

A Billion Dollar Industry

Emilia Solórzano

BEFORE YOU READ: What influences you about how you feel about your appearance in general and your hair specifically? Think about the word “subliminal.” Are there any subliminal influences affecting you?

Hair. For some people it is not important at all. They could chop it off, and the world would not stop spinning. But for other people it is a different story. Hair defines them. You can see how important it is by how much money they spend on it!

Hair is a billion dollar industry. There are endless types of products for different types of

Why does everybody buy this stuff?

hair. Every year, according to Statista.com, people spend hundreds of dollars in treatments, haircuts, extensions, and more. Why does everybody buy this stuff? The advertising

industry tells you in a subliminal way that you need to have the most beautiful hair in order to feel good about yourself. They make sure the trends are always changing so you always have to buy something new.

This industry makes it seem like going bald is the worst thing that could happen. But do not worry, because the solution to that is making millions more dollars in wigs. There is every kind of style of wig you can think of, so there is no excuse to be bald. This business doesn't let anything escape through their fingers.

A nightmare for many people is aging. They are scared of growing gray hair. Well, that's perfect for the hair industry! They'll sell you a way to get rid of it—hair dye!



Wigs for sale. Photo by Quadell. Wikimedia.

There is no way to avoid the natural process of life. Some women are embracing this process and letting their gray hair grow. They accept that they are aging, and they tell the world that they have nothing to hide. For those of you thinking of whether you should go gray or color your hair, I invite you to follow Mother Nature and save a lot of money and time in the process.

Sources: <www.statista.com/statistics/317882/us-households-total-amount-spent-on-haircare-products-past-3-months>

Emilia Solórzano has recently returned to her native country of Mexico, where she will soon be entering medical school. She studied Academic Reading and Writing and Medical Terminology at the East Shore Region Adult and Continuing Education (ERACE) in Branford, CT. She is a dedicated vegan and animal lover.

Examine Sources

Visit the website where the author got her data. Get more detail. What is the data based on? Examine the site more generally. How does this site work? Do you trust it as a source of information? Why or why not?

\$1 billion = **\$1,000,000,000**
How many millions in a billion?