Springfield Salon Reports 40% Increase in Curly Hair Service Requests, Adds Specialized Training Program

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SPRINGFIELD, NJ - November 17, 2025 -
Milk Honey Soul, a hair salon at 761 Mountain Ave in Springfield, New Jersey, has reported a 40% increase in curly hair service requests over the past year, reflecting broader industry trends as more clients seek stylists trained in texture-specific cutting and care techniques. In response, the salon has implemented specialized training for its staff and launched monthly educational workshops for clients with textured hair.

The increase mirrors national trends documented by beauty industry analysts, who report growing demand for curl-specialized services as more individuals embrace natural hair textures. This shift has created challenges for clients seeking hairstylists experienced in working with diverse curl patterns, from loose waves to tight coils.

"We've seen a significant change in what clients are requesting," said a representative from Milk Honey Soul. "Five years ago, most curly-haired clients asked for straightening services. Now they're asking how to enhance their natural curl pattern and work with their texture instead of against it. That requires completely different training and techniques than traditional cosmetology programs teach."

The salon has responded by requiring staff completion of specialized curl cutting certification, which focuses on dry cutting methods that allow stylists to see how individual curls form and fall naturally. This approach differs from conventional wet cutting taught in most cosmetology schools, where hair is cut while damp and stretched, potentially resulting in uneven lengths and shapes when hair dries and curls reform.

Milk Honey Soul now offers transformation curly cuts that account for curl pattern density, porosity levels, and natural growth patterns. The salon has also launched monthly "Curl Education" workshops where clients learn product application techniques, styling methods for different curl types, and moisture retention strategies. These free community workshops address common concerns including frizz management, definition enhancement, and transitioning from heat-damaged to healthy natural texture.

The salon's approach includes mandatory consultations before any curly hair service, during which stylists assess curl pattern using the curl typing system, evaluate hair porosity to determine product absorption capability, and discuss realistic styling time commitments. This consultation-first model aims to establish appropriate expectations and prevent the disappointment many textured-hair clients have experienced with stylists unfamiliar with curl-specific needs.

Beyond curly hair specialization, Milk Honey Soul provides comprehensive color services including balayage hand-painting, traditional foil highlighting, and color correction for clients adjusting previous treatments. The salon's colorists work with permanent hair color for gray coverage, semi-permanent glazing and glossing treatments for shine enhancement, and creative color applications for fashion tones. Highlighting options include face-framing applications, partial and full coverage, and foilyage combining foil precision with hand-painted techniques.

Color correction services address uneven tones, unwanted brassiness, or outcomes that didn't match client expectations, though multiple appointments may be required depending on hair condition. The salon reports increased color correction requests from clients who previously used box color at home during recent years.

Keratin smoothing treatments remain popular for clients seeking frizz reduction and decreased styling time, with results lasting three to six months. Brazilian hair straightening provides similar smoothing effects, while deep conditioning treatments address hydration needs. Glazing and glossing treatments seal the cuticle and enhance color vibrancy for four to six weeks. Chemical texture services include perms and relaxers, with consultation required to assess hair history and processing requirements.

The salon's haircutting services accommodate various hair lengths and textures with precision techniques tailored to face shape and lifestyle. Combination cut and color services provide both applications in single appointments. Heat styling services include blow drying and thermal styling with heat protectant applications, while hair education appointments teach at-home styling techniques and product selection.

Milk Honey Soul serves clients from Springfield, Millburn, Short Hills, Summit, Union, Westfield, Maplewood, South Orange, Berkeley Heights, New Providence, Chatham, Madison, Mountainside, and throughout Union, Essex, and Morris Counties. The salon operates by appointment with scheduling available online. In-person consultations are recommended for major transformations, color corrections, or first-time visits requiring detailed analysis.

The salon's curl education workshops take place the first Saturday of each month and are open to both clients and community members. Topics rotate monthly and have included "Understanding Your Curl Type and Porosity," "Product Ingredients That Help vs. Harm Curls," and "Transitioning from Heat-Damaged to

Healthy Hair." Registration information is available through the salon's website.

Industry data suggests the natural hair care market has grown significantly as cultural attitudes shift toward embracing natural textures. This trend has created opportunities for salons investing in specialized training and education, while presenting challenges for those relying exclusively on traditional straightening and chemical smoothing services.

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Milk Honey Soul

Milk Honey Soul is a full-service hair salon in Springfield, NJ specializing in hair coloring, precision cuts, keratin treatments, and curly hair services. Expert stylists provide balayage, highlights, and color transformations.

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