

Meet the man who brought you natural hair care on a golden platter. Hundreds of natural hair businesses who probably never heard the name Bob Johnson can give thanks to the man who, starting in 1991, went against all odds, opinions and deterrents and brought forth the first natural hair salon, natural hair product lines, natural hair seminar and natural hair convention, which brought forth a NATURAL HAIR INDUSTRY.

Bob Johnson coined and founded Taliah Waajid Products, Taliah Waajid Black Earth Products, The S.T.E.P.S. system, Taliah Waajid Seminars and the World Natural Hair, Health & Beauty Show(WNHHBS). Bob set up a consistent national advertising campaign in the early 90's to promote the natural hair concept and Taliah Waajid, as a hair stylist, in numerous magazines. After meeting Taliah Waajid and becoming a personal and a business partner, Bob created and implemented all the above entities, finding and making these (at that time) the foundations of the newly founded Natural Hair Industry.

His vision for Taliah Waajid Products started the natural hair product category and now mainstream retail stores across the country have a section for natural hair products and almost every major product company carries an ethnic natural line.

He was successful in creating, building and then rebuilding WNHHBS, the first natural hair and health convention in the nation, and his concept is being duplicated across the country. Since Bob started his natural hair mission thousands of new business have been created including businesses other than salons. Millions of women have saved the hair on their heads by transitioning to natural because natural is more accepted today.

Although some claim the opposite there were no nationally known or named natural hair businesses in the early 90's. There were no known concepts for a natural hair industry before the introduction of WNHHBS. There was no you-tube, face book, twitter or natural hair websites at that time. According to Bob natural hair as an industry surfaced with WNHHBS and has come a long way; however there is still a long way to go but he is humbled by what he sees around the country and is here to claim his place in that history.

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