

# The Going Gray Lookbook

**INSPIRATION FOR YOUR GOING GRAY  
JOURNEY**



LEFT PHOTO:  
8 YEARS AGO,  
WHEN I DYED MY  
HAIR EVERY 4  
WEEKS.

RIGHT PHOTO:  
ALMOST 4  
YEARS AFTER  
GOING GRAY.



I have always been obsessed with my gray hair since I started growing them in at 19-years-old...and not in a good way. I used to pluck them all out with my Tweezerman's but when I couldn't keep up, I started hitting the salon every 2 months, which turned into 6 weeks, which eventually turned into every 4 weeks, as the years passed.

Over the past 20 years, I figure I've spent almost \$17,000 and just about 30 entire DAYS in the chair getting my hair dyed. And I was a die-hard. Let me tell you, with the conviction of a thousand men and in my deepest heart of hearts I just knew I would NEVER stop dying my hair. NEVER.

Then one day, I saw this beautiful woman in a restaurant.

She struck me because her face looked so young and her hair looked so...gray. And she was...

BEAUTIFUL! Beautiful skin, a joyful smile, cute sassy curly hair—and she seemed, happy. She was enjoying a bottle of wine, dinner, and a few laughs with her hubs.

In that moment, she kinda blew my world open.

This woman changed my life. It took my curiosity from back seat to turn up the music, put it in cruise control and roll down the windows, because MAMA'S DRIVING!

Sound familiar? This Lookbook is for you! It has real-life before & after images from women around the world, for inspiration and encouragement.

You're not in this journey alone. We are in it with you! Join us and start your going gray story now.

*xo, Lisa*

## A Letter from Lisa Fennessy

**FOUNDER OF  
THE NEW KNEW**

## BEFORE

Adelina  
(@[flygranny](#))



## AFTER



## BEFORE

Alex  
@myselfija

## AFTER

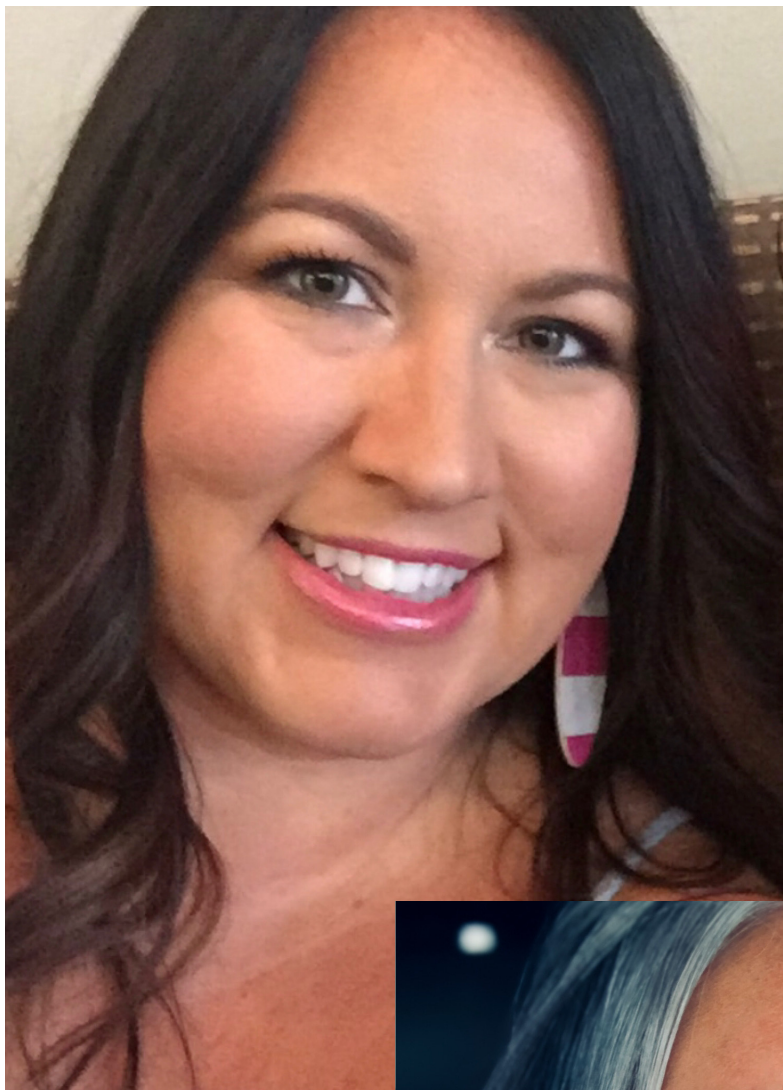


## BEFORE

Alex Tran  
@schmiggy schimiggy.com



## AFTER



**BEFORE**

*Amber Jones*

**AFTER**



## BEFORE

*Angela*  
@silverphoenixrising



## AFTER



## BEFORE

*Arene Prinsloo*

## AFTER





## BEFORE

*Barbara Mariani*



## AFTER



**BEFORE**

*Barbara Weiss*

**AFTER**



# BEFORE

*Brenda Eaden*



# AFTER



**BEFORE**

*Brenda Marcotullio*

**AFTER**



# BEFORE

Courtney Bedoya



# AFTER



## BEFORE

*Crystal Trojanowski*

## AFTER



# BEFORE

*Darlene Pitts*



# AFTER



## BEFORE

*Ellen Eckbald*

## AFTER





## BEFORE

*Emiriana Litsa*



## AFTER



**BEFORE**

*Erika Fenimore*

**AFTER**



## BEFORE

*Harriet Dobin*



## AFTER



**BEFORE**

*Hillary Holmes*

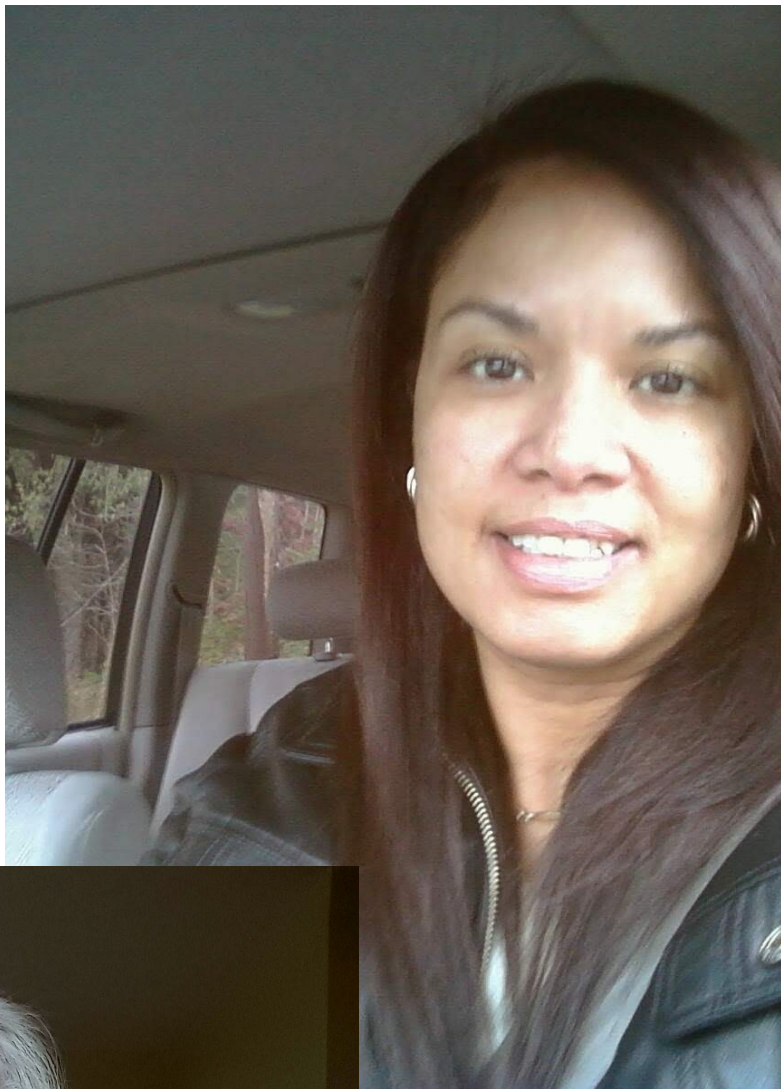
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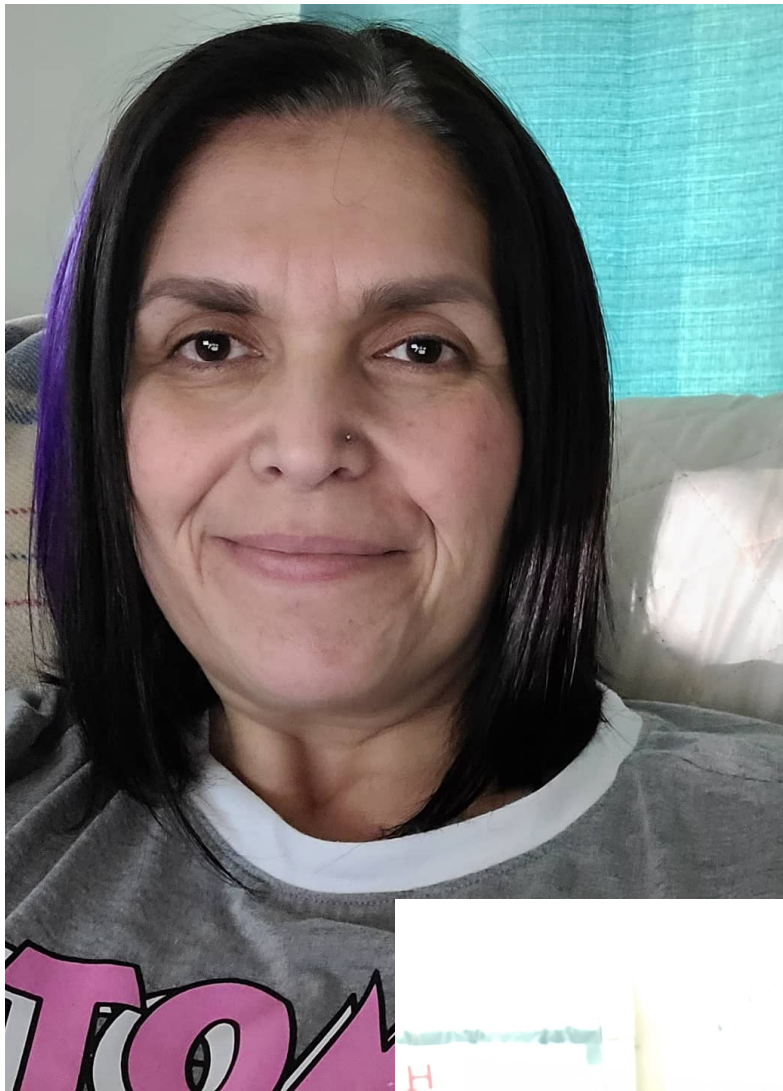
## BEFORE

*Isabel Shipmon*

@sylver\_bel



## AFTER



## BEFORE

*Jacinta DaCosta*

## AFTER



# BEFORE

*Jana*



# AFTER



**BEFORE**

*Jennifer Stratton*

**AFTER**





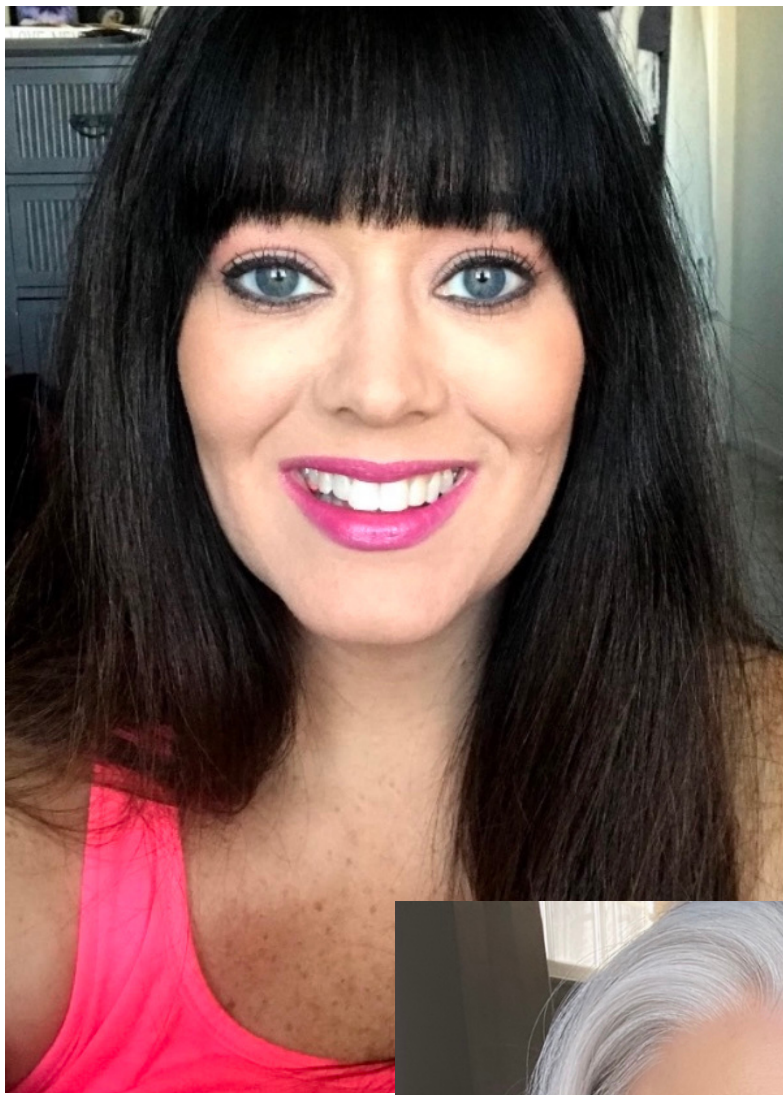
## BEFORE

*Jin Cruce*

@aging\_with\_style\_and\_grays



## AFTER



## BEFORE

*Jineen Glover*

@jineenmariesilvery

## AFTER



# BEFORE

*Julia Mee*



# AFTER



**BEFORE**

*Kandi Iverson*

**AFTER**

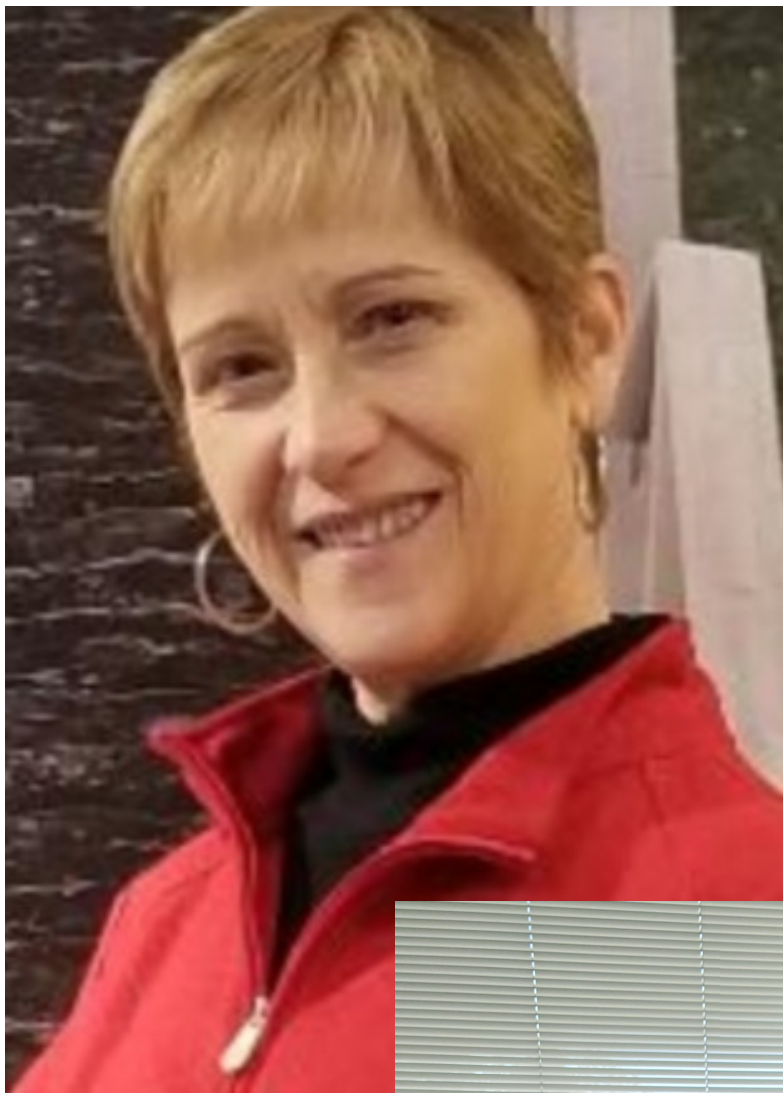


**BEFORE**

*Kathleen Hudzik*



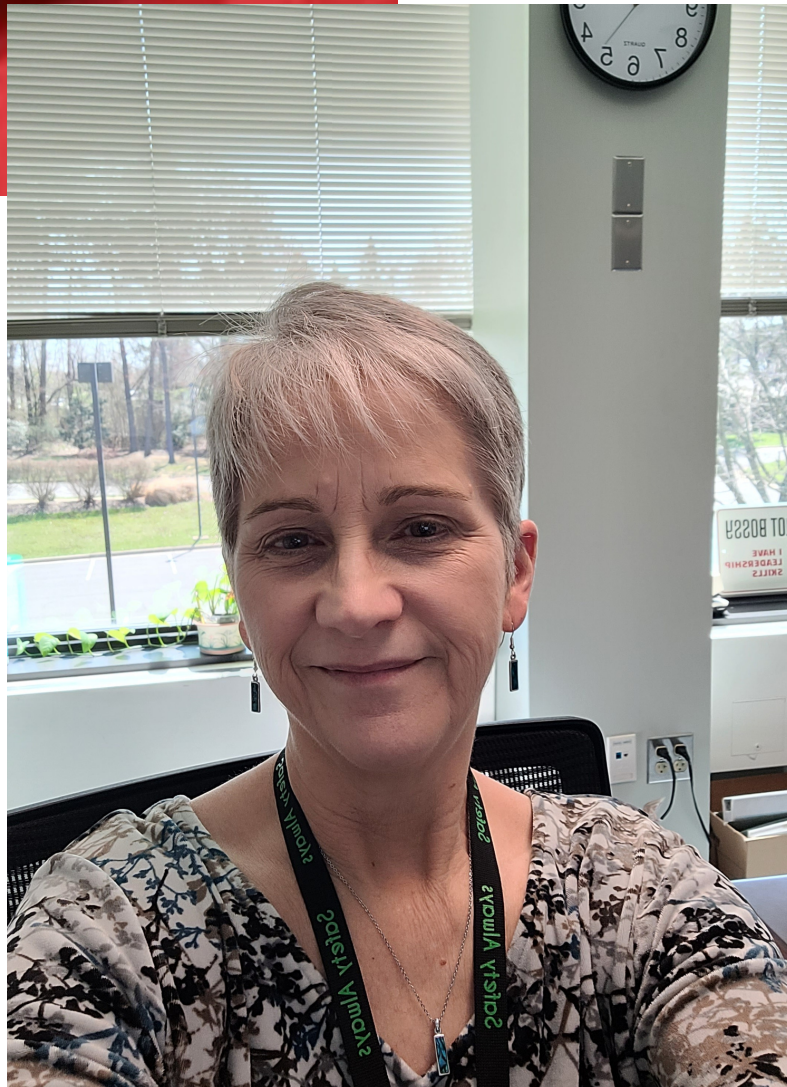
**AFTER**



**BEFORE**

*Kim Murray*

**AFTER**

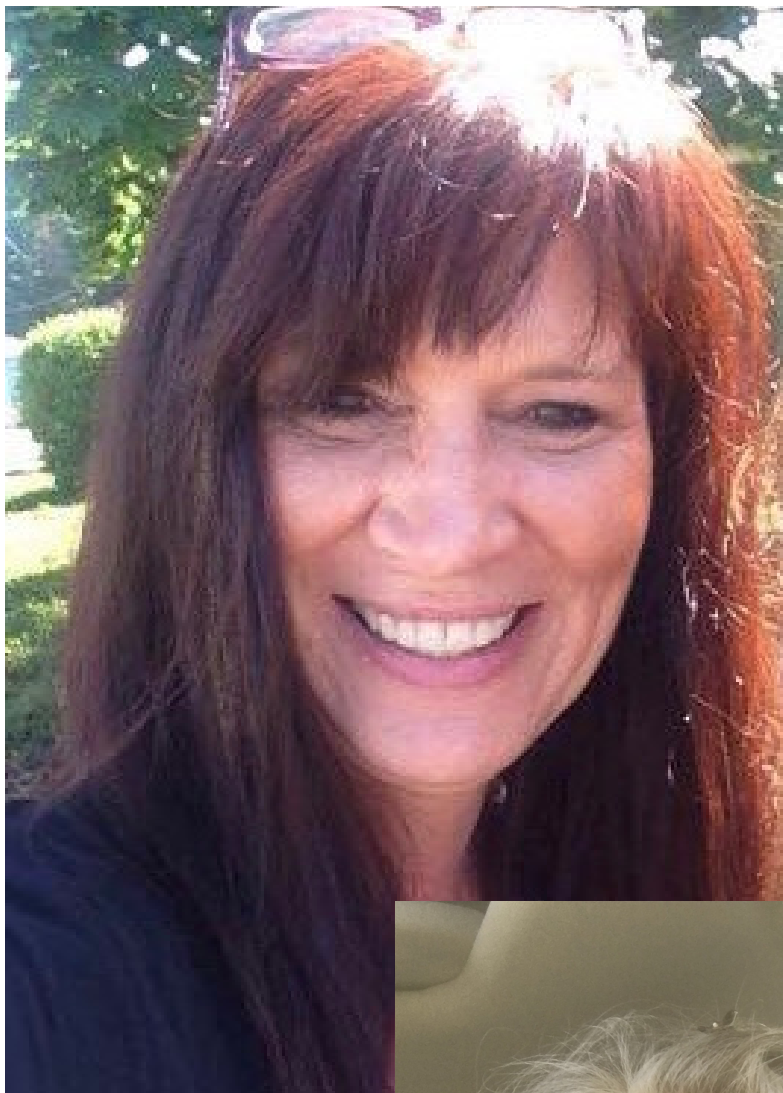


## BEFORE

*Kim Skelton*



## AFTER



**BEFORE**

*Laurie Buell*

**AFTER**





# BEFORE

*Lindsey Cayer*



# AFTER



## BEFORE

*Lisa Collow*

## AFTER



# BEFORE

*Lisette Perry*



# AFTER



## BEFORE

*Luisa*

@thesilverlining\_1970

## AFTER



## BEFORE

*Lynn Grillo*

@lynngrillo



## AFTER



**BEFORE**

*Marla Tonsi*

**AFTER**



# BEFORE

*Marnie Cipriani*



# AFTER



## BEFORE

*Mel Tickel*

@silver\_styling  
silver-styling.com

## AFTER





## BEFORE

*Melanie Waddell*



## AFTER



## BEFORE

*Michelle Decock*

## AFTER





## BEFORE

*Michelle Ortiz*

## AFTER

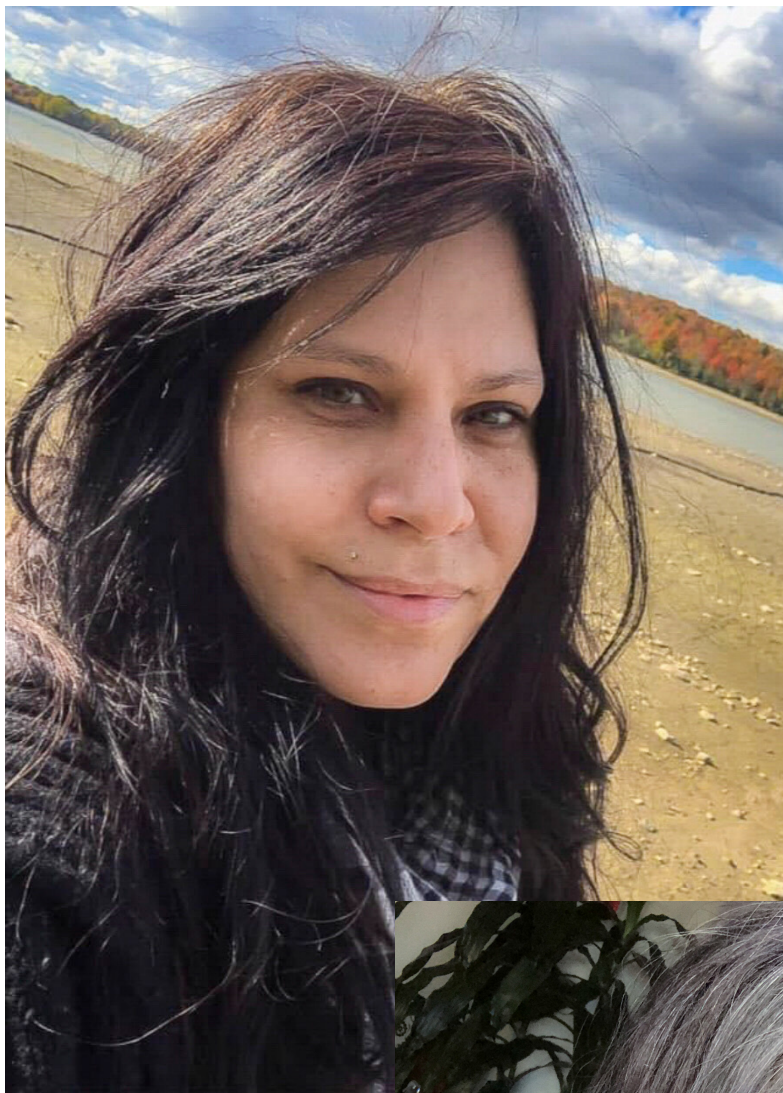


# BEFORE

*Molli*  
@the\_gray\_gal



# AFTER



**BEFORE**

*Monica S.*

**AFTER**



# BEFORE

*Nancy Cicala*



# AFTER



**BEFORE**

*Nikol Johnson-Sanchez*  
*@freshbeautystudio*

**AFTER**



# BEFORE

*Nina*



# AFTER





## BEFORE

*Omisade Burney-Scott*

@blackgirlsguidetomenopause

@oshunsweetnsour

## AFTER



## BEFORE

*Pollyann Dutterer*



## AFTER



**BEFORE**

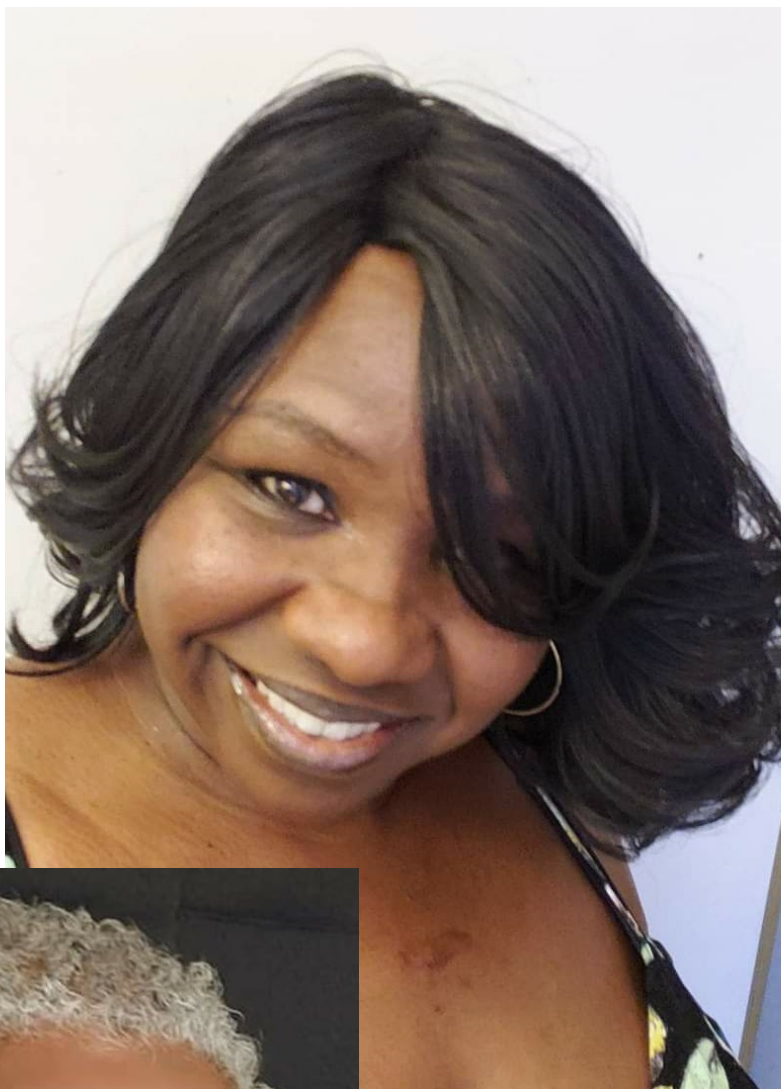
*Sandra*

**AFTER**



## BEFORE

*Savannah VanKummer*



## AFTER



## BEFORE

*Sirada*

@silverlining\_2019

## AFTER



## BEFORE

Susan Oconnor  
@smokeysilversue



## AFTER



## BEFORE

*Tammy Johnson*

## AFTER



## BEFORE

*Teri*  
@\_skinbyteri



## AFTER





**BEFORE**

*Terri Plant*

**AFTER**



## BEFORE

*Toni Butland*



## AFTER



**BEFORE**

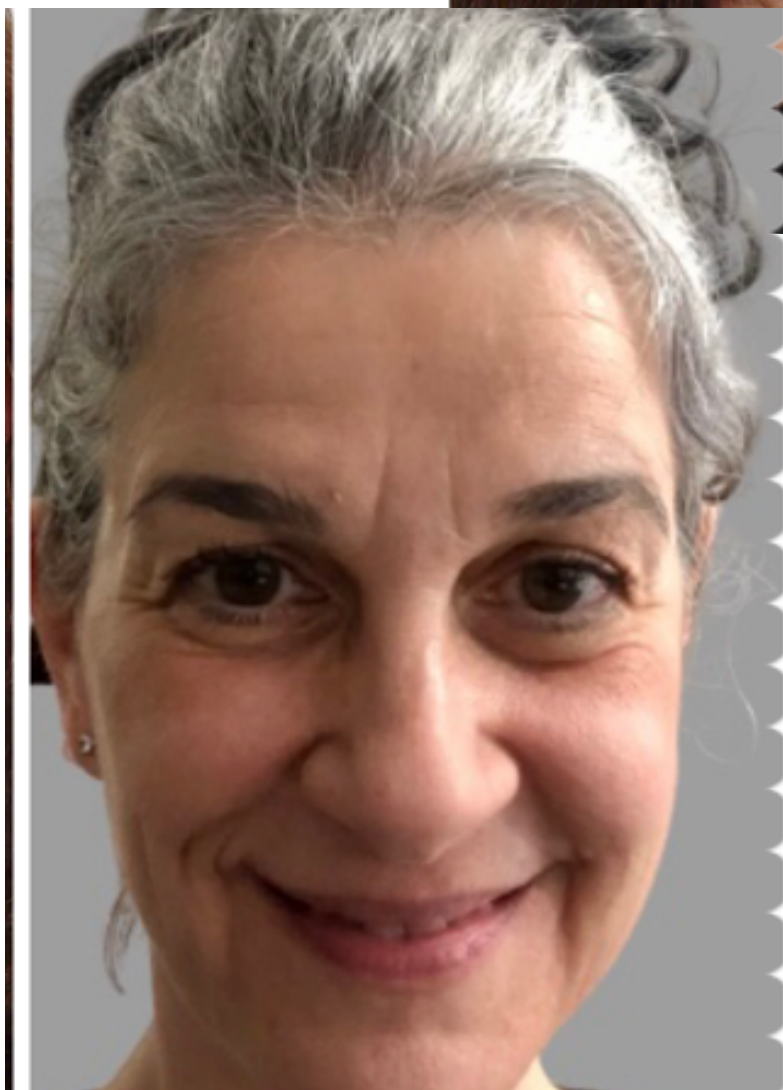
*Tricia Dunn*

**AFTER**



## BEFORE

*Vera Bartasavich*



## AFTER



**BEFORE**

*Vicki Slade*

**AFTER**



## BEFORE

*Wanda Fonseca*  
*Woolfolk*



## AFTER



## BEFORE

*Whitney*  
*@silverstrandsofglitter*

## AFTER

