjunction with nature-based, holistic shampoos, helps bring sebaceous glands into balance by cleansing the scalp and stimulating capillaries. This ensures a steady, nourishing blood flow to the follicles.

Because of its cleansing effect on hair and scalp, brushing is actually a form of dry shampooing. When done correctly, it's also an excellent, natural conditioner. By stimulating sebaceous glands, brushing helps distribute sebum throughout the hair and scalp, adding strength, resilience and manageability to each strand. By coating the hair with sebum, brushing helps prevent excessive evaporation of moisture, giving your hair more natural sheen, body and texture. So remember the Queen's Royal Swans!

Anthony's hair brushing ritual always starts with the right tool ... Morrocco Method International high quality, natural boar bristle brushes! There's always a proper tool for each job. In the case of hair brushing, using the proper brush is just as important as properly brushing your hair. A natural bristle brush is the best one to use, and boar bristles are ideal because they most resemble human hair in texture. They're also gentle and undamaging to your hair, evenly distributing your natural oils while absorbing excess oil and removing foreign matter.

Just as I have spent years researching and finding the finest ingredients for all of my hair care products, I traveled the world to find the ultimate brushes to be offered by Morrocco Method International.

The natural boar bristle brushes designed for Morrocco Method International use two types of bristles from boars bred and raised in Europe under humane conditions, which is in keeping with one of our key promises to you: to deliver the finest all-natural, cruelty-free

products. We have two types of brushes: standard black boar bristle brush and natural black boar bristle mixed with nylon. The standard black boar bristle brush is specially designed to be able to brush sensitive to normal hair, and is one of the most popular styles around the world for classic and healthy hair styling. The combination of black boar bristles and a single nylon fiber is best for normal to thick, coarse hair.

Our brushes have a unique, pneumatic rubber cushion which allows the bristles to adjust to the contour of your scalp without pulling or breaking your hair, hence providing maximum stimulation without irritating the scalp. Both bristle styles come with an oval-shaped plastic handle in either standard size or the smaller travel size which fits into purse or pocket.

### **Testimonials:**

"I just want to thank you for my new hair brushes. They are fantastic, I am addicted to brushing my hair and it is looking glorious! Thanks also for the sample bottles of shampoo, they are terrific too." - Gail, Australia

"I have been using your products for several months now and I am happy to report that I love them all. The Brush has made my hair come to life again. Thank you for your wonderful products - please keep up the good work!" - Ann

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## **Chapter 5: Morrocco Method as Described by the Hair Shaman**

Good nutrition comes as second nature to most people these days. Shoppers concerned about their health look for natural ingredients. Organic vitamin and mineral supplements line health food store shelves; gym memberships are on the rise. People know that it takes not only quality nutrition and exercise to be in tip-top shape, but also total and consistent effort to achieve sustained well-being: a holistic approach. Feeling good equals looking good. But often

the area that people overlook when it comes to using natural products is the one part of the body that is always on display: our *Crowning Glory*—our hair.

In most professional salons, stylists use anything but raw, nature-based, wholesome hair care. Instead, chemicals are applied to straighten hair, lighten, darken or produce curls in it. Hairdressers must wear gloves to protect themselves from noxious ingredients when working on their clients. Over time, these harsh treatments strip hair of vital nutrients, leaving it lifeless, dry and thrashed, not to mention unhealthy. Eventually, the same effects will manifest within the client! How could it be otherwise, with such toxins penetrating their scalp, so close to the brain?

As you learned in my story, it wasn't always this way. For centuries, before the advent of modern hair care as we know it, only natural products were used. In fact, a totally holistic approach was the norm when village barbers and indigenous peoples of South America cut hair according to phases of the moon. I witnessed this in my three Brazilian clients who all had the most incredible hair. Working with them awakened me to my earliest sensibilities; they inspired me to travel and study natural methods for over forty years and conduct intensive research into Chinese medicine, Ayurveda and homeopathy, as well as acquiring up-to-date scientific knowledge on hair care courtesy of my time at Kenneth's. Thus, Morrocco Method set new standards in the marketplace of fine hair care. It needs none of the usual advertising hype, is promoted almost exclusively on the internet at [morroccomethod.com](http://morroccomethod.com).

I believe the most beautiful thing in the world is a head of luxurious natural hair—devoid of any artifice. But to accomplish this—to truly create a brilliant, vital head of hair—we need to abandon the mass-marketing consumer machine hawking chemicals, additives and a host of other poisons, for a balanced, gentle system of natural hair care that nourishes and rejuvenates hair and scalp. Morrocco Method hair care combines the Five Elements of ancient philosophy with time tested knowledge of cutting and caring for hair based on phases of the moon.

Over the years I've been able to prove to thousands of people that a five-element approach to hair care, following our cutting and grooming techniques, using Morrocco Method's exceptional raw, wild-crafted and vegan products will result in thicker, more lustrous hair. Morrocco Method International has proven it's possible to unite modern scientific knowledge



with ancient cultural wisdom to create healthy shampoos and conditioners made only of nature's purest potent minerals, plants and herbs. Moreover, our products are not only free of health-threatening side effects, they are also completely hypoallergenic for even the most sensitive individual.

In taking such a stance, using both ancient and modern knowledge as the backbone of Morrocco Method International and *Awaken Your Roots*, I promote holistic hair care as an integral piece of the entire holistic pie along with a good diet, exercise and positive attitude, habits and rituals. The five types of hair on our body matter—more than you think! And the most prominent of these, our *Crowning Glory*, is very subtle, but powerful as a key indicator of health and growth.

It is my enthusiastic goal to show you why holistic hair care is so important and how to achieve natural, luxurious hair. For beyond just hair and scalp, *Awaken Your Roots* expands to the mind and spirit.

### **Testimonials:**

"After going through chemotherapy, my doctors were amazed that I did not lose any hair! I know it's because of using Morrocco Method shampoos and conditioners. No hair loss and still looking great! My hair was so thin and now it's so thick. I'm convinced it's Morrocco Method!" - Gloria Hahne of Phoenix, Arizona

"The first time I used the Morrocco Method I was amazed at how fast it worked and the difference was immediate. It shined! More volume! A huge difference and it combed better. All [other]cream rinses are too soft and leave hair limp and lifeless. It's perfect! I'm very impressed!" - Connie of Laguna Niguel, California

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## **Chapter 6: Spokes in the Wheel—Total Vitality and Great Hair**

Our entire universe is pulsing with vital energy—*chi*. When the whole body and mind are tuned and opened to this *chi*, we feel a tingling from the tips of our toes to the top of our head. In those moments, we can actually feel our hair standing on end. In fact, some traditions use the metaphor of people being so alive and inspired that their hair is on fire!

Just as this *chi* enters the leaves of a plant or tree and then courses down branches, trunk and into roots, this vital energy descends from ethers and enters humans through five different types of hair on our body. First and foremost, it enters through our crown chakra, stimulating the brain and highest sensitivities, then makes its way through the baser levels of body and mind.

To fully benefit from the *chi* energy, it's necessary to understand the five different types of hair we have and their function:

1. The **hair on our heads** is our crown chakra, which is the most sensitive and receptive to *chi*, producing the most energy and heat.
2. The *chi* energies of the **eyelashes and eyebrows** are very subtle and linked to intuition, feelings and emotions.
3. **Facial hair and beards** are the third type of body hair. Just as men don't start growing facial hair until puberty, the energies here are associated with maturity. They also are fine and subtle, and we learn to truly understand them with growth and experience. Women increasingly grow facial hair as they achieve Elderhood.
4. The energies of **body hair**, like the grass and coverings of Earth, are massive. They span large, broad areas of our understanding of the world. Think about what happens when your hair stands on end—this is a phenomenon that raises your energy and heightens your senses in a "fight or flight" response.
5. Finally, there is **pubic hair**, relating to your most magical and in-tune energies. They translate coarse energy into those rare, spiritual feelings and experiences and make us feel connected to the Universe!

The hair on your head, your *Crowning Glory*, is so much more than just a covering for your scalp and brain, stressing how important it is to fully appreciate this. Like millions of antennae,

your hair picks up subtle life force energy, *chi* , from the universe. It's the very first place where *chi* touches all of us.

If our hair is kept clean and in good condition, an optimal *chi* signal and quality of vibration are picked up. This means we feel better overall, with energy to spare. Think of animals in Nature, after they've bathed or cleaned their hair or fur. They shake themselves off. Sometimes they even dance! They feel and act more alive. Think of how invigorated you feel as the wind tosses your fresh, clean hair. Conversely, on a "bad hair day"—beyond not looking the way you want—don't you notice feeling out of sorts, maybe distracted or even disconnected from the world around you?

So, how do we give our hair the optimum potential to support our connection with the universe and with joy, passion ... even our life purpose?

I want to give you an outline of all the points of great hair care, which I'll elaborate on in the following chapters. I call these six my "Spokes in the Wheel."

## **1. Haircutting, Shaping and Natural Styling Techniques**

It's essential to follow the Morrocco Method Lunar Cycle haircutting chart, which indicates clearly the best days each month to trim your hair for desired results. See the five objectives and optimal days to achieve them, along with other great resources on our website:

[morroccomethod.com](http://morroccomethod.com).

## **2. Products for your Personal Best Hair Care**

Choose the 100% naturally-sourced and wild-crafted shampoos, conditioners, plant-based henna hair color and elixirs produced by Morrocco Method International, in accordance with Fair Trade guidelines.

## **3. Proper brushing of your *Crowning Glory***

Use Morrocco Method's natural black boar bristle brush for normal or sensitive scalps and do a daily scalp massage using our deluxe size natural rubber scalp massager.

## **4. Diet**

Eat seasonal, healthy food. Like skin, hair is pure protein and will mirror exactly what you eat: live, vital food creates live, radiant hair. Nutrient-depleted, overly-processed food creates dead, listless hair.

## **5. Regular exercise**

I don't discuss exercise at length here, because I'm sure you already know regular exercise is crucial for good health. Any focused movement that stimulates your blood and lymph system is excellent, such as walking, yoga, qigong or tai chi. Simply taking a 30-minute walk daily or joining an exercise class is beneficial. Find an activity you enjoy doing every day for at least half an hour. If done with a positive, forward attitude, just this amount will suffice. If you can do more, all the better, but stressing out or pushing yourself too hard are to be avoided.

Following the Morrocco Method, you'll cut your hair according to the lunar cycle, use the products, brush your hair, massage your scalp, eat well and exercise every day.

You maximize Morrocco Method's rewards by paying attention to your diet, your activity level and what you choose to put on your hair and body. Since we're all creatures of habit, it's best to set a good daily routine and make it automatic. Yes, some of these suggestions may be difficult at first, but that's only because you're trying to replace old habits with better ones. Be diligent and it does get easier—and your hair will respond beautifully. No doubt you've already tackled goals that required you to persevere through initial set-backs or frustration, whether it was understanding computerese or learning a language or resolving a family dispute. But by figuring out your best strategy and sticking to it, you scored a victory. Which brings us to the final Spoke in the Wheel ...

## **6. A Positive Attitude**

This is the last, but probably most important Spoke. Don't waste one more ounce of your precious energy on past history, including hair problems. You'll find that having an optimistic outlook makes it easier to follow habits of a healthy lifestyle—and the resulting health and vitality make it easier to maintain a positive attitude! So take a deep, calming breath in the here and now. Life is possibility.

If you want to see change in your life and a spectacular transformation in your hair, start with a sincerely positive attitude. Visualize the winning end result, picture in your mind that

what you want has already happened. Believe that here and now you are living a life that's radiant and happy. You're living your passion, your bliss and you're so excited to wake up and get out of bed every morning. You have a kind word for everyone. And, your hair is thicker, more luxurious and radiant than you've ever imagined. It truly is Awakening Your Roots!

The "Spokes in the Wheel" of my Morrocco Method come from a hair care lineage that's thousands of years old. The methods that people all over the world have devised and followed for centuries are just as effective today. As you read or listen on and start applying the Spokes to your life, you'll experience how each one contributes not only to healthy, vibrant hair, but also gives you a healthier, more vibrant life.

### **Testimonial:**

"I was so depressed because life was going all downhill with my hair. My hair was thinning; I would wake up in the morning and find more and more hair on my pillow every morning, not to mention in the shower. I didn't believe anything could really help me and I was fearful that I would one day soon be forced to wear a wig. I was skeptical when I was first told about the Morrocco Method, but what an incredible transformation I have experienced since then! My hair is now healthy and vibrant and my life feels full and worthwhile again. I never realized the power of beautiful, healthy hair and what a change it can make in your life." - Cindy Gregory

"When I first heard of the Morrocco Method, I was skeptical. But what intrigued me was the idea that our hair is alive, just as the trees and grass and all of nature. As we are part of this unit of all life, just as our hair and its growth are governed by these laws.

"So I tried it. Within two months I saw new growth. The quality and texture of my hair improved greatly. My hair ceased to fall out. It has now been ten months and people are even saying, "You got more hair! What are you doing?" So I tell them about the Morrocco Method hair care products and its truly natural approach to hair thinning." - John P. Ryan of Los Angeles, California

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## **Chapter 7: The Five Elements—Foundation of the *Awaken Your Roots***

The idea of the elements has been part of our psyche, our hopes and dreams over the centuries. Through experience with both the natural world and the imaginal world that pierces the veil of our three-dimensional reality, we've created myths, archetypes, philosophies, religions and lore replete with fairies, gods and demons, of earth, water, fire, air and space who whisper to us and whom we call upon for strength and inspiration. When things go wrong, even in these more "sophisticated" days, we still often ponder whether the affliction or obstacle has arisen because we've ignored, offended or abused these elemental deities and forces. We can't dismiss this kind of thinking as mere mental illness or throwback to a more primitive, superstitious way of viewing the universe. Rather, it's our connection to the unseen, that realm of subtle energies where form meets emptiness, where human hearts connect with a rich, magical world of possibility that's always available—so long as we learn how to listen, understand and interact to bring this magic and mystery into our lives.

In the description of fairies, pixies, gods and goddesses of the elemental realms, one of the most pronounced features mentioned is their hair; the windswept hair of air fairies, the silky smooth strands of water goddesses, the white or blazing manes of fire deities, the bountiful, flowing hair of earth spirits. And, in both East and West, when tales recount creativity and the enchanting unknown, they frequently reveal three types of ladies, each having special connection to the elements; hags, witches, and princesses.

### **Fairies, Hags and Princesses**

In the case of hags and witches, we in the West tend to take a more negative view. For example in the fairy tale "The Tinder Box," a hag who tells a soldier where he can find three chests of money and her special little box, is beaten to death by him. He keeps both the money and the little box, which ends up being a coffer of elemental magic, allowing the soldier to create anything he so desires. In the East, hags are often diviners of unseen knowledge. They appear to the person who needs their message and then vanish back into the ethers. Thus, they

are innately related to the element Ether. Even their hair is out of control, long, frizzy and shooting out in "ethereal" disarray.

As for witches, they are the master alchemists, mixing and blending botanicals and all manner of things, for good or evil—depending on their inclinations. In the West, they are decried and maligned, not so much because what they do is good or bad, but for their ability to do it in the first place! In the East however, it all comes down to intention. So witches, as well as shamans, are called upon for their wisdom and mastery of the elements. Being a hair shaman myself, I am passionately honored to be in their company! And the hair of witches? Sometimes it's like that of a hag, but other times it is thick, bushy, exotic or sometimes long and flowing. In the East are many colorful and semi-wrathful female deities, with strikingly exotic heads of hair, who are called upon for any number of activities, for wisdom, for protection or for inspiration.

Finally, we have the princesses. In both West and East they are always dressed beautifully and with an exquisite coiffure. But what I observe in the West is more subdued. The princess is reigned in, her elements controlled. She is rendered powerless and reduced to eye candy—ultimately fulfilled only by marriage and subservience to her lord and master, not to mention society and occasionally mean in-laws! The myth persists in Hollywood, where well-financed princesses are locked in toxic prisons of pharmaceuticals compulsively ingested, bodies surgically altered and hair abused in the name of fashion. In the East, a princess is one who is embellished, with more added to magnify and demonstrate the balance of elements she embodies. She is a genuine monarch, truly divine. In my days at Kenneth's, I saw both kinds of princesses and can tell you it was a lot more interesting to be around the latter kind! I have been equally graced by hags and witches, as dear friends or acquaintances.

Although we consider stories of hags, witches, and princesses just relics of the past, they are in truth strong archetypes that endure. And there are to this day entire systems of healing that fully recognize magical power with elemental energies. Such as the ones I was exposed to that inspired me to formulate Morrocco Method: Chinese medicine and Ayurveda.

## **Healing, Hair and Elements**

Going beyond lore and archetypes, the term "element" makes most of us think of something akin to a building block. Those with a science background will have a frame of reference involving the periodic table, whose components are considered the building blocks of Nature.

But like fairies, gods and demons, when the Five Elements are described in Chinese Medicine and Ayurveda, they are considered much more dynamic. A great macrobiotic master, Michio Kushi, explains that this term "element" really signifies something moving, dynamic—an essence always in transformation—a flow from one state into another that can be identified, but never isolated. It is like asking the question, is light a wave or a particle? The answer is, it depends on how you look at it. In the systems of Chinese medicine and Ayurveda, elements are described as identifiable states of being.

The Five Elements are Ether, Fire, Earth, Air and Water. There is an orderliness in every aspect of Nature that can be explained in terms of these Five Elements; the way they flow into one another, support each other, even how they may inhibit or destroy one another. According to Chinese Medicine and Ayurveda, all things seen and unseen, whether animate or inanimate, are a combination of all Five Elements. The number five meaningfully recurs throughout the natural world. There are five principal tastes: sour, bitter, sweet, salty and umami; five sensory organs: eyes, skin, mouth, nose, and ears; five main body fluids: tears, blood, lymph, mucus and urine; five hair types: head, pubic, facial, body and eyelashes/eyebrows; then five fingers to a hand, five toes to a foot, etc.

I have coordinated all Morrocco Method hair care products with Nature's Five Elements, and infused the finest elemental ingredients into them. All contents are listed on every bottle or jar, and the website has information explaining what you need to understand about using the Five Elements for your hair to "be all it can be."

The five phases of hair care in Morrocco Method's Hair Awakening are: lengthening, strengthening, thickening, root work and beautifying. How do these five relate to the Five Elements?

For growth and **Lengthening** of hair, use products and techniques associated with the element **Fire**.



For **Strengthening** hair, do the same with products and techniques associated with the element **Air**.

For **Thickening** hair, the element **Water** is key.

To support **Root Work**, utilize the element **Earth**.

Finally, to **Beautify** hair, seek out products and techniques connected with the element **Ether**.

The products and lunar haircutting chart put strong, lustrous, beautiful hair within everyone's reach. I also encourage you to explore Ayurveda to further enhance your hair and health. It's helpful to know the Ayurvedic *dosha* classification for your hair:

**Vata hair** is generally dark in color, average in quantity and sometimes a bit coarse or tightly curled. Generally, there's a tendency toward dryness and brittleness, so a greater likelihood for split ends and/or flakiness. In age, *vata* hair will be gray or salt-and-pepper.

**Pitta hair** is generally blond or red with a straight, fine texture. A moderate amount of oiliness characterizes *pitta* hair, with a tendency toward thinning and baldness. Premature graying or becoming totally white with age are both possibilities.

**Kapha hair** can range from dark to light in shading; it's usually wavy, thick and oily with a tendency toward becoming greasy. It slowly changes to gray or white with age.

### Testimonials:

"For many years, because of a very hectic work schedule, I wore my hair very short, never having the time to take care of a regular length hair style. After learning the Morrocco Method, I realized that I could have healthy, beautiful, long, feminine hair without time consuming, unnecessary fuss . Following this method of proper brushing, scalp invigoration and using the natural holistic hair products, I now enjoy a carefree, thick, luxurious head of hair that takes only minutes a day and best of all, my husband loves it. Thank you, Anthony Morrocco, may your method bring as much happiness to other women as it has to me." - Norma, Director of Publicity and Promotion, Los Angeles Philharmonic Orchestra

"I finally found the lost key to my whole health environment and it was my hair. The Morrocco Method has helped me revitalize my scalp and now I am enjoying a magnificent full-bodied head of hair." - Sybil, Fountain Valley, California

"The Morrocco Method Hair products have Transformed my hair in just three weeks! It's now Alive with good texture, sheen and bright color. It feels and looks so much better, coming from dull, drab, dead looking to Alive and Vibrant again. You are truly doing a great service to us all with your new shampoos and method. God bless!" - Dee, New Hampshire

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## **Chapter 8: Shampooing with the Five Elements**

Your hair's appearance makes an immediate and lasting impression. Hair is everyone's most notable feature, our *Crowning Glory*. For icons of the silver screen, it's been taken to such absurd levels that even after battle scenes or near disasters in wind and rain, stars often emerge with crumpled clothes, but hair immaculate and perfect!

Each culture has standards for what good hair looks like, varying from smooth and flowing to heavily oiled and secured to bejeweled dreadlocks. In the Western world, our preference seems to be the silky and smooth. We spend untold amounts of time and money on products designed to give our hair that look. The two basic products we buy and use most frequently are shampoos and conditioners.

When it comes to shampooing, we think of getting hair clean as job one. But there's more to it than just that. Shampooing hair and scalp cleanses and nourishes your crown chakra as well. Keeping hair clean is important for more than just appearance—it's also the means to keeping our most valuable *chi* receptors clear and in good working order.

### **Selecting Shampoos**

While there are no hard and fast rules, the thing to remember is that proper scalp hygiene is as critical to luxurious hair as oral hygiene is to gleaming teeth. Your scalp is like soil in a

garden. Kept clean and uncontaminated, well-nourished and irrigated through proper blood circulation, a "crop" of healthy hair will flourish in it and thrive. For this you need products that guarantee a healthy alkaline pH in your body. Nothing less is acceptable. And that is exactly what Morrocco Method Int'l guarantees. Each wild-crafted, raw, vegan ingredient is chosen for its specific purpose—all of which work together to keep your hair clean, healthy, and luxurious.

Morrocco Method Int'l Shampoos are a synergistic blend of natural and wild-crafted botanicals, marine proteins, herbs and minerals. Carefully selected multiregional herbs and oils express their natural powers, because they've been compounded by using the 13-moon lunar astrology cycle. We harvest and formulate them according to this cycle to absolutely maximize their potency. Our botanicals are purchased in accord with fair trade agreements to respect the men and women who grow and harvest them for our benefit.

Morrocco Method botanicals benefit your hair and scalp by being reconstructive, conditioning, stimulating, rejuvenating and revitalizing!

Our Morrocco Method Shampoos are excellent for dry hair, split ends, grey or thinning hair, dandruff and for regenerating hair lost to chemotherapy treatment. Because they are totally color-safe, non-allergenic and non-toxic, they are used in hospitals and wellness centers worldwide and by people with extreme chemical sensitivities.

Our multipurpose shampoos are also great as body washes, exfoliating scrubs and facial cleansers.

### **Testimonials:**

"Before using 100% natural hair care products, I had to wash my hair every day because it would look flat and greasy. I have always had very fine hair that was stringy and unmanageable. Since I have been using the Morrocco Method products my hair has improved light years from where it was." - JoAnn Caine, Los Angeles, California

"Never before has my hair & scalp been so healthy since I started using Morrocco Method products. And I can't live without them." - Cynthia Young, Southern California

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## **Chapter 9: Customizing your Haircuts Using Morrocco Method Lunar Chart**

People from countries with cultures rooted in the natural cycles of the moon and seasons are astonished at our habit of having haircuts without regard to the lunar phase. To them, we might as well be planting seeds in the winter and expecting a bountiful harvest. Our ancestors learned over centuries that planting on moon cycles optimizes growth of both plants and human hair dramatically.

Our body is a microcosm of the earth. Like this planet's varietal vegetation — algae, seaweed, plants, flowers and trees — our body has similar diversified vegetation in our pubic hair; facial, eyebrow and eyelash hair; torso and appendage hair and, of course, our *Crowning Glory*.

Just as there is an "ideal" time to plant, weed, reap, spread compost, there are best times to cut or "harvest" hair. Aligning haircuts to the ebb and flow of Lunar Cycle astrology has a very powerful effect on the growth and maintenance of our hair.

According to the ancient wisdom of Shamans who consider hair a sacred part of the body, there are five elements each month to consider. Specific times enhance hair strength, thickness, length, strengthening of its roots and esthetic beautification — provided we cut on the appropriate days. Otherwise, the remaining, inauspicious days of that month will actually retard the growth of hair.

Knowing retardation periods of hair growth can be a useful tool for our hair care as well. "Harvesting" unwanted hair at this time is ideal, the perfect time to pluck eyebrows or shave legs. The hair will grow back more slowly, if at all.

Having your hair cut using the 13 Moon Lunar Cycle provide you with excellent natural, holistic hair care. Using wisdom of the Shamans enhanced by modern scientific knowledge and over 40 years of personal research and experience, Anthony Morrocco created Morrocco Method International, incorporating an outstanding system of Lunar Hair-Care Astrology to

help you achieve Strengthening, Thickening, Lengthening, Root Work and Beautifying of your hair!

If you are experiencing hair thinning and loss, his lunar chart shows you specific days each month when cutting your hair will strengthen and thicken it, stimulating roots and regenerating your hair.

Anthony reveals exact days that hold maximum astrological powers for your hair on his Lunar Hair Chart, that he shares freely on [morroccomethod.com](http://morroccomethod.com).

He guides your work on a particular facet of your hair every month. Focusing on hair loss or thinning, for example, you follow his lunar chart dates for your haircut to *Strengthen* hair. During the following month, trim at the indicated time that stimulates *Thickening* of your hair. During the third month, arrange your cut to stimulate follicles and hair roots using *Root Work* dates.

For the goal of longer hair, use the lunar chart to alternate *Lengthening* and *Root Work* dates, one each month. To thicken hair, simply alternate a *Thickening* cut one month with *Root Work* the next. Those interested in enhancing hair waves and manageability should alternate with *Beautifying* and *Root Work* trim dates. Numerous combinations are possible depending on individual needs.

The 13 Moon Lunar Cycle occurs fully each month, creating all five options so that you can cut your hair to lengthen, thicken, strengthen, do root work or beautify in any calendar month you choose. It is the position of the sun and moon, along with certain closely guarded Shamanic secrets passed down through the ages, that determines the optimum days to have your haircuts.

Some people believe a full moon is invariably the most powerful time to cut hair. This is not always true. There are times, in fact, when doing that is counterproductive. The same goes for keying trims to a waning moon. With Anthony's proven lunar haircutting chart, all confusion ends. As long as you base your cuts on the Chart, you will stay aligned to the best and greatest astrological power, enhancing your hair every time.

## **Testimonials:**

"I finally found the lost key to my whole health environment and it was my hair. The Morrocco Method has helped me revitalize my scalp and now I am enjoying a magnificent full-bodied head of hair." - Sybil, Fountain Valley, California

"When I first discovered the Morrocco Method, my hair was like baby hair due to health problems. It was thinning and looked extremely unhealthy. This system is amazing. My hair is now thicker than it was then, and is continuing to get thicker, and actually looks alive. My whole perception of myself is so much more positive it's astounding. And the best part is it's so easy to do." - Lesley Schiedow, Huntington Beach, California

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## **Conclusion**

Anthony has enjoyed welcoming you to his world of Morrocco Method's healthy, nature-based, non-toxic products that nourish and revitalize not just your hair and scalp, but the entire physical life. We've all grown accustomed to hearing Anthony's personal motto, "Our health is our wealth," again and again. He's right: when your system is detoxified, clean, nourished and fortified with the use of hair care products so pure and natural you could actually eat them, who knows what you could accomplish?

And this book, along with Anthony's products, online educational materials and interactive social media platforms, is here to help you in every step on the path to healthier hair and a better life.

Yes, the book ends here. But our commitment to you has only just begun! We always welcome inquiries, testimonials, suggestions and feedback from Morrocco Method clients as well as those of you new to Anthony's pure and revitalizing hair care. Customer service is available through our website [morroccomethod.com](http://morroccomethod.com), ongoing [educational blog](#), and social media platforms: [Facebook](#), [YouTube](#), [Pinterest](#), [Twitter](#), [Tumblr](#), [Google+](#) and [Instagram](#). In other words, we're with you all the way!

So be well, your health is your wealth!

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### **About the Author:**

Anthony Morrocco (born May 4, 1943) is the founder and current President and CEO of Morrocco Method International, a hair care company specializing in all natural products. Anthony Morrocco has, for over 40 years, carefully studied and practiced holistic hair care. His quest to find a naturally based treatment for hair and scalp problems began with his apprenticeship at world famous Kenneth's, a posh New York salon, where his clients included Jackie Kennedy Onassis, Mrs. Vincent Astor, Mia Farrow, Lauren Bacall, Joan Rivers, Faye Dunaway, Liza Minnelli, and numerous other celebrities.

For years, Anthony watched as the rich and famous walked into Kenneth's with hair care problems and left with the same problems, only covered up with styles, perms, blow drying, gels, mousses, bleaches and chemicals. Anthony discovered that, regardless of the money spent on traditional hair care, the problems just didn't go away. This realization inspired Anthony to create a new system of hair and scalp treatment that would have successful, long term results.

Now, after more than four decades of travel, research and experimentation, including his study of Chinese herbalism and acupressure under Bruce Lee's master, Mr. Fung Yi of Peking and Dr. Cecilia Lu of Shanghai, Anthony has perfected a holistic program for women and men determined to make positive changes for healthier, more vibrant hair.