

Dear shampoo and conditioner maker,

This might sound like news to you, but most people I know don't wear their reading glasses when showering.

I know you spend a great deal of time and money sending your scientists to the rainforest in search of those amazing new proteins, vitamins, and roots that will make our hair healthier and shinier than ever before and, understandably, you want to let us – the non hair experts—know about the benefits of your newly discovered ingredients. Obviously, that has forced you to write things like tree oil, ketokonazole, smooth keratin, and long term relationship in a font that's way bigger than the one used for the simple concepts like shampoo or conditioner. But let's be honest here. I'm way passed the age of believing that my hair will ever be as nice as it was when I was fifteen. (Although I must admit that I do buy all those products that say age defying, rejuvenating... etc) And even though my perfectly sighted sixteen year old daughter appreciates all that information, I'm the one paying for these miracle making products. So... shouldn't I be entitled to read what I'm buying without the use of a magnifying glass?

Think about it. Most people start buying their own shampoo and conditioner at around age 20. Then, 20 years later, age takes a toll on your body and you need to start using reading glasses... Now you're 40 something, but you still have 30 or even 40 more years ahead of you to continue buying hair products (unless you go bald, that is). The math is simple: 20 years versus 30 or 40. Why punish your aging customers?

I don't want to sound ungrateful for your efforts. I really appreciate the hours that your designers must put into creating those oh so attractive and information-crowded labels. Often times I even wonder if those designers came from the publishing industry and worked on books like *Where's Waldo*, and therefore get a kick out of keeping people busy in the shower while trying to find the hidden information, stretching their arms and squinting their eyes unsuccessfully. It's probably very difficult for your designers to include a big letter C or S in the label or the bottle to help identify the content of the bottle. That would be like giving it away.

Keeping your designers' fancy creations and jobs in mind, I tried being a good sport, and played the hide and seek game with the help of one of those magnifying mirrors that stick to the shower wall with a suction cup. Unfortunately, I lack Leonardo Da Vinci's trait of being able to read backwards, and it just made me stay in the shower for an additional 10 minutes, wasting hot water, a precious resource.

It would probably be unreasonable to ask for newly designed labels in Braille, although I believe that the sight impaired community would appreciate that. Oh! You may not know this! But blind people don't shower with their guide dogs either! And even if they did, it would be very hard to train a guide dog to tell the difference between a shampoo and a conditioner. But hey, we can always try...

So what do I want? All I need is to be able to know if the product I'm using is going to wash my hair or get rid of the tangles. Is that an unreasonable request?

I appreciate your attention to this matter. I don't want to take any more time from you

as you're probably somewhere in the Amazon Forest searching for new plants that will only make my hair better, and getting access to your emails must be a challenge. So thank you very much.

Respectfully,

Ana Galan

The woman who often uses conditioner thinking it is shampoo...