

ADIBIS: A STORY OF OVERCOMING

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ABSTRACT

The article focuses on telling the life story of an Amazonian citizen who became an "Acre with a cracked foot" from his work as a hairdresser. His trajectory is worthy of sharing for migrants, young people and people who seek entrepreneurship in the far north as a way of survival, social ascension and leaving a legacy. The State of Acre has an economic and social history that has made it, today, a state with great challenges for the allocation of young people in the world of work. This reality is reflected in the story of Adibis who, with herculean effort, walked a successful path, considering the natural ability combined with learning, resilience and hard work, revolutionized his profession as a hairdresser in Acre. The act of sharing their history and protagonism is an instrument for raising awareness of new generations and Acre society.

Keywords: Entrepreneurship. Hairdresser. Legacy.

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1 INTRODUCTION

Adibis Barreto was born in the city of Boca do Acre, Amazonas. Son of a riverside family of six siblings, they lived on the banks of the Purus River. From an early age, he experienced the absences that the simple life imposes. The family remained in this location until they were 7 years old and after the separation of their parents, the illness of their mother, Maria das Graças, and the lack of medical treatment drove them to migrate to the city of Rio Branco Acre. When they arrived in the urban center, the alternative housing was the surroundings of the city.

The situation of the family nucleus of Adibis reflects the historical context that, as Marcos Klein explains, the migratory flow from the countryside to the city in the cities of Acre. In its harsh reality, the scarcity was not only of housing, but of citizenship. The goods and services of the city were absent from its community and the form of resistance was the struggle through work in the search for respect and especially for the condition of subject of law. It should be noted that in his surroundings our protagonist witnessed the social issues of the neighborhoods, with emphasis on drug addiction present in this context, both as a form of commerce and in the processes of consumption.

"My childhood was very difficult, very chaotic, due to financial conditions, I remember certain episodes that we had as children, that on birthdays, our mother always made us forget birthdays, because as we had no money to buy cake, to do happy birthdays, because if we sang happy birthday, we asked for cake.

Then I did psychological treatment, but this was something that hurt me a lot, when I arrived on the date close to my birthday I felt it a lot.

And in this city I lived until I was 7 years old, that's when my mother started to get sick, go through a very deep depression, and we had to come to Acre, to the capital, which is Rio Branco, and here we came to try a new life that is my sister, it was the three of us, I arrived here at the age of 7, and we came to try a new life, to try to improve, my sister at the time worked at Boticário, my mother had already managed to retire here in the city [.....], I entered the Neutel Maia School, where I spent a good part of my childhood, I made many friends, and always at that time when I was 8, 9 years old, I was already touching the hair of my aunts, of the cousins, I knew that there was an aptitude for this, there was already a kind of development in the area of beauty, so I did eyebrows, did hair, helped them to do makeup, but there was something in me that blocked me, I think it was prejudice at that time, which was a lot here in the city and everywhere, Today it's much calmer about it, so I had a certain blockage, and I didn't want that for my life, I wanted to get another job, work like anyone else, due to this blockage, and little by little as time went by, I loosened up and I saw that in addition

to a lot of aptitude in this field, A door opened, a little further on, around 10, 12, 13 years old, who went to work in a salon as an assistant, in a very small salon here in the city and I went, I received a day, in this salon, I attended to customers, I helped her, and there I made many friends, I was serving customers who became friends, to this day the owner of this salon is very much my friend, and she was one of the best people who went through my life, in relation to learning, at that time I was already 13, 14 years old, and then I was developing more for this side of the hair, this became an income for me, I was able to buy my things, I was able to have a better sociable life, A little further on, my mother suffered a terrible crisis of depression, I had to live with my aunt for a while, because in my house there was nothing to eat, so 3 people in a house, it was too much mouth to eat, so I had to go to my aunt's house, where, there I left this hair issue aside a little and went to help them with their homework, So there at her house, she was a fundamental person in my life, but I worked to eat, for food, so there I was able to learn many things, not only to deal with things at home, how to take care of myself, to look a little more inside myself, there I had a lot of love, a large part of my life I grew up without a father, And her husband was like a father to me, and to this day I am very grateful to him too, because he was the only father figure I had in my life was him, he was the husband of my aunt, until then, I worked in this house of hers, I worked until I was 16 years old."

Upon arriving in the capital, social insertion does not occur, instead they start to live on the outskirts of the capital of Acre and suffer the lack of work, food and basic conditions for a family group. In this context, Adibis escapes from the environment and uses his innate inclinations to take care of the hair of his cousins, aunt, mother and the community in which he is inserted. These are your first steps in developing your profession.

His resilience is now tested, Adibis was informed by his mother that he would need to live with Aunt Madma. This is due to the absence of food for all children. Faced with difficulties and a new family context, he did not resign himself to fate and from then on did housework in exchange for shelter and food. The protagonist remembers this period with a sparkle in his eyes, as he considers that he experienced the family affections of his aunt, uncle and cousins. He highlights Uncle Ricardo as his father figure.

Adibis' trajectory as a hairdresser goes from the domestic and community environment to a salon in the center of Rio Branco, where he became an apprentice to an experienced hairdresser who taught him the initial techniques. In his report, he describes that his skills emerged in this environment.

"I met Daniel, who was a person, who is now my partner, who came into my life, we got together in the first week and we have been together for almost 10 years now, I met him when I was 17 years old, he was a lonely person too, there was a whole situation in relation to prejudice too, and he was a person who liked to be more off, of society, and we got to know each other, got married and then developed this side of the partnership, as soon as we got married, I remember it as if it were today, I looked, and said: I need to get a job, because I have to develop my life, I have to start my life from here, and with about three months that I was with him, still a minor, I started working, in a well-known beauty salon in the city, I remember as if it were today too, that I sent a message on Facebook at the time and offered to work there for free, and he called me to do an interview, When I got there, he was super friendly, he was super helpful, and told me that I would be paid, yes, that he saw a lot of interest on my part, as I had worked with salons before, I already had an easier time dealing with what he asked of me, so from then on I really entered a reputable salon in the city, where I had a lot of qualified learning, because he was a renowned professional in the city, so from then on, I started to really build a career inside a salon, I understood the public, I understood the pains of each client, I heard the stories passing every day, that we deal with stories every day, In my work environment, they are people who go through problems, lives that we change with hair, with a brush, self-esteem influences many things in our lives, especially that, and there, in that salon I developed a lot, I grew a lot within this salon, I started to have many preferences, I started to actually grow, As a professional, and then, the day came to end my career in this salon, which I ended around 2018, 2019, and I decided to leave this salon and pursue my solo career, from then on I entered another salon as a professional already kind of consolidated in the market, and I started my career alone, Without having another name above me, as a professional with a solo career, then in this salon I worked for around 02 years and the percentage, for me at the time no longer compensated because the large flow, the flow that I brought to the salon was already large, and much of my percentage was already in the salon, That's when the idea of me opening my own salon came up, where we took money from where we didn't have to build a small place, but comfortable, that we delivered, everything there, the pains that the customers felt, that I observed: ah, the customer didn't like the way she was treated, the customer didn't like the after-sales, So I always went to analyze the client's pain and the places I went through and that I saw that the client was bothered by such and such a thing, by something else, in my salon I wanted to do it differently, so I was improving, adapting so that the client feels more comfortable, with the client going back to doing her hair with me, not only because she liked the service, but because she liked the environment, because she felt comfortable, that that place caused an emotion in her, that's

when the idea of having a new concept of beauty came up, that my salon is called Adibis Concept, because of that, we bring a new concept in beauty, It's not just a hair and when we went to open this first salon, there were many challenges, because we didn't have money, everything we did at the time was around growing the name, so we invested a lot in the brand, consequently the return was not great, we couldn't save money to open a place, and who ended up helping us was an ex-mother-in-law of my husband, who is now deceased, who at the time lent her card, for us to start this project, she totally trusted my husband, with her eyes closed and who was a person who transformed our lives in unimaginable ways, from then on we started Adibis Concept, where in the first week it was a success in the city, it simply filled up and all the customers I had served, went to the opening, started buying and we ended up becoming a fever in the first month, then the salon, in this case it was just me working, we started to hire other people, we hired a cousin of mine, who started working with us, I put her as manager, and the salon started to go very well, we hired other employees and we increased this number of employees, this place over time, around 03 years, became small, we saw the need to move to another bigger place, where we could give better comfort, the standard of the salon started to rise, we had to keep up with the demand, that's when a new point emerged, a more comfortable place and all that struggle came again, in relation to the financial, to save money again, to deliver even more, a more comfortable place, a year later, we changed space, it was already a change like this, tremendous, because we took money from where we didn't have to invest in this project, so, all areas of my life, I was always very connected to spirituality, I always believed a lot in what I was doing and trusted God a lot, I always put God in front of my projects, I always talked to God, as if I were a person who had me with me all the time, and so, I think I worked very well, because I was never afraid to invest, to put my face on, to really risk, everything we had to be able to work, and that's when we opened this new place, We used all the cards that had a limit available, we were tight the first year, but then it started to take time off, it started to improve, revenue started to rise and we started to expand the team, we had some difficulties, in relation to professionals who entered, who left, but we always tried to maintain quality even though we went through difficult times like the pandemic, which was a challenge for every entrepreneur, so only those who had the grit to go through that time remained in the market, because it was a very dark period for all entrepreneurs in this city, and we managed to go through it, yes, with a lot of determination, always valuing the well-being of everyone in the city and taking our name to another level, Soon after the pandemic, the salon started to take off again, things were improving, our financial was changing and I realized that one thing that we would have to maintain was quality, that this would keep us in the market for a long time, because day after

day, the salons closed, opened and we stayed in the market, It is so much so that today, we are one of the oldest salons here in the city that continues with its standard of service, continues with this excellence in products, with the trust of customers, because everyone knows our origin, our history, where we came from, and everything we believe in. "

He took new flights by entering a renowned salon at that time, his professionalism stood out from the others and his customers saw him as a reference. It is also possible to infer from his interview that his talent expanded beyond treating clients' hair. He listened to them and made time with him a unique moment of self-care and self-esteem. He also began to observe them with regard to care.

A new cycle begins in 2018 in the life of our character when his talent joins the desire to undertake of his companion Daniel The two began to look for ways to enter the market, but financial conditions prevented them from moving forward. Daniel's ex-mother-in-law played a key role in this new moment. Maria de Fátima (*in memorian*) trusted in the protagonism and honesty of her friends and provided credit for them to start their first salon: Adbis Concept.

1st Current Salon



Source: Personal images Source: Personal images

The project has as a differential the personalized service, a welcoming space, customer comfort and a unique after-sales. Added to all this, Adibis nurtures self-esteem in his clients, in highlight and exciting is that he never exposes them to cameras or social media before they are tidy and happy with the result of his work.

In 2019, the new facilities of the salon added a tasteful experience to the concept of differentiated service. In the first week after the inauguration, it began to be commented on in the conversation circles of Riobranquense society and in the first month it became the fever of women who want to experience Adibis' professionalism.

The success of the salon is justified by the constant learning of coloring techniques and management of entrepreneurs. The double worked: Daniel manages and Adibis works with clients. They invested in a harmonious atmosphere, good quality music, tea and even for the most exquisite: champagne. Added to the excellent management was the representation in Acre of the international brands Wella, Kerastase and L'Oréal.

In view of these investments, the number of attendances in its 7 years of existence reached 8 thousand people served, with 29,827 (twenty nine thousand, eight hundred and twenty-seven) procedures completed. An annual average of 4,261 (four thousand, two hundred and sixty-one) attendances and daily serves 30 people.

This data confirms customer satisfaction. Adibis explains that in the search for excellence, he always considers the natural beauty of the women who entrust him with their hair and adapts the hair to the client's traits. When asked what excites him most about his work, he breaks into a smile and says: he sees the satisfied client

It is appropriate to highlight the spirituality of Adibis, according to him, God helped him in his trajectory and will help him in the pursuit of his goal of being an international reference. Adibis is inspired by two hairdressers of national and international renown, Romeu Fipe and João Mendes. Throughout his trajectory and resilience, the realization of his dreams is a matter of time.

2 CONCLUSION

Delving into its history allowed us to understand the Amazonian social context and migration as an alternative to access the basic conditions of survival. It is concluded that natural skills, combined with techniques, hard work and differentiated vision can be an alternative to stand out in the field of entrepreneurship. From the presentation of the life and paths taken by Adibis, hairdresser and master, his resilience and overcoming can be seen. Her story inspires so many Brazilian adolescents and young people who seek social insertion through professional development.

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