Say Yes to the Tress

Adding Multi-Cultural Services to Your Salon

Florida Board of Cosmetology News

Shake Up with School Closure

Employee-Based Salons Are Not Going Away

Secret Society of the Curly Haired Club

Own Your Texture Skills

Is Hairstyling an Art?

Calendar of Shows and Events

For the Salon Owner and Beauty Professional Only
In this issue...

Raising the Education Bar ..................................20
Let’s talk about something many hairdressers fear, but definitely should not...texture. Here are a few pointers to help set us up for success behind the chair when working with different textures.

Beauty Professional.................................22
Last month print, radio and TV news reports were abuzz about the closure of one of the nation’s largest beauty school chains, Marinello. Stories led with shell-shocked students suddenly and without warning shuttered out of their campuses.

Better Business ...........................................30
Read Neil Ducoff’s thoughts on what salons must do to remain the kind of vital, dynamic, profitable business model that can endure far beyond a business model that rents stations and suites to individual stylists.

Adding Multi-Cultural Services to Your Salon ..............3-4
Florida Board of Cosmetology News .........................6-7
Energizing Summit, the Place You Go to Learn ..............7
Blue Highways .............................................8-9
Mission: Business Beautiful ................................10-12
Give Men Control of Their Hair ..........................14-15
The Nail Extension .......................................16-18
Raising the Education Bar ..................................20-21
The Beauty Professional ..................................22-24
Beyond Your Chair .......................................26-28
The Mane Objective .......................................29
Better Business ..........................................30-32
Vidal Sassoon Professional Beauty Education Scholarship ..33
Developing Your Own Apprenticeship Program ...........34-35
Esthetic Endeavors ........................................36-38
Confessions of a Coiffurist ................................40-41
Making Hair Extension Business a Profit Powerhouse ....42-44
Florida Nail Tech Earns Prestigious National Accolades ...46
Classifieds ..................................................47-51
Calendar ..................................................52-53

ABOUT THE COVER:

CREDITS
Cover Photo Courtesy of BALMAIN HAIR
Balmain Master Hair Designer, Nabil Harlow
Photographer Hunter & Gatti

DON’T MISS THE NEXT ISSUE!
Now you can ensure you’ll get the Florida Stylist each month delivered to your inbox! Don’t miss this opportunity to keep up on the latest in beauty business news including important updates from your Cosmetology Board, shows and events, business tips, and special promotions from our advertisers! Sign Up Online Today! www.stylistnewspapers.com
Adding multi-cultural salon services could be the key to growing your business in place or help you raise the revenue needed to add new locations.

The USA is already a diverse country; the Census Bureau’s latest QuickFacts estimate the U.S. population at more than 318 million people, of whom 62 percent are white, 17 percent Hispanic or Latino, 13 percent Black or African American and five percent identify as Asian.

The multi-cultural mosaic is increasing at such a rate that most experts predict whites will no longer make up more than half of the U.S. population by the year 2050.

The U.S. beauty industry must prepare to meet the needs of an increasingly diverse client base. As a salon owner, this mean equipping your staff to serve multi-cultural target markets already present in your community now, as well as those that will emerge in the ensuing decades.

Here are marketing musts for salons who want to successfully promote multi-cultural services.

1. **Know Your Stuff:** There are some questions you need to answer before adding multi-cultural services to your salon’s menu and others that can help you successfully promote them. Are there adequate numbers of a given market segment in your area?

   If there are not enough people likely to need a specific service, it might not make sense to invest in the training, products and salon resources you would need to dedicate to them. Sites like www.city-data.com allow you to look up demographic information that pertains to the cities that feed your salon’s client base and can help you determine whether a basic demand for services is likely to exist.

   What techniques will you master and which products will you need to stock?

   Depending on which types of multi-cultural markets you want to serve, there may be a few or many different techniques your staff will need to master. Likewise, you will need to consider which products will be needed both for use in-salon and for client care at home.

2. **Speak the Language:** While “speaking the language” may refer to providing digital and print marketing collateral to help promote your services among clients whose first language is not English, it’s also about understanding how “real people” refer to services when they search for them online.

   Avoid industry-specific or technical jargon and **continued on next page**
use keywords and phrases people are likely to use when searching for a business like yours online or searching for specific multi-cultural services like the ones your salon provides.

If you are marketing services to segments where language could be a barrier, consider having some of your salon’s digital and print marketing materials translated into other languages or adding individuals to your staff who (literally) can speak the primary language of your target audiences. This not only demonstrates your commitment to serving the market segment, it can also ensure better consultations and communication within the salon, resulting in better outcomes for clients and increased likelihood of success in promoting retail products, add-on services and personal referrals.

3. Get Out of the Salon and Into the Right Channels: Adding multi-cultural services to your salon’s menu – both print and digital – is not enough. From social networks to local schools, organizations and publications, to reach the market segments that are looking for services like yours, you will need to research different off and online channels that can help you reach them.

4. Send Clients Home with a Plan for Success: Successful client outcomes don’t usually come from salon services alone and many multi-cultural services require both repeated services and the right products for at-home client care. Giving multi-cultural services clients a written, personalized plan for success not only provides you – as the stylist – with an organic opportunity to pre-book their next appointment, it also makes recommending products for at-home care a seamless part of the client experience.

5. Take a Long-Term View: Building demand for your salon’s multi-cultural services will take time and repeated effort. Make promoting these services part of your on-going marketing activities in social media, advertising, emails to clients and prospects, asking for referrals, and as part of the education and events you host in the salon.

Marketing multi-cultural services isn’t just a plus, it’s a necessity. Be sure that your salon is prepared to grow along with your community by educating yourself and your staff on the market segments most likely to dominate your region’s growth in the future.

Elizabeth Kraus is a freelance marketing consultant with more than 10 years’ experience in beauty industry marketing. You can purchase Clients Rule: The 2016 Marketing Calendar for Salon and Spa on amazon.com as well as other calendars and books she has written for professionals in the beauty industry.
Energizing Summit

The Nation's Premiere Haircoloring Educational Event

June 12-13, 2016
LAX Marriott Hotel

Presented by The American Board of Certified Haircolorists

WWW.HAIRCOLORIST.COM

view the class selections and then sign up.

We Are Your 2016 Energizing Summit Educators

Sign Up for the Classes of Your Choice at www.haircolorist.com
Fee Cuts for Florida Cosmetology Licensees

Cosmetology salons and individuals who perform specific cosmetology services in Florida must be licensed by the Department of Business and Professional Regulation (DBPR). DBPR and the Florida Board of Cosmetology are responsible for licensing and regulating a variety of cosmetology license categories such as cosmetologists, nail specialists, facial specialists, full specialists, hair braiders, hair wrappers, body wrappers and cosmetology salons. The board consists of seven members who meet regularly to consider applications for licensure, to review disciplinary cases and to conduct informal hearings relating to licensure and discipline.

Last year, in an effort to reduce the financial burden of license fees, DBPR and the Board of Cosmetology approved a permanent reduction in all initial licensure fees, all renewal fees and some delinquent fees. As of October 31, 2015, all of the licensure fees for cosmetology licensees were reduced by 20 percent. Recently, the Board of Cosmetology continued the trend of decreasing the monetary requisite on licensees by approving a permanent reduction in inactive licensure fees. All inactive licensure fees will be reduced by 20 percent beginning with the renewal period ending October 31, 2016.

DBPR is a state agency tasked with licensing and regulating many different businesses and professions in the state of Florida such as cosmetologists, restaurants, hotels, real estate agents and pari-mutuel wagering facilities. The ongoing mission of DBPR is to license efficiently and regulate fairly. Every day, the department strives to meet this goal in order to improve the livelihood of Florida’s consumers, professionals and business owners. By reducing certain fees by 20 percent, DBPR and the Board of Cosmetology demonstrate their commitment to reducing burdensome or unnecessary regulations, making it easier for people to get to work in the state of Florida.

To find out more information about the Board of Cosmetology, including the times and locations of public board meetings, please visit www.myfloridalicense.com.
Initial License Fee Reductions
- Effective March 17, 2015

<table>
<thead>
<tr>
<th>Service</th>
<th>Current Fee</th>
<th>Reduced Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial License Fee for Cosmetologists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Initial License Fee for Nail Specialists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Initial License Fee for Facial Specialists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Initial License Fee for Full Specialists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Initial License Fee for Hair Braiders</td>
<td>$25</td>
<td>$20</td>
</tr>
<tr>
<td>Initial License Fee for Hair Wrappers</td>
<td>$25</td>
<td>$20</td>
</tr>
<tr>
<td>Initial License Fee for Body Wrappers</td>
<td>$25</td>
<td>$20</td>
</tr>
<tr>
<td>Initial License Fee for Cosmetology Salons</td>
<td>$50</td>
<td>$40</td>
</tr>
</tbody>
</table>

Initial License by Endorsement Fee Reductions
- Effective March 17, 2015

<table>
<thead>
<tr>
<th>Service</th>
<th>Current Fee</th>
<th>Reduced Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial License Fee for Cosmetologists (Endorsement)</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Initial License Fee for Nail Specialists (Endorsement)</td>
<td>$30</td>
<td>$24</td>
</tr>
<tr>
<td>Initial License Fee for Facial Specialists (Endorsement)</td>
<td>$30</td>
<td>$24</td>
</tr>
<tr>
<td>Initial License Fee for Full Specialists (Endorsement)</td>
<td>$30</td>
<td>$24</td>
</tr>
</tbody>
</table>

License Renewal Fee Reductions
- Effective October 31, 2015

<table>
<thead>
<tr>
<th>Service</th>
<th>Current Fee</th>
<th>Reduced Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biennial Renewal Fee for Cosmetologists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Biennial Renewal Fee for Nail Specialists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Biennial Renewal Fee for Facial Specialists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Biennial Renewal Fee for Full Specialists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Biennial Renewal Fee for Hair Braiders</td>
<td>$25</td>
<td>$20</td>
</tr>
<tr>
<td>Biennial Renewal Fee for Hair Wrappers</td>
<td>$25</td>
<td>$20</td>
</tr>
<tr>
<td>Biennial Renewal Fee for Body Wrappers</td>
<td>$25</td>
<td>$20</td>
</tr>
<tr>
<td>Biennial Renewal Fee for Cosmetology Salons</td>
<td>$50</td>
<td>$40</td>
</tr>
</tbody>
</table>

Delinquent License Renewal Fee Reductions
- Effective October 31, 2015

<table>
<thead>
<tr>
<th>Service</th>
<th>Current Fee</th>
<th>Reduced Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delinquent Renewal Fee for Hair Braiders</td>
<td>$25</td>
<td>$20</td>
</tr>
<tr>
<td>Delinquent Renewal Fee for Hair Wrappers</td>
<td>$25</td>
<td>$20</td>
</tr>
<tr>
<td>Delinquent Renewal Fee for Body Wrappers</td>
<td>$25</td>
<td>$20</td>
</tr>
<tr>
<td>Delinquent Renewal Fee for Cosmetology Salons</td>
<td>$50</td>
<td>$40</td>
</tr>
</tbody>
</table>

Inactive License Fee Reductions
- Effective October 31, 2016

<table>
<thead>
<tr>
<th>Service</th>
<th>Current Fee</th>
<th>Reduced Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosmetologists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Nail Specialists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Facial Specialists</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>Full Specialists</td>
<td>$50</td>
<td>$40</td>
</tr>
</tbody>
</table>

The Energizing Summit is a different kind of event. Held on June 12-13, at the LAX Marriott Hotel, it’s not your traditional beauty show, it is an educational extravaganza. Presented by the American Board of Certified Haircolorists (ABCH) the Energizing Summit will have 53 educators and 23 classes going on at the same time. Sure, there are exhibitors if you want to do a little shopping, but it is all about haircoloring education.

There are hands on classes and lecture demonstration classes, business classes and social media classes. The best part is, by you selecting your classes in advance of your arrival, the producers of the show know exactly how many people are in each class so they can produce handouts for everyone registered.

If you have never been to an Energizing Summit you owe it to yourself to attend. Go to the website www.haircolorist.com and check out the array of classes and select just the classes you want to attend. The classes are small so you get to interact with the educators. The educators are real people who work in the salon and know the trials and tribulations of dealing with clients. Besides the education, you will be surrounded by people that have the same interests as you. You will leave these two days of education knowing your time was well spent. For more information www.haircolorist.com.
Multi-Textural, Not Multi-Cultural

Texture in the beauty industry has meant how to achieve manageability and styling versatility for curly, wavy, kinky, coily or frizzy hair. We used to gauge our perspective on texture based along racial / geographical distinctions.

In today’s beauty market our industry continues to wrestle with the subject of texture. In many areas we find exclusion based on a lack of understanding that “hair is hair.” Exclusion exists in an industry even though it is the most open, tolerant and accepting profession. The only way to bridge this textural divide is to look beyond its boundaries.

Texture has many colors, many faces, many voices and most of all, many stories that are all different and unique. They deserve respect and understanding based on their unique qualities.

In recent years the term “multicultural” entered our dialogue. Rather than having a unifying effect, it became a euphemism for one texture of hair based on racial distinction. While there is a certain aspect of pride in our inherent cultures and how hair plays an important part in our expression of this, how can we move away from these geographical distinctions and focus on the basic elements that all our hair possesses? This would allow us to become cross-cultural and truly inclusive as an industry. With understanding we can have true diversity as a profession. I would suggest we become multi-textural, embracing all textures without regard to their point of origin.

There are three core textures and they are global, found in every part of the world. They are straight, wavy and curly/coily.

**Straight Hair:** The straight texture is linear in nature. It is vertical in movement. Due to this, natural oils and occurring nutrients move from the scalp to the ends. Its ability to be converted to a wave or curl is based on its diameter shape and circumference. Straight hair has minimal to medium volume in its natural state depending on its density. Straight hair has length, it is one dimensional.

**Wavy Hair:** The wavy texture has a side to side movement/direction. Waves undulate. Wavy hair
has medium to maximum volume depending on its density and hair diameter. Wavy hair displays length and width. It’s two dimensional.

Curly/Coily Hair: The curly/coily texture has maximum volume. Curls and coils are concentric, they complete themselves. They display length, width and depth. It’s three dimensional. Of the three core textures, curly hair requires the most hydration as it tends to become dry and this affects its elasticity and overall condition. Curly hair seems to respond better to natural ingredients as opposed to synthetics.

Understanding the specific needs and challenges of the individual textures and then, as true professionals provide meaningful solutions based on these, we will expand the sphere of influence beyond the current status quo.

Our choice of techniques to achieve that desired finish as well as recommended products when based on texture and other unique features will raise our individual value as stylists. There is no “one size fits all” where individual texture is concerned.

Jerry Tyler’s column Blue Highways is his “Road Less Traveled” perspective on the solutions and challenges facing the beauty industry. With over 35 years in the salon industry as an industry leader, educator and artist. He is currently Educational Director for 729 Beauty and the former Board president of the California Board of Barbering and Cosmetology.
I have a confession: I’m scared of my mother. Well, I used to be. I was downright terrified. It’s sick, twisted, demented even. She’s the epitome of Little Miss Sunshine. I can’t remember her ever laying a hand on me and I’m pretty sure she’s never even yelled at me without throwing in an, “I love you.”

The ol’ gal is about 5’4” and maybe 120 lbs. soaking wet. I know for a fact that she’s never met a person that she couldn’t find at least one reason to like them. I have a sneaking suspicion she’s even just pretending when she claims she doesn’t like any of my ex-boyfriends.

Being afraid of this woman seems irrational but, you see, there is this one crazy thing about my mother that used to be more intimidating than any mean bone. My mom thinks that I am the greatest hairstylist in the world. That’s kind of cute but here’s the thing: I have thin, fine, pin-straight hair that requires upside-down blow-dryer action, root booster, hairspray, and excessive teasing to give the illusion that I have five hairs on my head when I’m fairly certain I only have three.

Meanwhile, the woman that thinks I walk on water, my mother, has the thickest, coarsest, curliest seven-heads-worth of hair atop her one little head. “Hey Al, I need my hair highlighted.” Gulp. “Al, what products should I use to tame this?” Double gulp. “Ali, I really want you to cut my hair into a pixie!” Faint.

Okay, so I’ve never actually fainted but there were times that I prayed to pass out just so I wouldn’t have to let my mom down. The first time I ever cut my mother’s hair it was half way down her back. I was in cosmetology school and we decided I should just cut an inch off so that she could come in every week for another inch and we’d slowly work it shorter while I received a couple haircut credits.

Talk about supportive, right?! Well, about two hours into my first haircut on my mother, my first haircut on a live model… Oh hi, chin length bob!

Needless to say, I learned a lot that day. And after more than a decade in this industry, I’ve learned a great deal more. I am no longer petrified of my mother’s hair. If I had to narrow my experience

There is no secret society as tight as the curly haired club. A special understanding is shared between people with curly hair.

continued on next page
with curly hair down to three takeaways, they’d be this:

Slow and cautious wins the client. Curly, textured, ethnic, multicultural — whatever you want to call it — hair is, to me, only intimidating or more challenging because it’s harder to read than straight hair. Curls are created by the hair follicle actually being asymmetrical. Tell me that doesn’t speak metaphorical volumes! It requires an obscene amount of experience and/or extraordinary gift to be able to look at a curl and know the precise length the curl should be to have the exact amount of weight needed to form the particular amount of curl (or non-curl) your client desires.

Cut just a little bit at a time until you find the sweet spot. It’s like trying a new food; the first bite should be small. If the first bite is bad but small, there’s plenty of food left to which you may add seasoning, make more appealing, and salvage the meal. Take your time (small cuts) with a client that has a texture to which you aren’t accustomed. Not to mention, the client is probably a little nervous, as well, and will appreciate your air of caution.

There is no secret society as tight as the curly haired club. A special understanding is shared between people with curly hair. Sure my fine, straight hair and I have had some haircuts we didn’t particularly care for but ask a person with curls if they’ve

continued on next page
ever had a bad haircut and they probably have more than one horror story to share. People with curly hair understand the value of an educated, experienced professional.

They will pay good money for a hair service and not feel a single penny was wasted. If you can give them what they want, this is your client for life. She will tell her friends about you, too. Random curly-haired strangers on the street will ask your curly client how she achieved such fabulous style and she will sing your praises. Trust me, curly strangers WILL ask. As I said, people with curl share a deep appreciation for the value of an educated hair professional. If you are talented enough to make textured hair your specialty, you might have 99 problems but a shortage of clients won’t be one.

Education is the only shortcut to success. Perhaps you aren’t terrified of your angelic mother like I used to be of mine and maybe you just aren’t interested in tapping into a curly, treasure-chest-of-a-market, clientele. Regardless, as hairstylists we have a responsibility to provide professional quality service to every client that sits in our chair. Each head of hair is different and you need the education to be able to service them all.

As an industry, every bad experience that a client has in a salon hurts all of our reputations. There are thousands of classes to familiarize yourself with the properties of curly hair, techniques to cut it properly, color strategies to achieve the desired look, and product upon product that can literally change your curly clients’ lives. These clients are eager for advice, appreciative of a knowledgeable professional, and open to trying nearly any recommended product or service. Don’t be afraid of the curl. As DJ Muldoon says, “Knowledge destroys fear.” Get some!

There’s nothing about my mother that should scare me. Perhaps I was a bit dramatic at the beginning of this article but my mom’s hair really did used to terrify me that much. (Cut me some slack, my first experience giving her a haircut didn’t help matters.) Over the years, however, I’ve learned a tremendous amount from my mother’s curls. Her haircuts take a bit longer than my other clients’ but we always end with a result we’re both proud of.

She literally flies from North Carolina to Denver to have her hair cut and colored by me (I suppose seeing her grandson is part of that equation but I know for a fact that she doesn’t trust just any hairstylist.). The only difference between how I used to see my mother’s hair and how I look at it now is the education I’ve received since that first haircut.

Fear can force one to miss out on a lot of incredible possibility; destroy your fear.

Ali Davidson is the Director of Membership for Associated Hair Professionals (AHP), which provides advanced education, business resources, marketing materials, career support, and liability insurance to hairstylists and barbers (www.insuringstyle.com).
ONLINE CLASSES
NOW AVAILABLE ON MILADYPRO.COM

(PSSST... CLASSES CAN BE USED TO FULFILL CEU REQUIREMENTS IN SELECT STATES.)
Give Men Control of Their Hair

by Tara O’Brien

Since about 2000, the male grooming category has grown at an exciting rate, and is valued at about $6 billion in the United States alone and $33 billion globally (1). What it means is that men finally feel empowered to care about their hair. And care they do, to the point that last year, the interest in men’s hair care actually grew faster than the interest in women’s. That is great news for salons and barbershops!

Men of all ages and all cultural backgrounds are taking a more assertive position on their style overall and will invest dollars in services and products that help them achieve the looks they desire. This presents a huge opportunity for growth for a grooming brand, a salon or barbershop and the beauty community as a whole. As a result, it’s essential for salons and barbershops to market an array of services and products that are positioned specifically to solve guys’ grooming challenges and give them the style and styling options that they crave.

Men are unique clients. When you help them solve their challenges, they are more loyal than women and they take any and all product recommendations and styling suggestions to heart. Ironically, they’re also more likely to follow directions when it comes to using the products you suggest at home.

How can stylists and barbers capitalize on this trend? You already have the power. Educate yourself on all of the newest service and product options available for men. Offer the grooming products and services that will help men achieve the looks they desire. And focus in on services that will differentiate your business from your competition.

While your female clients might come to you and ask for a specific service, men are looking for a result—for example, smoother hair, the ability to wear a longer style, the need to spend less time on their personal care. Market to them in results-focused language. For example, instead of saying “We offer refinishing or smoothing services for men,” say, “We help guys get their hair under control.” Language is important.

For example, instead of saying “We offer refinishing or smoothing services for men,” say, “We help guys get their hair under control.” Language is important. Research shows that the minute a dude feels emasculated, it’s game over. So marketing to your male clientele becomes about offering a solution to a problem and preferably something that is undetectable.

To get started, think about the services your offer for women in a new way. For example, you’re probably already using smoothing and refinishing services to help your female clients control frizz...
and make daily styling easy.

Those same smoothing and refinishing services are also perfect for helping guys get their hair—and even their beards—under control. Often, men with curly hair resort to close cropped cuts, because they hate out-of-control curls. Now, they can wear whatever style they’d like. Consider the guy of Mediterranean heritage who has coarse, curly hair, but wants to look like Don Draper. Offer him a smoothing and refinishing treatment discretely at the shampoo bowl where the other clients won’t even notice. It’s fast, it’s affordable, it saves him time every day and it changes his hair’s texture just enough to give him styling options and ultimate control.

Then, show him easy styling tips so he can achieve the look effortlessly at home. He doesn’t want to feel like a woman getting color applied in front of everyone and he does not want to get home and have to fumble with hot tools and emulsify 10 styling products in his hands. Heck, he doesn’t even want to know what emulsify means! What’s more, you can even offer smoothing and refinishing treatments to help control excessively coarse or curly beards! Smoothing and refinishing treatments equal confidence and freedom for your male clients.

How do you introduce smoothing and refinishing services to men? Men look for tools that will solve problems, so speak in terms of solutions and results. Next, talk about chemistry. Then about maintenance—how frequently they’ll need to get the service and what they’ll need to commit to at home. Finally, guys are visual. Make sure to show them photos of other men from all ethnicities utilizing the products and services you carry. Men are visual. If you can’t find ready-made Look Books from your product companies, it’s easy to make your own using various apps and websites.

Use marketing and promotions that give regular guys permission to care about their hair. Look for opportunities within your community where you can reach out and connect with guys seeking the results you offer. Invite friends, brothers, friends’ husbands, service men and others to your salon or barbershop for a guys’ night out. Share the results and benefits your grooming services can provide for any hair texture or type. Let them know that they don’t have to settle for their natural texture. If you have a private area you can create just for guys, the better.

Finally, with a smoothing and refinishing service, home care is fast and uncomplicated just like guys like it. A light blow-out spray, hair spray, gel or pomade should do the trick. Growing your male clientele is a great way to boost your bottom line. Guys are fun, compliant and grateful for your solutions!

Tara O’Brien is vice president of brand development for Peter Coppola Beauty, a professional hair care company that offers the first Smoothing and Refinishing Treatment for the men’s grooming category. In addition, Peter Coppola Beauty offers a line of multi-use, multi-texture smoothing, styling and care products for stylists and barbers, as well as their clients. For classes near you on Diversity Thru Texture—working with all hair textures for men and women—visit www.petercoppola.com
Shake Up with School Closure

By now you’ve probably heard about the closing of one of the biggest beauty school chains: Marinello School of Beauty. Named after the founder of modern cosmetology, Giovanni Marinello, the Marinello brand actually started as a cosmetics company. Ruth Maurer started it all in 1903 with a short list of homemade beauty products she concocted in her very own kitchen.

As the wife of a physician her exposure to the medical field seemed to spur up interest in creating products that would aid women with their common beauty ailments. In just a few short years the popularity of her products grew and grew until she started to open “schools” where educated product users could teach others about the benefits of the Marinello product line and how to use and sell it. Since 1905 the Marinello chain had become one of the biggest lines of beauty schools until it met its recent demise.

After just celebrating its 100th year in business the beauty school business started the new year with some unexpected news. The once prosperous business, with over 100 years of history, has announced its closure of its 56 locations across five states.

The school was forced to close after losing its federal funding from the US Department of Education after they were found to be in violation of several federal laws including falsifying records, overcharging students for overtime, and under awarding financial aid. Thousands of beauty school students have been left in the lurch and are struggling to recoup their student records and hour credits.

Unsure how to continue with their education and frustrated by the sudden upset, these students are trying to figure out what to do next. Many of them are left in debt with student loans for incomplete education and are attempting to file for loan forgiveness programs. Lawyers are jumping on the bandwagon in hopes of helping these students fight for their rights and stay protected through the process. It’s still early in the process and it will most likely take several weeks if not months for all of these students to find themselves new schools and programs and finish their educations.

As a bystander reading headline after headline it is very easy to immediately surmise that the big bad beauty school has finally been brought to justice, and rightfully so, but is there more to this than meets the eye? There’s a bigger problem with our beauty school system and it isn’t just about Marinello’s infractions. It’s about what is causing our beauty schools to commit these infractions in the first place. With state laws dictating safety protocols and education requirements, schools aren’t left with much wiggle room.

It’s a sad

continued on next page
state of affairs all around. Tuitions keep going up and up, the quality of education that students are receiving isn’t improving, and the material covered gets more and more limited. Students are taught techniques that haven’t been revised since the 80s and unfortunately they often graduate with the need to relearn how to actually work on the job. Manicurists are trained with products like cheap no-brand odorless acrylic that most licensed techs never again use. There’s a huge mismatch between what these students need to know and what their schools are teaching them. But the schools aren’t incentivized to do anything differently. There’s no reason for them to evolve.

Most states grade their schools on first time test taker pass rates which means for each student that fails their state exam the school’s rating dips lower and lower. Because of this fundamental flaw the schools are forced to focus their teachings on how to pass the test and move further and further away from true education of the trade. Tuitions for manicuring programs and cosmetology programs have reached as much as $10,000 and $30,000, respectively. You’d think with tuitions of this size students would be getting a bachelor’s degree, not a beauty license.

Not many students can afford these high costs so federal and state programs become paramount in bridging the gap between eager minds and expensive schools. This lack of federal funding is just the thing that put the nail in Marinello’s cof-

continued on next page
No federal aid means Marinello can no longer enroll students who need loans. Cheaper school options exist at private institutions, but these are often in extremely poor repair, are basically a cash for documentation model, and students are left to fend for themselves.

Sometimes these cheap private alternatives are good for self starters, but most students are under the impression that higher tuition means a higher quality education. Not so often true. So why don’t more high quality educators open their own schools? Again, state guidelines in many locations make it almost impossible for new schools to be created. Minimum square footage requirements, pre-opening registered student rosters (much akin to the chicken before the egg problem), and miles of paperwork are enough of a barrier to keep most teachers from being able to open their own locations or even wanting to.

Apprenticeship programs do exist as an alternative to traditional schools but not many know they are even an option, nor are the terms favorable when choosing between the two routes. The multitude of available paths from civilian to licensed beauty pro aren’t well advertised nor explained, so the majority rely on the big name schools to be the safest choice even if it is the most expensive. What these students don’t realize is that there really isn’t a consistent correlation between enrollment fees and the quality of education they will receive.

All in all it’s a sad state of affairs and it’s unfortunate that such a seasoned business had to take such a hard fall. Businesses are not easy to create or to maintain for over a hundred years. The closing of Marinello is not something to take lightly. It’s also sad because for those who have made it to licensure, bad beauty school experiences are now so common that it’s almost viewed as a rite of passage. What needs to be looked at is what is going to prolong and improve the life of our industry, not keeping things as they always have been for the sheer sake of tradition or comfort.

There’s hope that Marinello’s closing will not all be in vain. Perhaps our industry will awaken to the idea of a revolution; the idea that some beauty schools and state boards need some overhauling. That there should be more high quality lower cost options for students to be able to enter and grow in this wonderful industry. Change creates opportunity.

With the mourning of one business closure comes the chance for new beginnings and time will only tell whether we move towards improvement or we hop from the pot into the frying pan. Hopefully these abandoned students will find better paths than their originals ever could have been, and their now negative experience will spark a drive for positivity in the future. It’s up to all of us whether we shirk this off and continue with our heads down or we take the reins and demand some much needed improvements.

Elizabeth Morris is a salon owner, nail technician, certified educator, and beauty industry podcaster specializing in business management, financial planning, education, and motivation for beauty professionals. She discusses relevant industry questions and concerns and interviews other professionals on her podcast The Nail Hub. (www.thenailhub.com)
Energizing Summit

The Nation’s Premiere Haircoloring Educational Event

June 12-13, 2016
LAX Marriott Hotel

Presented by The American Board of Certified Haircolorists

www.haircolorist.com
view the class selections and then sign up.

We Are Your 2016 Energizing Summit Educators

<table>
<thead>
<tr>
<th>Alberto Escobedo</th>
<th>Alyson King</th>
<th>Ame Mehta</th>
<th>Andi Makowski</th>
<th>Andrea Nizetch</th>
<th>Andrea Shumate</th>
<th>Donna Ray</th>
<th>Brenda Amaral</th>
<th>Bridget Davis</th>
<th>Chris &amp; Kate Hall</th>
<th>Claudio Pascuzzo</th>
<th>Courtney vonBerg</th>
<th>David Velasco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monica Byrne</td>
<td>Kimmy Nguyen</td>
<td>Andi Makowski</td>
<td>Gordon Miller</td>
<td>Jan Caruso</td>
<td>Jessee Skidmore</td>
<td>Tony Fanelli</td>
<td>Trisha Kemp Rice</td>
<td>Tyler Reiss</td>
<td>Uma Pascuzzo</td>
<td>Venita Johnson</td>
<td>Andrea Kirtz</td>
<td>Vikki Winters</td>
</tr>
<tr>
<td>Marte Phelan</td>
<td>Nina Kovner</td>
<td>Pamela Pacheco</td>
<td>Patricia Parallel</td>
<td>Peggy Sue Schmelke</td>
<td>Roy Peters</td>
<td>Shannon King</td>
<td>Steven Adams</td>
<td>Tamara Dahill</td>
<td>Tom Dispensa</td>
<td>Vida Stagg</td>
<td>Yolanda Beckos</td>
<td>Zareen Raza</td>
</tr>
</tbody>
</table>

Sign Up for the Classes of Your Choice at www.haircolorist.com
Let’s talk about something many hairdressers fear, but definitely should not...texture.

It’s a very general term used to describe many different types of hair. The vast nuances of texture can be incredibly overwhelming, but with a little education, it doesn’t have to be.

Here are a few pointers to help set us up for success behind the chair when working with different textures unlike what we’re used to.

**Know the fabric.** There are many types of textures ranging from fine to coarse. Within this grouping, however, there can exist an entirely unique subgrouping of movement in the hair, from straight to wavy and curly. This means that the techniques, tools and services we would use to tame fine curly hair are very different from what we would use to tame coarse wavy hair.

The only way to work with ease and confidence is to get our hands in as many different hair types as possible. Start to think of hair the same way you would clothing. It’s silly to treat silk the same way we would treat denim.

---

Start to think of hair the same way you would clothing. It’s silly to treat silk the same way we would treat denim.

---

The current client base is out of reason reach out to the local beauty school in your town. This way we can grab a model that is patient and helpful to our cause. Take notes on what works and what doesn’t. The more experienced we become, the easier it is to make confident decisions within a realistic time-frame. Bonus points for paying it forward to the next generation of hairdressers!

**Take your time.** Especially when smoothing curlier hair types. Remember moisture, heat and tension is paramount. The heavier the density, or coarser the texture the smaller the sections we should take. Powering through coarse curly hair the same way we would fine, bone straight hair is a recipe for disaster.

When keeping a curlier texture within its natural shape and style, use products, tools, and services that help bring out the hair’s best. The days of heavy crunchy curls are over; lighter weight oils, creams, and water based products tend to perform best. When finishing, use a spray that is workable and maybe adds a layer of shine and polish. You want the client to leave feeling you improved their look and made their life easier, don’t rush it.

**Educate.** A huge natural hair movement has continued on next page
grown in recent years. This is great news as it opens up so many possibilities for services, tools and products that focus on the art of dressing hair. Learn how to be a master of braids, twists and other wet setting techniques that help bring out the best in the hair type in question.

Take the time to teach every single guest how to do the same in between reservations. Not only will it save time, allowing us to service more clients, there’s little to no overhead cost in wet setting and sitting a client under a dryer and the loyalty that comes with showing a client something no one else has ever taught them creates an unshakeable trust. Remember there is no manual on ‘textured’ hair, become that manual and your clients will fall in love.

**Be open.** Clients with textured hair are often particular about the way they style it. Though you may have an idea of what will work best for that client, make sure you take their opinion into serious consideration before moving forward with any cut or style.

**Market yourself.** It’s hard to count the many times I’ve heard clients with texture and movement confess how they’ve never been able to find someone who can cut, color, or style their hair well, which means there is a massive demand for it. Post work that helps showcases your expertise. Ask for your clients to help build a business on texture.

Recommendations are your best friend in this business, and when it comes to textured hair clients, when they find someone that works they become raving fans.

If you can follow these steps, develop and encyclopedic knowledge of hair types, work patiently and masterfully, educate along the way, and market yourself to the hundreds of different types of textures out there, there’s no reason you can’t be more successful, confident, and dangerous behind the chair.
Scorched-Earth Regulations Jeopardize Industry

Last month California print, radio and TV news reports were abuzz about the closure of one of the nation’s largest beauty school chains, Marinello. Stories led with shell-shocked students suddenly and without warning shuttered out of their campuses.

The apparent demographic makeup of the beleaguered students got me thinking. First, why were these young people enrolled in beauty college in the first place? And if these schools were so bad, why didn’t these kids have anything negative to say about their school to the cameras -- beyond understandably being confused and disappointed in the sudden closure? And who on earth was responsible for this calamity, which impacted over four thousand innocent students from the West Coast all the way to the East Coast?

I am deeply concerned this troubling story portends ominous things for our industry.

To the first of my questions, I think the answer is fairly obvious. The beauty industry has successfully lifted the economic lifeboat of first generation immigrants, of women and women-run businesses, and of many earnest and hard-working people coming from disadvantaged and socioeconomically challenging circumstances. This has been possible because there have been no significant arbitrary barriers to entering this industry; you only had to be willing to work hard and treat people well. Beauty does, indeed, change lives for the better.

Given the challenges faced by so many of our students before they even enrolled in a beauty college, what happened last month to Marinello students was particularly disturbing. Yet despite their obvious shock at the sudden closures, I found it instructive that none of the students interviewed had any complaints about the quality of the education they were receiving.

So who decided these schools needed to be punished so severely, taking the egregious steps which resulted in thousands of students being locked out of their school? And was there any way these cascading, coast-to-coast closures could have been avoided? Or, at least, could there have been a plan that would’ve gradually shut-down the schools in an orderly fashion in order to protect

continued on next page
the vulnerable student populations?

Evidently there were no advance strategy to implement “teach-out” agreements to other schools so that these students could transfer (though the principals of Marinello, right before and post-closure, have been working with “white knight” schools eager to help these displaced students). And as far as I am aware, there was no on-the-ground presence of those same U.S. Department of Education regulators whose crack-down led to these sudden closures. Where were they? Who was looking out for the students?

As a representative of one of the only statewide industry associations representing our industry in the United States – and representing a state in which most of these schools were domiciled, I became privy to some of the behind-the-scene facts many months before disaster struck.

I learned that those running the Marinello schools tried their level-best to avoid what eventually happened. I know they were seeking to negotiate a process with regulators that would allow them to keep their doors open and their students progressing while they addressed the relevant legal and financial issues.

I learned capable individuals with the kind of industry experience and financial backing that gave
them credibility and standing had offered their services to help right the Marinello ship before it hit the rocky, regulatory shoals.

I learned state regulators were largely kept at bay or totally in the dark by federal regulators who seemed to be bent on exacting their form of justice on this particular school chain. Were the Marinello offenses that serious? I don’t know, but these same federal bureaucrats remained largely non-responsive to last-minute pleas to avoid these sudden and devastating closures, doing little if anything to prepare students and neighboring schools for the fallout.

Those who eventually became aware of this growing crisis in the final days and weeks leading up to shut-downs were perplexed by the unilateral and disastrous actions -- and inactions -- of U.S. Department of Education officials. I do believe that if they had wanted to avoid this catastrophe, they likely could have done so without ignoring their responsibilities to enforce Title IV laws.

At the very least, federal regulators could have and perhaps should have attempted to foster an environment in which students would’ve been given a chance for an orderly transition from Marinello campuses to nearby beauty colleges to finish their education and training.

But these regulators evidently chose not to cooperate and I believe were caught flat-footed with the precipitous closures. Why? Aren’t they the ones supported by our taxpayer dollars and charged by our elected representatives with the mission to protect the interest of students?

Instead of a victory, these closures represent a colossal failure of the United States Department of Education. The victims of this tragic action, all of whom are trying to better their lives by entering our industry and many of whom come from challenging circumstances, are the very consumers federal regulators were charged to protect.

Industry leaders and all its stakeholders (that’s YOU!) need to take serious stock of what’s happening to the world of beauty. And if we believe there are outside forces that are either ignorantly or purposely undermining any sector of our industry, we need to stand up to defend it. As Benjamin Franklin so famously observed, “We must all hang together or assuredly we shall all hang separately.”

The Professional Beauty Federation of California will be convening a Summit at the California State Capitol in April. We will be discussing this and related matters that could have a profound impact on our industry across all its sectors, not just beauty colleges. We will be focused on solutions to these challenges, not merely a gripe-session about industry woes. Please contact me at the website address, below, if you’re interested in attending.

Fred Jones serves as Legal Counsel to the Professional Beauty Federation of California, a trade association singularly dedicated to raising the professionalism of the beauty industry. To learn more about the PBFC and receive further details about the subjects contained in his column, go to www.beautyfederation.org.
AMERICA’S BEAUTY SHOW

March 12-14, 2016

Tickets and Membership On Sale

Cosmo Prof
Salon Centric

Stores & Sales Consultants

Photography: Luis Alvarez for Aquage
Cover Hair: Chris Vandehey
Haircolor: Trisha Gonzales for Aquage
Make-up: Wanda Alvarez
Nails: Ang Wingle & Mike Burke for CND
Fashion Designer: Rocky Gathercole

Location: Master Sculptor
Richard Hunt Studio, Chicago

Teach Your Guests to Be Great Clients

In recent columns, we have discussed the importance of creating a memorable experience for every client every time he or she sits in your chair. That competitive difference will lead to a full book, thanks to more referrals and more frequent visits by existing clients, charging the prices you deserve and building your bottom line through growing service and retail sales.

While creating a personal, memorable experience for each client is the responsibility of you and your salon team, you also need the client’s participation. Yes, your client needs to be involved in her service in order to fully embrace and appreciate the benefits of the wonderful experience you’re providing. Here are five steps to help you guide the process.

**STEP 1:** Help your client be present, focused and involved in the experience you’re about to share. My office is five minutes from my salon. More often than not, I finish a conference call and fly down the road to be on time for my color. When I arrive, my head is still in the office, I’m focused on the 10 projects that have to be out the door by the end of the day and the last thing I’m doing is preparing to enjoy the experience. I suspect that’s one reason why, “Just do the same thing as last time” comes out of your clients’ mouths before they even have time to remember the pictures in the magazines they’ve been flipping through, the challenges they’ve been having or the new style they saw on YouTube they want to try.

When you recognize the signs of a rushed client whose mind is spinning, take five minutes to help her slow down and calm her mind before you ease into the consultation. Offer a cup of chamomile tea, invite her to smell some calming essential oils and as you drape her, massage her neck and shoulders to help her relax. If needed, suggest she take a couple of deep breaths as she settles into your chair.

**STEP 2:** Now, guide her to share the important information that will help her love her hair. Start the consultation on a positive note by asking what she likes about her hair since her previous salon visit. If she has specifics to share, that’s great. If she doesn’t, you’ll need to lead her through her

*continued on next page*
ONLINE CLASSES
NOW AVAILABLE ON MILADYPRO.COM
(PSSST... CLASSES CAN BE USED TO FULFILL CEU REQUIREMENTS IN SELECT STATES.)
most important criteria, which she has shared during previous visits. How was she able to style her hair? Was she able to shampoo at her desired frequency? Did she feel comfortable using her products and tools to achieve her desired results? How did her color last? You know what’s important to her—and what you aimed to accomplish during her previous visit. Check in and make sure you’re on the same page.

**STEP 3:** Now, ask about her challenges. Many clients are not comfortable letting you know if they didn’t like something about their hair. In fact, the longer they’re with you, the less comfortable they are speaking up if they haven’t done so previously. But you can’t delight them when you don’t know what they’re thinking. Make it easy and comfortable for them to share. Rather than asking, “What didn’t you like about your hair?” try asking, “If you could change something about your hair, what would it be?” If she can’t think of anything, give her a few examples—would you like more or less volume? Would you like your second-day hair to have more hold and shape? Etc.

**STEP 4:** Seal the deal with a guarantee. Based on your conversations, show her how to use the products and tools you recommend to solve the challenges she mentioned. Put them in her hands and guide her as she moves them through her own hair until she experiences the benefits she said she desires. If she told you she wants more volume or curl, ask if the style you’ve created has the amount and placement she wants. Why? “More volume” can mean different things to different people. Let her feel how easy it is to style her own hair—with your guidance. Shoot a quick picture or video of the back of her hair on your phone and send it to her so she can follow a guide.

**STEP 5:** Do a post consultation together. Look at the length, color, texture, volume and shine. Evaluate each. Create a plan for her next service and pre-book the time accordingly. Ask her to take selfies of her “good hair” days and “bad hair” days and send them to you as they occur or bring them to her next appointment.

By following these five steps, you’ll help your clients to become more involved, more aware and more committed to their hair care process, which will lead to greater long-term satisfaction, because they’ve been active participants in the decisions every step of the way.

One note: You will most likely find this whole process easier with your male clients. They’re usually willing to discuss what they like and don’t like in a much more straightforward manner.

---

Jayne Morehouse is a monthly columnist for The Stylist Newspapers and the president of Jayne & company, a full-service creative content development agency for beauty and lifestyle companies, brands, salons, spas and beauty professionals. Her expertise includes brand communications, public relations, social media marketing and advertising. For her free newsletter, email your name, salon name and email address to newsletter@jayneandco.com. Reach her at jayne@jayneandco.com. Follow her @ Jayne PR and @BeautyIQ and connect on www.facebook.com/jayneandco.
Say Yes to the Tress!

Everyone needs a hair cut, color or style at some point. When they do, you want them to come to you. But what do you do when a person with “foreign” hair — a hair type or texture you rarely work on — walks into your salon?

I’ll tell you! Offer them something to drink and a seat in your chair. Here’s why: Cultivating a multicultural client roster can make a crucial difference to your business. These are some of the most dependable clients out there, and to serve them, you need to be an expert on every hair type and texture available to you.

From coarse and extremely curly to fine and pin straight, clients with extreme hair textures often require frequent visits. Some come every week, in which case they can become like family. Their special hair needs can also lead to more salon treatments and product sales, which can lead to bigger tickets.

Most hairstylists (including you) are already equipped with the right tools and products to handle these types of clients. The real question is, do you have the right skills?

For example, do you know how much tension to use when cutting curly hair? Do you know which tool creates great texture on very straight hair? Do you know that curly or frizzy hair may require less powerful color formulas, whereas hair that is not porous may need stronger color? Knowing these things is just the very beginning of understanding how to deliver impressive results.

Saying yes to challenging hair types is the best way to strengthen your expertise and gain as much experience as is possible. The better you are, the more referrals for similar hair types you may get. If you’d rather not experiment on your own clients, take a class, recruit hair models or practice on friends! Whatever you do, don’t shy away from the new and stick to what you know.

For me, California is the perfect market for building a loyal multicultural clientele. We are surrounded by such a kaleidoscope of cultures, and meeting diverse people is as easy as walking outside. It’s part of the fun of our industry!

So, are you ready to get your hands on multicultural hair?

Marco Pelusi is globally recognized as a leading haircolor authority, platform artist and educator, celebrity haircolorist and consultant. Pelusi created the Marco Collagen Color Guard HairCare System, the collagen system developed for color and chemically treated hair. Marco is available for one-on-one intensive color training at his studio. For information, visit www.marcopelusi.com, follow him at www.twitter.com/marco_pelusi and www.facebook.com/marcopelusistudio.
Employee-Based Salons Are Not Going Away

Published references that employee-based salons are being “decimated by booth rental and suites,” and that their days are numbered, are flat out wrong.

Is there a decline in the number of salons? Yes -- a few percentage points -- but nothing worthy of the term decimated. This kind of fear-based rhetoric is certainly enough to send needless chills down a salon owner’s spine and have them questioning the viability of their once predominant business model.

Booth rental has been around for decades and has most definitely penetrated almost every market. The emergence of salon suites and suite franchises solidifies the booth rental model’s place in the salon industry. However, I believe much of the mass advertising for the “suite opportunity” is half-baked and misleading. Why? Because the suite business model is about getting stylists to sign multi-year leases.

Markets change, business models come and go, but to survive and thrive, independent salons must adapt. To truly succeed and endure, salons are innovative with distinctive brands that deliver truly extraordinary technical skills and customer service at a level that’s often discussed, but rarely delivered. Now, more than ever, it’s time for independent salons to get their innovative game on.

I’ve been in the salon industry since 1970. If there is one constant, it’s that stylists will come and go. Stylists are employees and that’s what many employees do -- move on. In contrast, owners are in it for the long haul simply because their personal guarantee is on leases and bank loans.

BUT, the ugly part of the beauty business is the manner in which many stylists choose to come and go. The unofficial rule is for stylists to find a busy salon that provides advanced education, build a clientele -- and then take that clientele to a better commission deal at another salon -- or set up camp as a booth or suite renter. Why? Because it’s damn near impossible to rent a booth or suite and go it alone without the cash flow of a full book.

Fact is, that full book came at the expense of a salon that invested the time, money, training and clients to create that full book -- only to have it all disappear. Departing stylists feel entitled to leave with “their” clients. On the other side, owners feel violated, abused and ripped off.

The “I’m leaving with MY clients” scenario has been playing out in salons for eternity, because the traditional salon business model is designed to produce that outcome. Change the “build stylist followings and columns on the appointment book” business model, and salon owners can change the
outcome -- and stop the madness. If the salon business model doesn’t change and upgrade to something more sophisticated, booth rental and suites will pick away at traditional salons until there is nothing left but the bones of what was once a great industry.

Here are my thoughts on what salons must do to remain the kind of vital, dynamic, profitable business model that can endure far beyond a business model that rents stations and suites to individual stylists:

**Client retention YES ... Request rate NO:** For decades, I’ve been preaching the power of tracking and driving salon client retention versus tracking and encouraging individual request rates. Request rate screams “I/me/mine.” Salon first-time and existing client retention rates communicate “we/us/the team/the salon.” If your idea of a viable, secure and enduring salon business model is to build individual stylist followings, then don’t complain when stylists leave with the clientele you told them to build.

A business model that places the skills of the entire salon at the disposal of each and every client makes a dramatic professional statement. If a client only wants one stylist, so be it. But you know all too well that the traditional request-rate driven salon model trains clients to be loyal to one stylist. So much so, many clients would rather go to another salon than have “their” stylist see them in another

continued on next page
chair. This is not how to grow a salon brand.

**Salon Productivity Rate drives career opportunities:** A true team-based salon business model places extreme emphasis on driving and maintaining the salon’s productivity rate first. Salon productivity rates of 80 percent plus translate into growth opportunities for all team members. The traditional commission/build your following model is about individual productivity rates. It builds in inefficiency with booked-solid stylists and waiting lists while talented stylists are waiting for something to do. Growing columns on the appointment book cannot compete with a business model and a team focused on filling all the columns on the appointment book.

**“I/me/mine” pay versus “Team-Based Pay”:** Commission is all about “I/me/mine” pay based on a percentage of what one stylist’s hands can generate. Commission is about growing individuals. Commission is about client ownership. Commission is all about the money. Always has been -- always will be.

There is NOTHING about Team-Based Pay that is designed to cut a stylist’s pay or hold back their income earning potential. In fact, the focus of TBP is quite the opposite. Why? Because TBP rewards overall performance and behavior that is enhanced by individual performance in a team-based culture. If the team increases annual total service and retail revenues by $100,000 -- that allocates an additional $30,000 to $35,000 to service payroll. That’s money for raises, even for fully-booked stylists. That’s money for new hires. If the salon drives up its productivity rate and doesn’t need to hire more stylists … then the entire allocation goes to raises - based on performance and behavior. It just makes sense.

**Leading at a higher level:** The business acumen of owners is terribly behind the times. Owners still struggle to embrace the numbers side of the business. Owners will embrace the latest products and technical skills in a heartbeat -- but hold fast to the old commission/build your following model with a death grip. Leading at a higher level demands a commitment to developing business, leadership and financial skills with the same passion as the artistic and creative side. Business and leadership skill building shouldn’t be feared. Just like technical, it’s a process. Embrace it.

I love the salon industry. I’ve been coaching owners back from the brink of disaster my entire career. My company, Strategies, has been teaching a Team-Based Model for over 22 years. The new salon model is different and exciting. It has new systems, rules and accountabilities. For those who embrace booth rental and suites, you have much to learn too, as your path is not a paved easy street. There is a business model to fit those that embrace independence and there will always be a salon model for those that embrace true, dynamic and authentic team-based cultures.

Neil Ducoff, founder of Strategies and author of the upcoming book “No-Compromise Leadership,” developed the team-based pay concept more than 30 years ago and developed a company that trains and coaches to ensure businesses implement the program successfully. For more information, e-mail neill@strategies.com or visit www.strategies.com.
Vidal Sassoon Professional Beauty Education Scholarship Program Accepting Applications for Spring Scholarships

Wella’s Hairdressers at Heart and the Beauty Changes Lives Foundation (BCL) announce the opening of the Spring 2016 Vidal Sassoon Professional Beauty Education Scholarship Program application window. Applications will be accepted through April 4, 2016. Established in 2012, the competition celebrates the passion of aspiring hairstylists and the confidence, creativity and commitment of licensed hairstylists.

The Spring 2016 competition will award 10 “Basic” scholarships covering 50% of tuition (up to $10,000) to students enrolled in a qualified cosmetology school in the U.S. or Canada. In addition, 10 licensed hairstylists will receive “Advanced” scholarships to attend a North American Sassoon Academy program, including travel and course fees up to $5,000.

Generously funded by Wella’s Hairdressers at Heart, the multi-year, $1.5M scholarship program honors the legacy of beauty legend Vidal Sassoon and pays homage to his belief in lifelong education. Both “Basic” and “Advanced” applicants may apply via written essay, inspiration board or video and each submission should address how the applicant is inspired to change the lives of others as a professional hairstylist. Some examples of previous “Basic” winners’ videos and “Advanced” winner videos may be seen at www.beautychangeslives.org.

Beauty Changes Lives Foundation President Lynelle Lynch said the program provides professional exposure as well as financial assistance. “Many Basic and Advanced winners have been featured in the pages of leading salon and beauty publications. This exposure elevates winners’ personal brands in front of employers and the entire industry,” Lynch said. Additionally, all applicants have the opportunity to showcase their passion for professional hairstyling in front of a judging panel comprised of some of the world’s most accomplished hairstylists.

“Everyone I meet in our industry has a story to tell about my father’s positive impact on their life and career,” says Eden Sassoon “I feel my role is to ensure that people remember how he achieved this legacy. It was by his total commitment to education, which he knew, would elevate the craft. It’s an honor to witness this through the Vidal Sassoon Education Scholarship. The next generation will be introduced to these ideals and I truly hope with all my heart they use what they learn to leave their mark on history.”

Since launching in 2013, the Vidal Sassoon Professional Beauty Education Scholarship Competition has awarded 120 scholarships. For more information on “Basic” and “Advanced” scholarships please visit: www.beautychangeslives.org and www.hairdressersatheart.com.
Developing Your Own Apprenticeship Program

by Jon Gonzales

As salon owners you must agree there is a tremendous need to develop an apprenticeship program for on-the-job training when adding a new member to your team, especially hiring right out of beauty school. The beauty profession is the only profession that doesn’t have an apprenticeship program.

Nine or 10 months of beauty school is just not enough time to teach other skills in an industry, especially if you want to develop your own quality control standards. Beauty school is just a first step in preparing young hairdressers to compete in a very competitive job market, especially if they want to maximize their full learning and earning potential and work in an upscale salon.

There is some criticism towards many of our beauty schools from employers; some is justified while others are not. Beauty schools must cover a curriculum created by a government agency designed to protect the public health and safety of the consumer and help students pass their state board examination and earn their license. It is not designed, nor is there enough time to help students learn all the additional skills needed to stand above the crowd and compete. There is a big gap between beauty school and working and competing in a very competitive job market especially if they want to work in a high end salon.

As an employer, my success has been in training well screened young talent rather than seasoned experienced stylists, as part of my championship team. With young talent you don’t have to break very many bad work habits or negative attitudes. Young talent is worth training, provided you set high hiring standards.

Potential young starters can be much easier to train and develop into your salon team culture. It is essential that you take advantage of their excitement and eagerness to learn in the beginning of their training and development.

Don’t dismiss hiring experienced hairdressers also as long as they are willing to accept your salon’s training program and share your vision, educational and quality control standards. Combining experienced hairdressers and young talent can help you build your championship team.
The main obstacle young hairdressers face when trying to build their skills is their lack of hands-on training. It is always a challenge acquiring hands-on experience working on real people without compromising your client retention efforts.

Learning on real customers by trial and error at regular salon prices on paying customers is not an option. Keep in mind beauty school customers are a lot different than the clients that patronize our salons, who expect quality and excellence in meeting their beauty needs.

How do we allow young talent to gain knowledge and valuable hands on experience working on paying customers without compromising our client retention efforts and high quality control standards?

The answer is to develop your own Junior Stylist Program. This program will allow you to minimize customer loss due to inexperience as well as help you recover your training wages by letting your new team member work on paying customers at reduced prices under the supervision of the owner, master stylist, or director of education.

This will also allow you to measure their performance making sure they are following your educational and quality control guidelines. This is an excellent way to help them build self-confidence, self-esteem and hands on training without compromising your client retention efforts.

Before you allow your new junior stylist work on paying customers make sure you develop a comprehensive employee training and assistant program in place. It begins with salon orientation procedures.

During this orientation procedure make sure they are following your educational and quality control guidelines as they assist and observe other hairdressers and then gradually allow them to work on paying customers at reduced rates a couple days a week. Once you feel they completely understand your educational systems, and then you can elevate them to junior stylist status.

Eventually you can elevate them to master stylist at regular prices when you feel they are ready.

I urge all salon owners to develop their own junior stylist training program. Refer to my business articles in The Stylist for more information on developing an easy-to-understand junior stylist program. This valuable information will save you time, money and dramatically reduce customer loss.

Jon Gonzales - Salon Consultant, Personal Development Coach, Educator & Author world knowledge of salon success, salon management and hairdresser & salon marketing strategies. He has been in the beauty industry for over 40 years and is the President and Founder of Hairdresser Career Development Systems (HCDS). For more information visit www.hcds4you.com or email hcds4you@gmail.com
Client’s Ancestry Essential Before Treatments

In today’s world the multicultural client is becoming more the norm than the exception. So why would this be of concern to us as estheticians?

Consider this scenario:

A client who appears to be a Fitzpatrick 3 with a nice summer tan comes into the clinic for an AHA or BHA treatment. We do the treatment following all of the manufacturer’s suggested guidelines and it seems to go well. The client gets a little pink, but nothing out of the norm.

We do some extractions, a nice mask and check the client out when the service is complete. A few days later, the client comes back into the clinic complaining about skin discoloration. We note some brown areas – post-inflammatory hyperpigmentation.

Why would this client who is only a Fitzpatrick 3 hyperpigment? The answer is in what we didn’t know – the client although fair, is of mixed heritage, part Puerto Rican, and her skin reacted like that of a higher Fitzpatrick. What happened here?

A new client called her local day spa and wanted to come in for a microdermabrasion treatment. The esthetician assigned to her decided to do an upsell and added an AHA treatment to the service. Because they were a spa, they had opted not to do client intake forms.

The esthetician had not had training in this peel but performed both the microd and the peel. The next day the client came back complaining about stripes of discoloration on her face.

Unfortunately, the spa didn’t want to accept responsibility and problems ensued.

Inadequate information and inadequate training resulted in a client that suffered the consequences. The esthetician didn’t realize this was a multicultural client with a strong Indonesian influence.

It is more important than ever before to have a good client intake form and be trained in skin analysis to seek information that gives us clues to the client’s ancestry.

The subtle blends of a client’s heritage may make their skin react in a manner we don’t expect when we are performing services. Using the Fitzpatrick scale, which was developed back in 1975 doesn’t take clients with heritage blends into consideration. It only describes how skin will respond to UV exposure – inflammation, or the lack of it, a tan. It does not take into consideration two new areas that medical and clinical professionals now need information on: insult and injury.

continued on next page
While estheticians should not be causing injury, we certainly want to be aware of how a client heals. We also want to be aware how a client’s skin responds to what it perceives as insult. What is the risk of post-inflammatory hyperpigmentation?

The medical community also deals with these issues when performing not only cosmetic surgeries, but when incorporating laser and light energy services. It is crucial they be able to identify clients who may have issues as their skin responds to energy. Dr. Michael Goldman who has done extensive research on the skin and its response to chemical and light energy, states that he does not believe the Fitzpatrick scale was ever designed to deal with these issues. That means it’s time for estheticians to expand their techniques of skin classification.

Since Asian skins can be very reactive, it isn’t surprising that a system called the Kawanda Skin Classification system was one of the first to advance on the Fitzpatrick Scale back in 1986. It was developed specifically to deal with Japanese patients. Satoh, Y. and Kawada, A. Action spectrum for melanin pigmentation to ultraviolet light, and Japanese skin typing. In Brown Melanoderma: Biology and Diseases of Epidermal Pigmentation (Fitzpatrick, T.B., Wick, M.M. and Toda, K. eds), pp. 87–95. University of Tokyo Press, Tokyo (1986).

The next attempt and dealing with heritage related risk factors was the Lancer Ethnicity Scale de-
Developed in 1998. Lancer used the Fitzpatrick scale and added ethnicity to it. The Lancer scale has proven to be helpful to estheticians as it brought out the issues of heritage and better helped us identify how these clients might respond.

Dr. Lancer’s research and development triggered a flurry of research and new scales to better attempt to deal with multiple cultures. Each had a different approach. The Goldman World Classification system deals with burning, tanning and post-inflammatory pigmentation. The Willis and Earles scale is for those of African only descent. It evaluates skin tone, UV response and pigmentation. Another scale, the Taylor Hyperpigmentation Scale, focuses on dyschromia.

In 2006 the Roberts Skin Classification System was also released. It uses a complex 7 point evaluation system to determine how the client’s skin will probably respond to inflammation, insult or injury. It makes use of the Fitzpatrick Scale, the Glogau Scale of Photoaging, a scale to evaluate tendency to pigmentary issues, and a scale to evaluate risk of scaring. I could not find a link but the full system was detailed in J. Drugs Dermatol, an extensive book printed in 2008. It is found on pages 452-456.

While estheticians cannot do evaluation in the same manner in which a physician would, we can learn from their techniques. We can take a complete client history including standard medical and lifestyle questions. We can establish their Fitzpatrick/Lancer categories and add questions regarding ancestry to our questionnaire. We want to do a thorough evaluation of the skin through the magnifying light observing skin tone, texture and signs of photoaging. And we can ask the magic revealing question: When you have a skin injury does it go from pink to red and then fade away OR does it go from pink to red to brown. If they say it goes brown we know we have a client who is at risk for post-inflammatory pigmentation.

Judith Culp, has been in the esthetics industry since 1980. She is the owner of NW Institute of Esthetics, Inc. and contributing editor for Miladys Standard Esthetics: Advanced and lead author of Esthetician’s Guide to Client Safety & Wellness. For more information visit www.estheticsnw.com.
Energizing Summit

The Nation’s Premiere
Haircoloring Educational Event

June 12-13, 2016
LAX Marriott Hotel

Presented by The American Board of Certified Haircolorists

WWW.HAIRCOLORIST.COM
view the class selections and then sign up.

We Are Your 2016 Energizing Summit Educators

<table>
<thead>
<tr>
<th>Alberto Escobedo</th>
<th>Alyson King</th>
<th>Ame Metcalfe</th>
<th>Andi Makowski</th>
<th>Andre Nizetich</th>
<th>Andrea Shumate</th>
<th>Aura Mae</th>
<th>Bonnie Ray</th>
<th>Brenda Amaral</th>
<th>Bridget Davis</th>
<th>Chris &amp; Kate Hall</th>
<th>Claudio Pascuzzo</th>
<th>Courteney vonBerg</th>
<th>David Velasco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denise Fraser</td>
<td>Dennis Metcalfe</td>
<td>Doug Marzucco</td>
<td>Eros Mokotoff</td>
<td>Franco Marini</td>
<td>George Aldele</td>
<td>Gordon Miller</td>
<td>Dr. Hayel Said</td>
<td>Jan Caruso</td>
<td>Jay Maranhoe</td>
<td>Jeesee Skidmore</td>
<td>Kathy Partin</td>
<td>Kevin White</td>
<td>Kimmy Nguyen</td>
</tr>
<tr>
<td>Larry Koua</td>
<td>Lisa Kelley</td>
<td>Lisa Koebbe Bevan</td>
<td>Lisa Maddex</td>
<td>Marco Pelai</td>
<td>Maria Ferro</td>
<td>Mary Ashtrgan</td>
<td>Mary Petko</td>
<td>Michael Pagai</td>
<td>Mike KARG</td>
<td>Miguel Aponte</td>
<td>Monica Byrne</td>
<td>Nicole Emiliani</td>
<td></td>
</tr>
<tr>
<td>Nina Kovner</td>
<td>Pamela Pacheco</td>
<td>Pamela Will</td>
<td>Peggy Sue Schmolick</td>
<td>Roy Peters</td>
<td>Shannon King</td>
<td>Stephen Adams</td>
<td>Steve Reiss</td>
<td>Tamara Dahill</td>
<td>Tom Dispenza</td>
<td>Tony Fanelli</td>
<td>Tasha Kemp-Rice</td>
<td>Yolanda Recknos</td>
<td></td>
</tr>
</tbody>
</table>
Is Hairstyling An Art?

What is art? By definition it is the expression or application of human creative skill and imagination, producing works to be appreciated primarily for their beauty or emotional power.

That’s a pretty broad spectrum of sorts. Recently a photo of a hair painting technique of mine that resembles stained glass was featured on Hair Addiction Magazine’s Facebook page and there were a lot of comments with mixed reviews. Something that I created was being completely ripped apart while at the same time completely adored.

The comments went from, “That’s tacky,” “This is amazing,” “That’s awful,” “This is so high fashion,” “That’s hideous,” to “That is a piece of art.”

I have pretty thick skin when it comes to reading what people think of my work. That’s not to say the negative comments don’t bother me because sometimes they do. Do I lose sleep over people thinking it’s “hideous?” Not even a little bit.

There was one comment in particular however, that did stand out to me. One girl was giving her two cents on why this coloring technique would be a nightmare and stated, “Does anyone not understand the difference between an artist and a stylist?”

I’m assuming she said this because there were several comments about it looking like a piece of art. The rest of her comment talked about how stylists (us) aren’t concerned with the integrity of their hair (our clients) but only concerned with getting a good photo in the end. I’m pretty sure this particular person was bored that day. In any case, I held on to the statement regarding artists and stylists. It actually irritated me. Why?

Because stylists are artists. I know we know that but the outside world has yet to learn apparently. I think when people hear the word art they think of paints, paper, colored pencils and perhaps a canvas. Hand beaded dresses, records, buildings, and poetry books probably don’t come to mind. If you think about it, and hopefully now more people will, the word art should be included in their definitions. It takes an artistic seamstress to hand bead a dress. It takes an amazing recording artist to make a record. It takes an artistic architect to design a building and it takes
an artistic mind to put enough words together to create a book of poetry. Art is art and it comes in so many different shapes, sizes, textures, sounds and colors.

Understandably, when people hear the word artist they probably think of Van Gogh, Dali, and Picasso. Their hairstylist may not be the first person to pop into their brains and that’s okay. I can’t speak for all hairstylists but I’m nowhere near a Van Gogh. In comparison, I’m still drawing stick figures.

The point I’m trying to make is all artists have different canvases. If you browse social media at all I’m sure you have seen internet phenomenon Ursula Goff’s Fine Art Series. She posted a series of beautiful haircolors that were inspired by different artists such as Van Gogh, Botticelli, Monet and several others. Art inspires art. Inspiration is everywhere and Ursula’s work is simply magical.

Our profession has come a long way but we still have a long way to go. As with most things in life this is a never-ending journey of self discovery. As artists we have to dig down deep sometimes to figure out what keeps us going. What keeps us wanting to create…

I realize not everyone will see us as artists. That isn’t necessarily what bothers me. I think I actually just had an epiphany as I’m writing this.

What bothers me is there are so many people in this world that can’t see or appreciate another person’s vision.

We hairstylists are guilty of this also. I know I have been in the past. I’ve always considered myself an open minded person but being in the beauty industry has taught me to really see the beauty in things; most importantly, to see the time and the effort that was made. We don’t have to like it, wear it, listen to it or even look at it. At the very least though, let’s try to appreciate it; whatever “it” may be: Music, fashion, architecture, and poetry -- even hairstyling.

Hair is my canvas -- what’s yours?

DJ Victory is a jack of all trades, master of none...mother, wife, business owner, writer, hairstylist. She owns Enzo’s Salon & Spa in North Royalton, Ohio and loves cheap jewelry, sky high platforms, false eyelashes and fairy dust. You can read her blog at www.djvictory.me or facebook at www.facebook.com/djvicstylist.
Making Hair Extension Business a Profit Powerhouse

By Dale P. Aho, J.D., COO, Di Biase Hair Extensions USA

The core to hair extension profitability lies in understanding that hair clients are everywhere and they are out there looking for you.

They are not in your chair -- YET -- because you are invisible to them. They don’t see you. If you want to increase your income stream, you have to give them a way to find you.

Hair extension services provide an excellent living for many hair professionals. Being a premium and in-demand service, (while becoming more mainstream), extensions are an exceptional income generator and a valuable source of new clients.

Yet those statements are certainly not true for many other stylists and salons, whose extension services languish, or who choose not to offer them at all. This article is concerned with there are such differences and, more importantly, what steps can be taken to start an extension business.

As co-owner of Di Biase Hair Extensions USA, I learned early that successful hair extension businesses defy stereotypes. They are found in all kinds of salons and all kinds of demographic regions, including farmlands, inner cities, small cities, and working class neighborhoods, as well as the wealthier districts. They include individual stylists in booth rental arrangements and larger salons with numerous extension specialists. Surprisingly, the largest salons do not necessarily stand out when it comes to extensions.

In an effort at understanding what distinguishes and elevates some salons, I spent time meeting with stylists and salon owners from around the country – those that do little business and those that are over booked. Not surprisingly, the most common refrain of those that do very little business in extensions is that their clients can’t afford them. Those salons tend to treat extension services as a part of their regular menu of services, as a luxury that most can’t afford.

Oftentimes, the salons offer extension services not because they see it as an income producer but more to keep the occasional client who wants extensions from going to another salon. The price of the service is often even discounted to the extent that most stylists don’t want to do it.

There is a stark contrast when speaking with salon owners and stylists who are successful at extensions. They see extensions as an income leader. These owners and stylists tend to view their extension business through a wide lens. Their approaches and assumptions have common elements, particularly that: 1) new hair extension clients will include but not be limited to their existing clients, and, in fact, the majority of new business will come continued on next page
from the outside; 2) only a relatively few salons will make being visible a priority and, accordingly, there is room to rise above the rest; and 3) hair extension clients will actively seek out a specialist and will often be willing to travel a considerable distance for the service.

Importantly, opening up the possible network of new clients also opens up the ability to set prices more fairly for the stylist, as the existing client base isn’t exclusively the target.

The lessons of the more successful extension businesses come down to covering each of the following market segments: 1) the chair; 2) the salon; 3) the neighborhood, or those who pass by the salon; and 4) the region as a whole. Each of these segments is critically important to success.

**The chair.** Successful extension specialists make sure that every single person who sits in the chair knows the hairstylist is a specialist in extensions. That client, female or male, may not be a candidate but he or she may well know of someone who might be. A focused extensionist will have brochures, mirror clings, testimonials, before and afters, and other materials that are either readily visible or can be handed out. Further, a stylist will encourage those who receive extensions to brag about the services and even offer incentives for referrals.

**The salon.** Successful extension salons make extension promotion a priority. For instance, they utilize the front desk (where everyone stops) for handouts or brochures, and displaying posters, or, for example, posting a small sign suggesting that clients ask about thinning hair solutions or other extension uses. Literally everyone who walks in the salon should see some prominent reminder of the extension business that is being done within the salon. It is certainly more of a challenge for the stylist who is a booth renter but hopefully the creative stylist can strike a bargain with the salon owner to allow some signage and/or work out deals with the other stylists in the business to encourage referrals. (The extensionist in the salon may be a safer alternative for other stylists than allowing the extension client to go to another salon.)

**The neighborhood.** The top hair extension salons use signage and other marketing displays to make sure their business in extensions will not be missed by those that pass by. If at all possible, a sign, flag, poster, or some other popular product should be placed prominently on the window front. Looking around at most salons, it is hard to know who does and who does not do extensions. You can distinguish your salon from the rest. With just a little effort, you can become visible to everyone as the stylist in the neighborhood that does extensions. You can gain additional footing by networking, using business cards, offering cross promotions, and similar types of “in person” communications.

**The larger market – the region.** This is where continued on next page
most salons truly miss out and where the more successful among them gain the greatest advantage. Just consider how few hair extension salons there really are in a particular city or metropolitan region. Within those salons, there are therefore cumulatively many customers who have no alternative but to go elsewhere if they want extensions. Unless they have heard of someone or can get a referral, they will look for someone with an online presence.

In terms of promoting yourself online, the easiest method is via the various social media outlets. Clever use of social media costs nothing and it can be fabulously effective. Networking has always been one of the most effective ways to bring in new business. You can gain a reputation by effectively and consistently sending positive messages in a variety of platforms.

The most obvious and yet most underutilized road to extension profitability is through your website. Creating a fabulous extension webpage can pay off many times over in terms of client growth. It is a common thread found in separating the most successful salons from all the others who merely offer extensions as a service.

To illustrate, in looking for successful hair extension salons, I did what any member of the public might do: I searched the internet. I simply typed in the name of a city and combined it with the term “hair extensions.” When I found a list of salons, I then looked for those that had nice sections devoted to extensions and worked forward from those. I pretty much ignored webpages that merely listed hair extensions as one of the regular salon services. Effective webpages had sections with “before and afters,” testimonials, or other attractive images communicating that extensions were a specialty. This is the same path that a prospective extension client might take. Would it lead to your salon?

Beyond the webpage alone, you will be well served by listing yourself as servicing multiple cities, not just relying on your salon address. Web searches are very literal and, unless you specifically name the location, you will likely not be found by anyone searching in a neighboring city. You might try your own experiment on this to see which cities you appear under and which salons appear when doing a search of your own city. Many salons, even individual stylists, find a way to become listed in multiple cities, and specifically describing service locations is one way of doing that.

The message in all of this is that hair salons too often treat hair extension services as a niche. They do little to nothing to maximize profitability by increasing visibility. This leaves a huge opening for the more ambitious extension specialist.

Those who recognize and seek out that additional business will be the most successful. If you are interested in increasing your profits from doing hair extensions, look at your efforts to make yourself discoverable. Put yourself in a position to be found and the reward will be well worth the effort.
ONLINE CLASSES
NOW AVAILABLE ON MILADYPRO.COM

PSST... CLASSES CAN BE USED TO FULFILL CEU REQUIREMENTS IN SELECT STATES.
Florida Nail Tech Earns Prestigious National Accolades

The National Aesthetic Spa Network (NASN) in Port St. Lucie, Florida, awards scholarships from salon industry businesses to spa professionals each year at their annual Palm Beach, Florida conference. Two Salon Gurus programs were awarded to Natalie New of Hobe Sound, Florida. She has been a professional nail technician and aesthetician at The Spa at PGA National Spa & Resort in Palm Beach Gardens, Florida for nearly 20 years. This scholarship allows New to select two programs from the Salon Gurus website.

Natalie New selected her awarded scholarship course: Pedicures with Electric Files, by Karen Hodges, Salon Gurus co-founder and author of this course. New noted, “This could not come at a more perfect time. We are upgrading our protocols and adding a pedicure that will utilize the electric file on thick calluses. I want to share this valuable information with my spa teammates and our salon/spa management team. Furthermore, I am thrilled to receive the Salon Guru’s course: Build Your Business -- Build You! by Millie Haynam. The professional nail business is a very competitive market and these concepts will keep me on my game!”

New expressed interest in other advanced aesthetic and nailcare online courses available on the website which will also benefit her, the resort and their staff. New added, “The Safe Salon Concept certification course will definitely help us create an even higher aseptic salon environment for our clients. Plus, the Salon Success -- Subtle Marketing course will support our activities which quietly portray that The Spa at PGA National is much better for their services than other salons and spas.”

The annual NASN Scholarships are valuable educational programs offered by professional beauty industry companies who wish to support spa professionals who seek to expand their expertise, knowledge and career. All licensed spa professionals may apply for the many scholarships and the applications are available from the NASN website, www.nasnbiz.com.
**SALON OPENINGS**

**STYLIST** ~ No fancy words here looking for qualified stylist to share small studio salon space in downtown Fort Lauderdale. Very flexible owner will share rent or commissions you decide. (965) 536-4297

**STUDIO 31 SALON** ~ Studio 31 A Paul Mitchell Focus Salon is now hiring. If you are looking for a place to grow and give your guest a special atmosphere to feel beautiful and relaxed. Come join our Team. Take advantage of our New Year Special 1/2 off rent until 1, March 2016. Call 321-355-8473 or email me Cynthia.Hurst@yahoo.com

**HAIR STYLIST BOOTH RENTAL** ~ Salon La Marie ~ Largo, Fl ~ 5 Chair Hair Salon Two Booth Rental Spaces Available Updated Boutique Hair Salon Please Call for a meeting or to view the Salon : 727-584-4665

**LOOKING FOR HAIRSTYLISTS, NAIL TECHS AND/OR ESTHETICIANS** ~ Salon Space for Rent -Melbourne FL. Looking for professional, talented, personable Hair Stylists and/or Nail Techs to join our team. Preferably with established clientele or self-motivated to build clientele. Must have active Florida cosmetology/specialty license. Private room options also available for Esthetician. Ready to be independent? Call 321-752-3964.

**NEED STYLIST** ~ 9741 S Orange Blossom Trail #3 Orlando Fl 32837 407-704-8948

**STYLIST WANTED TO RENT A STATION** ~ Are you a stylist in port st lucie looking to rent a station? Come on over to Salon 360. We have a station available just for you. Please call 772-340-3834.

**HAIRSTYLIST NAILTECHS BRAIDERS AND BARBERS WANTED!** Hairstylist Nailtechs Braiders and Barbers Wanted! Booth rental or commission! Fort Lauderdale Salon ! Call 954.736.8473

**MASSAGE THERAPIST / NAIL TECHNICIAN** ~ Cammeo’s Salon and spa is looking for a experienced massage therapist and nail technician. We are a busy salon and spa in Winter Haven fl near legoland. Call us at 863-318-1365 or email lacammeos@gmail.com

**HAIR STYLISTS ~ BRANDON, FL)** compensation: commission and hourly employment type: full-time Full service salon and spa is now hiring hair stylists. Salon locates inside a busy shopping mall with many walk-in customers. Stylists should be able to do highlights, lowlites, retouch, color, color corrections, hair cut & styles for ladies, men and children. Qualifications are listed below: ** must have an up to date FL cosmetology license ** have a reliable transportation ** no personal drama...no drug, no alcohol problem ** must be responsible and friendly ** know how to dress neat and professional ** hard-worker and honest. If anyone interested, please email your resume for immediate consideration. email resume to....matthoang2003@gmail.com phone contact....813-464-5878
The lowdown on damaged hair is that hair is swollen by chemical and high alkaline services: haircolors, tints, dyes, perms, bleaches, lighteners, relaxers and highlighting.

BAC-STAT “Inner Set” is a low acid leave in spray conditioner that neutralizes alkaline materials, peroxide residue, swelling and odors from the hair. Acids counteract alkaline materials. BAC-STAT “Inner-Set” will solve your damaged hair problems.

order: www.mareeandre.com • 1-800-542-7008 • orderss@sbcglobal.net

STYLIST NEEDED! Kamrans Hair Concepts of Altamonte Springs is now renting out a booth, either part time or full time! Give us a call for more info! www.kamranshairconcepts.com 407-865-6666

LUXURY CARIBBEAN SALON SEEKING BEAUTY STYLISTS ~
Sugar and Spice salon spa, top luxury salon in the Caribbean, is seeking talented and motivated salon and spa therapists to join our team. Are you a stylist/colorist, nail artist or spa therapist that wants to live and work in a Caribbean paradise? Email your resume and portfolio to sugarandspicesalonspa@gmail.com for consideration. Looking for 6 month-1year commitments. Check out our website to see what working with the Glam Squad is all about. Www.sugarandspiceartistry.com Facebook.com/sugarandspicesalonspa

NOW HIRING talented and experienced nails technicians, cosmetologists, hair stylists and receptionists for new salons opening in April around Deltona, Debary, Sanford, Deltona, Altamonte Springs and Orlando area.

Please send us your resume and the position applying for to: nailbarbeautylounge@gmail.com If any questions, please contact us at: (787)469-6103 or (787)579-4321 We will be glad to answer any questions. Follow us on: Instagram: nailbarbeautylounge Facebook: Nailer beauty lounge Pinterest: nailbarbl Twitter: nailbarbl

SPORTCLIPS NOW HIRING ~
We’re interested in motivated, positive, reliable, upbeat Licensed Stylists to help grow our winning teams. You should be an outgoing and career-oriented hairstylist who has passion for doing men’s haircuts. Apply Now at http://www.sportclipsjobs.com/kKiZlQ

LICENSED STYLIST IN TAMPA FOR KIDS SALON ~ Sweet & Sassy Salon, Spa & Celebrations, a upscale children’s salon in Tampa, is seeking Licensed Stylist that loves working with children. Looking for energetic, outgoing and hard working individual. Job is multi-tasking and fast paced. Stylist would be performing haircuts/hairstyles, mini-manicures, mini-pedicures, mini-facials, glittery makeup app. Very rewarding, Happy and Upbeat environment to work in. Position is Part-time, Weekends Mandatory. $9/per hour + tips + 10% product commission. Contact Stephanie Diaz-owner at 813-760-6212

SWEET & SASSY SALON & SPA ~
Seeking talented assistant managers & stylists for new salon opening in April around Deltona, Debary, Sanford, Deltona, Altamonte Springs and Orlando area.

Seeking Talented Assistant Manager & Stylists for Winter Garden, FL

Hair Cuttery® SEEKING TALENTED ASSISTANT MANAGERS & STYLISTS FOR WINTER GARDEN, FL! compensation: 
Stylist-50% commission & Assistant Manager-55% commission, plus bonus! Hair Cuttery is the ultimate destination for motivated, talented stylists seeking control over their earnings. There’s no probation period -- you’ll start collecting bonuses right away! Must have a FL Cosmetology license. Benefits: -FREE education opportunities in partnership with Redken -Unlimited earning potential -Career growth -And more! If you want a career with high-earning potential dazzling loyal clients, apply today at www.haircuttery.com/careers. Equal Opportunity Employer. Call Tammy at 386-218-4109, check out www.haircuttery.com/careers, or apply today!!

HAIRSTYLIST/NAIL TECH NEEDED cozy family neighborhood salon near SeaWorld Orlando full/part time following a plus 407 873 4691 rich0394@att.net
**BOOTH/SUITE RENTALS**

**SUITE RENTAL IN DESIRABLE LOCATION** ~ Suite rentals for a licensed beauty professional located in North Palm Beach close to PGA Blvd. We are located in the best area in North Palm Beach also close to Jack Nickolas Dr, Tequesta, Jupiter, Juno Beach, and West Palm Beach. Call or text to request an appointment to see the spaces. Jannett0478@yahoo.com phone 561-598-9832

**BOOTH RENTER WANTED IN PALM HARBOR FL** ~ Booth Renter wanted in Busy Palm Harbor salon. The Mane Event 727-298-8113

**BOOTH RENTAL IN NAPLES. BUSY SALON** ~ Great Booth Rental in Naples only $150/week www.8dollarhaircutz@gmail.com

**CHAIR RENTAL/SILLA PRA RENTAR** ~ Salon in doral, miami. We are looking for stylist and manicurist with clientel. Somos un salon que quedamos en el doral en miami, alquilamos silla, buscamos estilista con CLIENTELA. Escribebuenos / write to us if interested. info@blackandwhitesalonspa.com or call 7865183476

**STYLIST NEEDED!** Kamrans Hair Concepts of Altamonte Springs is now renting out a booth, either part time or full time! Give us a call for more info! kamranshairconcepts.com 407-865-6666

**BOOTH RENTAL - ST. PETERSBURG** ~ We are a down to earth, full service salon for the whole family. Where all clients are welcome. We are at an excellent location to the city and the highway. Rental comes with lots of extras not normally offered. Please call 727-422-4862 with any inquiries or questions. We look forward to YOU joining our team.

**HAIR SALON STATION RENTAL** ~ We currently have a hair station for rent. We are a full service Nail and Hair Salon. The store is located at the main entrance of Edison Mall, Fort Myers. the store has been in the same location for over 10 years with established clientele. resonable rent with the initial 2 weeks free. for information contact Susan @239-281-5071

**J STERLING’S HAIR DESIGN ALTAMONTE/APOPKA AREA** ~ Full time & part time stations available. EXTREMELY attractive incentive to join our “family”! We provide liability insurance at no cost to you, AT&T discounts, free checking & the lowest credit card processing rates. You also receive one free week annually along with a VERY attractive introductory weekly rate. Your clients receive complimentary wine, soda or coffee as well as enjoying free wifi and SIRRIUS XM radio. Please call Michael or Judd at 407-788-0400 to schedule an appointment to discuss your future in our upscale busy salon.


**STYLIST AND NAIL TECH STATION RENTALS!** Newly renovated salon in wellington looking to bring an established hair stylist, and nail technician on board! Booth rentals start at $350
BOOTH RENT OR ROOM RENT OR COMMISSIONED AVAILABLE 1099
~ Paul Mitchell Focus Salon is looking for a Stylist to rent a Booth or a Commission Stylist 1099 in Downtown South Orlando. The space is available now. We also have a room for rent! We are a family owned business and you will also be part of the family working with us! We look forward to hearing from you. (407) 284-1186 Send us your resume’ and we will call you for an interview.

PREMIUM STATION FOR RENT ~
Lather Salon, a beautiful boutique salon in downtown Melbourne has 1 station available. Rent is $120 a week for qualified stylists/ colorists. Serving clients from Melbourne area and Beaches, we are very centrally located and continue to serve with excellence. Our atmosphere is very inviting for clients as well as stylists with French lounge music, coffee, and great magazine reads to enjoy. Stylists must have clientele established. (321) 223-3540

STATION & ROOM RENTAL WINTERPARK ~ Salon West on Park Avenue is a full service salon, with a private parking lot. We have one station for rent and a private room, the room has plenty of cabinets, counter top and sink. We offer a great incentive package to everyone and carry some of the best hair products out there. We promote further education and provide many extras for you and your career, from shows to classes. Salon West has a great group of professional Stylist that all work together to make this a great and fun environment to work! Please call 407-629-2588 or stop by an visit.

WANTED

STYLIST ~ Great Clips in Ocala is looking for a full time stylist. Hourly plus commission incentives and tips. Call Jeanetta at 352-237-1918 to set up an interview.

Hair Cuttery SEEKING TALENTED SALON MANAGER
FOR SARASOTA, FL! Are you a Leader? Passionate about helping others grow? Looking for a career with advancement? Hair Cuttery is the ultimate destination for motivated, talented stylists seeking control over their earnings. There’s no probation period -- you’ll start collecting bonuses right away! Must have a FL Cosmetology license. Benefits: -FREE adv. education opportunities in partnership with Redken -Unlimited earning potential -Career growth -And more! Call TAMMY today at 386-218-4109, check out www.haircuttery.com/careers.

ECO-FRIENDLY SALON LOOKING FOR CREATIVE HAIR STYLISTS ~ We are looking to hire highly qualified and talented Hair Stylists with a small client base. Ideal candidates will be outgoing, self-motivated, up beat with a professional appearance. Must have 2+ years on-the-floor experience with a valid FL cosmetology license. Commission based salon. Local candidates only. References are needed (this can be clientele or previous employer) E-mail your resume and references to info@nakedhairsalon.com

SALARY / COMMISSION

Hair Cuttery NEW SALON IN FLORIDA! MANAGERS & STYLISTS APPLY TODAY! Are you a Leader? Passionate about helping others grow? Looking for a career with advancement? Are you a talented Stylist who want to grow their clientele? Hair Cuttery is the ultimate destination for motivated, talented stylists seeking control over their earnings. We’ve made our pay structure so you can earn up to 50%-55% commission from Day 1! There’s no probation period -- you’ll start collecting bonuses right away! Must have a FL Cosmetology license. Benefits: -FREE adv. education opportunities in partnership with Redken -Unlimited earning potential -Career growth -And more! Call TAMMY today at 386-218-4109 or apply today at www.haircuttery.com/careers
ORGANIC SALON NEEDS STYLISH STYLISTS ~ I’m looking for just two stylists who are beautiful, cool, and dress to impress with some sort of following. Please you need to have some clients or more! I’m not looking for a receptionists just licensed hair stylists. I just opened a salon in DeLand, Florid- Sepulveda Hair Studio. Please come in and fill out an application at 110 W Indiana, DeLand, Florida 32720.

STYLIST AND MASSAGE THERAPISTS NEEDED ~ We are a busy salon and spa located in Ver Beach FL. We are looking for licensed stylists and massage therapists who are professional and friendly. Full time and part time available. Commission based pay. Call 772-569-4247 or send your resume to kkontinc@yahoo.com

BUSINESS OPPORTUNITIES

THE RACK/HAIR COLOR ORGANIZER ~ Need assistant for booth exhibit at Orlando Premiere June 5-6 2016. All expenses paid including admission, room and meals. Email at rackmanx@comcast.net Phone interview a must: 239-860-8567. See the show and have good time.

SHOPS FOR SALE

TURN KEY OPERATION FOR SALE ~ Established salon, turn key operation for sale in the beautiful Florida keys. Islamorada is a perfect location for tourist traffic and the number one wedding destination in the Southeast. The salon has five chairs, a massage pedi chair, nail station and two sinks. The back of the salon has a 10 x10 room with a locking door. Washer dryer included. Kitchenette and private bathroom. Products, colors and lighting included. Website, facebook,Google, Yelp and social media sites already established. You can see our salon at www.hair-revolution-salon.com. Call me, let’s talk business. 305-664-0088.
SHOWS & EVENTS

MARCH 2016

- 6-8: IBS New York, Jacob Javits Center www.ibsnewyork.com
- 7: Beth Minardi presents In Depth Color, NYC bethminardi@gmail.com
- 12-14: America's Beauty Show, Chicago www.americasbeautyshow.com
- 12-14: Face & Body Midwest Chicago www.faceandbody.com/midwest
- 13-14: Hairart presents EyeLash Extension Classic 2 Day Course, Gardena, CA 888.424.7278 www.hairartproducts.com
- 13-14: Primary SYN haircolor Hands On, Seattle, WA 206-755-5701
- 13-14: Spectrum International Beauty Expo, Los Angeles, CA, (310) 680-7367 www.sibe.us
- 14: Legend Aesthetic Training presents Nutrition and the Skin, Auburn, WA www.legendtrainingcenter.com 253-569-3336
- 18-21: Cosmoprof Bologna, Italy www.cosmoprof.com
- 19-20: The Makeup Show Los Angeles, CA www.themakeupshow.com
- 19-20: California Makeup Academy presents Makeup 101: Boot Camp / Certification / Hands On Los Angeles, CA 949.355.2794

APRIL 2016

- 3-4: Legend Aesthetic Training presents Prof. Body Sugaring Certification, Auburn, WA www.legendtrainingcenter.com
- 9-10: Evolve Fargo, ND www.cosmoprofbeauty.com
- 10-11: Hairart presents EyeLash Extension Classic 2 Day Course, Gardena, CA 888.424.7278 www.hairartproducts.com
- 10-11: The Intl Congress of Esthetics and Spa, Philadelphia, PA 1-800-471-0229 www.LNEONLINE.com
- 10-11: Bellevue Fashion Focus Meydenbauer Center Bellevue, WA www.cosmoprofbeauty.com
- 10-12: Evolve Certification Class, San Diego, CA www.evolvinghair.com
- 16-18: Intercoiffure America/Canada Spring Atelier Boca Raton, FL 800-442-3007 www.intercoiffure.com
- 17: NailPro Pasadena, www.nailpropasadena.com 888.491.8265
- 17-18: Spring Style Show San Jose Convention Center San Jose, CA www.springstyleshow.net
- 18: National Aesthetic Spa Network Atlanta, GA www.nasnbiz.com
- 19: NCEA-Sponsored Prep Class, Boca Raton, FL  www.nceacertified.tv 201.670.4100
- 23-24: California Makeup Academy presents Makeup 101: Boot Camp / Certification / Hands On San Diego,, CA 949.355.2794
- 23-25: Best lil’ Nail Show TExAS, Humble Center, TX bestnailshowtx.com
- 24-25: Esthetique Spa Intl, Toronto, Canada www.spa-show.com
- 30 - 5/2: Willamette Valley Nail Event, Salem, OR www.willamettevalleynailevent.com

MAY 2016

- 1-2: Barristar Beauty School Forum, Anaheim, CA 949-673-4245 paul@barristar.com www.barristar.com
- 1-2: Esthetique Spa International (French) Quebec City, QC, Canada 866-772-7469, www.spa-show.com
- 1-2: The Makeup Show NYC www.themakeupshow.com
- 1-2: Nashville Fashion Focus Music City Center Nashville, TN www.cosmoprofbeauty.com
- 8-9: Hairart presents EyeLash Extension Classic 2 Day Course, Gardena, CA 888.424.7278 www.hairartproducts.com
- 15: Barristar Beauty School Forum, Mesa, AZ 949-673-4245 paul@barristar.com www.barristar.com
- 15-16: The Intl Congress of Esthetics and Spa, Dallas TX 1-800-471-0229 www.LNEONLINE.com
- 15-16: Biloxi Fashion Focus Mississippi Coast Coliseum Biloxi, MS www.cosmoprofbeauty.com
- 22-24: Evolve Certification Class, Los Angeles, CA www.evolvinghair.com
The full listing of upcoming national shows and events and regional classes and seminars is available online at www.stylistnewspapers.com. Educational events are listed free as space allows. To have your event listed, please email to lisa@stylistnewspapers.com.
TAKING IT TO THE EDGE... AND PUSHING IT OVER

Your Online Resource of Information

DOWNLOAD COMPLETE ISSUES — You can now download complete issues to your desktop, laptop or tablet as well as to your mobile phone including back issues.

ANYTIME, ANYWHERE! — You can view an entire issue, page by page, on your computer or mobile device anytime, anywhere!

READ, SHARE, SAVE, PRINT — You can click right on the headline of any article to pull it up in an easy to read format right on your screen where you can share, save and even print this useful information.

CONNECT WITH ADVERTISERS — As an added advantage, you can click on any advertisement and go directly to that company’s website.

Check Out Our New INTERACTIVE DIGITAL EDITION

featuring everything you have grown to love in our print edition! ALL AT YOUR FINGERTIPS!

Marketing Articles • Business Building Tips Retailing Ideas • Employee Relations Licensing/Regulation • Shows and Events Local Classifieds • Product Reviews

IT'S EASY! SIGN UP FOR OUR FREE ONLINE DIGITAL NEWSPAPER TODAY!

Every month you will receive the newest digital issue of the Florida Stylist direct to your email so you can view the entire issue page by page at your convenience. No more sharing your favorite issue or waiting for it to arrive in your mailbox.

www.stylistnewspapers.com

ADVERTISERS:

Now you can have a full page advertisement or advertorial featured in the digital edition of Stylist Newspapers!

Ad will be featured in the online edition of the paper with direct links to your website. Available in each regional edition including California, Florida, Northwest, Ohio and Texas!

1-888-297-7010
Advertising: x207 • Editorial: x204 • Classifieds: x201
www.stylistnewspapers.com