



## Pharmacist Creates Unique Line of Hair Care Products

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It has often been said that necessity is the mother of invention. And this adage has proven true for a mother attempting to find hair products that were suited to her needs.

Sixteen years ago, Ms. Pope attempted find a product for her three-year-old daughter's hair. Her daughter loved to swim and did so everyday. However, the chlorine in the water was taking a toll on the young child's hair.

Ms. Pope tried everything on the market, but to no avail. Then the idea came to her to create an all-natural product that would prevent breakage and damage to her young child's hair.

After much trial and error, she successfully invented the pre-swim conditioner. This product can be used everyday and helps to prevent and repair the damage caused by chemically treated water. "It took months to find the right combination of ingredients," she said.

However, after perfecting the product, she continued to make it for family and friends. Her sister, Valerie, who owns a hair salon, has used the product since its creation.

"Every year, I would produce enough for swimming because my daughter loved to swim." Then the news began spreading by word of mouth.

Two years ago, Ms. Pope a licensed pharmacist, decided to promote her company, Natureutics,



Winifred Pope

Inc. full time and resigned from her position to follow her dream. She established an office, a web site, obtained a manufacturer, and began marketing the hair care line six months ago.

Through her company, Ms. Pope offers shampoos and conditioners with an aloe base that stimulate growth, condition the scalp and nourish all types of hair with natural ingredients.

Now, she is turning her attention toward creating a relaxing agent. She is also working on a men's line.

"During my research, I discovered the industry had not addressed our needs. We need products that replenish the oils in our hair. Instant conditioners just don't work on our hair," she said.

However, while the products were specifically created for African-

American hair, they are not limited to any one group. The reason being is that African-American "hair is far more fragile and far more delicate than we think."

"I have clients of all ages. And, many of my clients are white. I also have middle-aged clients who are suffering from hair loss. And the products are safe to use on anyone, including infants," she said.

A 1984 graduate of Florida A&M University, College of Pharmacy and Pharmaceutical Sciences, Ms. Pope is the mother of two daughters, Adrienne, 19, and Brittany, 14. She is a native of Live Oak, Florida, and the daughter of John and Annie McMillian. Ms. Pope also has four brothers.

For the past 17 years, Ms. Pope has been creating what she was unable to find in stores. Ironically, her creations have exposed the hair care industry in that products promoted as being designed for the African-American population leave much to be desired.

"My products are safe and can be used on all types of hair ranging from thinning to chemically treated or natural."

When not working to perfect her products, Ms. Pope enjoys crafts and making porcelain dolls. "I have a beautiful collection," she said.

Ms. Pope has established both her office and laboratory in Tampa. Anyone wishing to obtain additional information may visit her website at [www.natureutics.com](http://www.natureutics.com).