Mastering the Art of Marketing to Mature Clients
The Language of Anti-Aging

The Hunt for Anti-Aging Skin Therapies

Florida Board of Cosmetology News

The Pros Only Product Battle

Treating Thinning Hair Clientele

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Age-Old Secret to Cultivating a Clientele

The Mane Objective Marco Pelusi

We all know building a regular clientele is a key challenge, especially for hairstylists who are just starting out or who have moved to a new location. If you are facing this challenge, I have two words for you: gray hair.

Simply put, gray hair can be a goldmine for most hair professionals. The grayer your clients are, the more money you can make. Graying clients don’t occasionally visit you for highlights or passing trends; they start making consistent, regularly scheduled appointments for maintenance. This translates to steady income — and richer relationships.

Most clients start to turn gray — or lose pigment — around their mid-30s, which is when their requests for color services tend to spike. As your clients embark on the age-old race to look younger, it is your job to help them feel more confident and transition gracefully into older age.

Clients with gray hair are not without additional challenges. For example, gray hair tends to change texture and become frizzier, drier, coarser and more resistant to hair coloring. Additionally, the pigment in the skin changes, which you must keep in mind when formulating hair color. With existing clients, you may notice these changes before they do, so it’s important to gently explain what is happening. This helps your clients feel more empowered to make necessary adjustments to their hair routine.

Another concern that comes with graying hair is hair loss. Hair sometimes thins out with age. Familiarize yourself with available solutions, from styling techniques to specialized products and even medi-
cal referrals, will help boost client confidence in your expertise.

When scheduling gray hair clients, you should do so in such a way that is beneficial to both the client and your business. Offer add-on services, such as highlighting or blending, to help manage the gray. For clients who are just starting to color their hair, offer demi-color first to help them get more comfortable with coloring. Set up a six-month plan to give clients something to look forward to (and help you plan ahead).

Graying hair also presents retail opportunities. For example, clients who are experiencing drier hair may now benefit from a leave-in conditioner. Clients who choose to “go gray” may benefit from a purple shampoo, at times, to help counter yellow tones. Clients with hair loss may want to start using volumizing products.

Lastly, the great thing about maturing clients is that they tend to know what they want and be able to pay what you are worth. I am of course generalizing here — there will be exceptions — but you can expect to enjoy less pressure to read a maturing client’s mind, or compromise your pricing in order to secure them in the long-term. Just focus on delivering the best results and watch your bottom line grow.

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.
The state of Florida is currently home to over 14,000 licensed barbers and restricted barbers. The Department of Business and Professional Regulation's (DBPR) Barbers’ Board is responsible for licensing and regulating barbers in Florida. The Barbers’ Board licenses and regulates barbers, restricted barbers, barbershops and barber assistants. In order to maintain a current and active state-issued license, Florida barbers must meet certain requirements for education, continued training and proper certification.

A barber is an individual who is licensed to engage in the practice of shaving, cutting, trimming, coloring, shampooing, arranging, dressing, curling or waving the hair or beard; or applying oils, creams, lotions or other preparations to the face, scalp, or neck, either by hand or by mechanical appliances. A restricted barber is an individual who can cut hair and shave but is not allowed to perform any chemical services, such as coloring, applying highlights and permanent waving. To ensure that safety and sanitation standards are met, all barbering services are required to take place in a licensed barbershop.

Unlicensed activity occurs when an individual or barbershop offers to perform or performs services that require a state license and the individual or barbershop does not hold the required license. Unlicensed activity can threaten the livelihood of law-abiding, state-licensed professionals and may also pose personal or financial harm to consumers. Unlicensed barbers can present numerous risks to the health and safety of consumers.
Florida law sets specific guidelines for obtaining professional licensure, and the people who have met these requirements are held to professional standards. Floridians are encouraged to always verify a barber’s license before hiring. One common approach is to see if the relevant license is displayed within the barbershop, as Florida law requires these licenses to be clearly visible at all times. Furthermore, licenses can be verified on the DBPR website at www.myfloridalicense.com, over the phone by calling (850) 487-1395 or by downloading the free DBPR Mobile app available in the iTunes and Google Play app stores.

Floridians are asked to report any suspected unlicensed activity by email at ULA@myfloridalicense.com, calling the Unlicensed Activity Hotline at 1 (866) 532-1440 or submitting a complaint through the DBPR Mobile app.

More information about DBPR and the Barbers’ Board is available online at www.myfloridalicense.com. Also, follow @FloridaDBPR on Twitter and Florida Department of Business and Professional Regulation on Facebook for updates about license cycles, events and other important news.
Let’s talk anti-aging. Well, maybe not.

Anti-aging services and products are everywhere, screaming at a generation of Baby Boomers (and now even at Generation X and Millennials) that they must reverse and/or prevent the effects of aging from showing on their hair, faces, necks, hands all the way down to their toes.

Chances are you offer some of those services and products in your salon or spa. But how you describe them to your clients can make the difference between exciting them about the possibilities or having them leave your chair feeling like you just called them the dreaded word “old.”

We’re all in this fight together — to look younger, more youthful, more vibrant, more rejuvenated. Wait, those are marketing words.

What women in the real world want to talk about is looking our best. Let me assure you, we know the code words — youthful, refreshed, rejuvenated, etc. — and while we don’t necessarily mind reading them on packages, websites and in brochures, some of us don’t want to hear them said out loud. We also don’t want to be grouped into a category with old people. Do you ever look at your Facebook page and ask yourself, “How do the people I went to high school get to look so old?” Then you know what I mean.

Another conversational dilemma is saying, “We offer anti-aging services” to clients. The challenge is that everyone has their own idea of what that means from simple gray coverage to deep facial peels to Real Housewives-sized lips. To some, it’s a hydrating boost of moisture to smooth and freshen face, hands and neck. To others, it’s a full-service day spa package. To yet others, it’s a day of Botox and injectables.

So how do you know? Once again, the key to offering the perfect anti-aging services and products is performing an in-depth conversation every time a client is in your chair.

To you and your clients, anti-aging can have as many different meanings as “make my hair red.” What does that mean? Lucy red, copper, mahogany, chestnut, violet? Without sharing a picture, there’s no way to tell. Same when it comes to anti-aging. Your best approach is to prompt your clients to share the results they desire.

If you’re performing a full consultation at every appointment, talking anti-aging is simply a matter of continuing the conversation, checking in with what your client is thinking and sharing new products and services that you believe she might enjoy. But if you or your client has been rushed for the past several appointments, start with an update. Make sure you book the necessary time.

continued on next page
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Instead of saying, “Are you interested in anti-aging services and products?” ask her if she’s noticed any changes in her hair, skin, nails since you last discussed them in depth. Let her tell you she thinks her hair is less shiny, more drab, lacks bounce or that her skin has more fine lines, brown spots or that her cuticles are dry and coarse no matter how much of her regular hand lotion she applies. Ask which of those changes are most important to her to address first, and then ask if you may present her with solutions that you recommend.

Listen carefully to the words your clients use, take notes and then use those words back when describing a product’s or service’s benefits. Use those same words in emails and on social media.

When I get my hair colored, I’m refreshing the color, I’m warming it up, I’m covering the drab regrowth. I don’t tell my friends I’m going to the salon to get more youthful hair. I don’t want to discuss gray blending or gray coverage — even though I know that’s what you’re doing. Just make my hair a rich and shiny copper again.

A client might have more frizz with less body, volume and shine than she used to have. We know that is all signs of aging hair. She just wants her old hair back. You can give that to her.

When I’m at the medi-spa, I’ll talk about getting rid of acne spots, fine lines, deeper lines and spots. Those are the benefits I want. Again, those results might help me look younger. But I want to talk about each specifically — not about the broad anti-aging topic.

Of course, there are clients who are the exact opposite. “Make me look younger,” they proclaim. They’re great, because they’re inviting you to show them what you have straight on.

Trust matters to be realistic when describing how long it will take to show subtle results. Haircolor might cover gray in one service, but if you want to bring back shine and bounce, that might take color and a new cut, then products to support, maintain and continue to produce results.

Finally, when it comes to anti-aging services, discretion is a must. These aren’t the “Does-she-or-doesn’t-she?” days when women were more demure about whether or not they colored their hair, but it’s their story to share. That is one conversation you never want to start in front of other clients, their family or even on social media.

Another conversational dilemma is saying, “We offer anti-aging services” to clients. The challenge is that everyone has their own idea of what that means from simple gray coverage to deep facial peels to Real Housewives-sized lips.

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In 1990, medical scientists undertook their most intense research project, ever -- the mapping of the human genome. The goal was to sequence and map each piece of information on our DNA.

Why? To understand how we function. It was slow going research performed by a global team. As computers got faster, the project moved more quickly. Now they can do in an hour what it used to take a week to do. 2003 celebrated the project’s completion.

Has it made a difference? It has made an immense difference. Once they had the map, they could figure out how to influence it. In the past 13 years, we have seen one health breakthrough after another; better understanding of diseases and curing them. It’s a process that will continue into the future as scientists learn to use their discoveries to treat cancer, acne, baldness, aging and a host of other medical and cosmetic issues.

The beauty industry pays close attention to breakthroughs in medical research. A burn study in 2004 showed peptides promoted healing. This led to cosmetic chemists creating the first of many peptide formulations. Improved appearance in fine lines around the eyes were dramatically improved in 30-60 days.

Now most experienced professionals advocate a wide variety of peptides as a key component in to maintain youthful “looking” skin.

Why “looking” instead of youthful skin? The law that governs cosmetics has not changed even though ingredients and techniques have changed dramatically. We can enhance the appearance; we cannot claim to change the skin. We can minimize we cannot remove.

Always follow your manufacturer’s suggested wording when promoting anti-aging skin therapies to avoid legal ramifications. The fines are steep for illegal claims.

Here is the wording from the FDA website:

As defined in section 201(i) of the FD&C Act, a cosmetic is a product, except soap, intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance.

In short, one may say that a cosmetic is a product intended to exert a physical, and not a physiological, effect on the human body.

In some ways, we are in a catch-22 situation. Consumers/clients want to look younger. They want physiological changes, wrinkles gone. Regardless of what research may say about the ingredients we use, we must keep these rules in mind when we choose the words to describe the product or service. It’s all about the word choices.

This said there are four key components to helping clients enhance their skin appearance and fight the signs of aging.

First: **SUN PROTECTION.** Stop further dam-
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Clients who do not protect their skin are less likely to see any improvement. Rather than taking responsibility for their actions, they may say the technician, treatment or products don’t work. We must educate, educate, educate.

EXFOLIATION is the second component. Regular exfoliation is important to keep the dead skin cells removed from the skin. A build up leads to dull looking skin. There are many approaches to this: scrubs, AHAs, microdermabrasion. Research has shown routine use of an acid (AHA or RetinA), is one of the best at home exfoliation methods. The key is to find one the client tolerates without irritation. A decade ago, single acids were the norm.

Phase 3: TARGETED THERAPY. Serums penetrate better when the skin is exfoliated and well hydrated. Rotating serums maximizes results. Serums may include peptides that address different issues, brightening agents, firming ingredients, skin smoothers, hydrating ingredients, antioxidants, vitamins and minerals. The list keeps growing.

Client’s specific needs are the indicators for serum selection. With the understanding of the human genome, chemists keep finding new ways to deliver ingredients to be more effective. Results are better. Clients are happier.

Keeping up with the latest ingredient research will be important going forward so we know what innovations and breakthroughs are happening.

Just yesterday, a new concept came across my desk: Sun protection that you wash-on. A daily cleansing lotion leaves a residue of sun protection on your skin. It is the first product of its type to be approved by the FDA. Who would want this? Clients want this who hate the feeling of SPF on their skin.

How does it work? Microencapsulation of SPF ingredients protects them during delivery. During washing, they are deposited onto the skin. They bind to the skin long enough for a gentle pat dry and then the encapsulation breaks down and the ingredients penetrate into the skin. Its one caveat is that serums applied on top of it will have somewhat less penetration. It will be interesting to see how many other innovations in the sun protection industry we will see in the future.

The fourth phase is EXERCISE. Yes, we know we all need to get exercise. This is exercise for the face. Beauty advocates have long talked about doing isometrics to keep facial muscles strong and the appearance more tones.

Microcurrent has taken this to the next level. To enhance appearance Microcurrent uses an energy level that mimics human electricity in the body. Treatment incorporates gentle manipulation of muscles and skin. Photographically documented, there is a visible, though subtle, improvement with series treatment.

Maintenance can be stand alone or in conjunction with other treatments. The skin appearance continues to improve.

Protect, exfoliate, nourish, and exercise are the four cornerstones for fighting the signs of aging.
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Treating Thinning Hair Clientele

Our hair makes up a large part of how we feel about ourselves.

That probably comes as no surprise. The services we provide may come in the form of a cut, color, or style but what we’re really selling is confidence.

And nothing seems to shake the confidence of both the stylist and the client faster than the challenge of thinning hair. It’s inconvenient, indiscriminate, and completely out of our control. That doesn’t mean, however, that we can’t prepare for how to treat our thinning hair clientele.

One thing to keep in mind is the toll thinning hair can take on our clients both physically and emotionally. So it’s important to be sensitive when communicating with them about the topic. It may be wise to stay away from words such as balding or even thinning as you discuss the situation, since this is one in which the client has no control.

Choosing words that live in a positive or neutral category gives the client a certain degree of perceived control. It is important to refer to the density of the hair shafts as the focus and conversation to the hair itself, and not your client. Remember hair is something we can manipulate; thinning or balding we cannot.

Cutting hair that has a lower density can be tricky. Luckily there are a few proven techniques we can use to bring the most out of the hair. First, cutting the hair at a solid length creates maximum density. If all the hair falls to a solid point the hair will feel its fullest. This may not, however, lend the most volume. If a different shape is desired, then remember the shorter the hair the better.

Layers will lend volume but compromise density so unless the client is consistent in their styling, this might not be the best option for a cut. Shorter graduation is a great option as it builds weight up and out in a haircut. For men, shorter hair takes attention away from the hair. This gives us an opportunity to shift our focus to beard or facial grooming.

Coloring can change and alter the hair in our favor as well. Our scalp is lighter in its skin tone because it receives the least amount of sunlight. Darker colors will create too much contrast making thinning hair more obvious. Lighter colors create less contrast between the hair and the scalp.

Another benefit to lighter color is the volume it

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Our clients do not care how much we know, until they know how much we care.

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continued on next page
can create. Lightening the hair through highlights, for example, will swell the cuticle. This roughing up of the cuticle affords the hair more volume when styling.

Lastly it’s important that we educate our clients on how they may maintain their look through the use of styling products. Lightweight products when styling the hair work best as they allow for more movement. Heavier products like gels, pastes, or waxes will weigh the hair down.

Choosing matte finish products over products with a wet look or a lot of shine will create the illusion of fullness. Remember the reflection of light draws too much unwanted attention to the hair.

For finishing, use dry or matte finish sprays over wet sprays to seal the shape of the style.

It may also be a good idea to stay up to date on the latest procedures or medications. If a client does want to discuss these options, it is important to refer them to speak with their physician. Our expertise here is limited to cosmetic based solutions. If the client is comfortable enough to take the conversation further it’s important to always be honest respectful.

Our clients do not care how much we know, until they know how much we care.

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Are you making any of these marketing mistakes with your salon’s mature clients?

by Elizabeth Kraus

According to the US Department of Health and Human Services, there were more than 44 million persons 65 or older in 2013, representing about 14 percent of the nation’s population.

By the year 2040, seniors will make up more than 20 percent of the population and by 2060, there will be almost 100 million people aged 65 and older in the U.S. (www.aoa.acl.gov/aging_statistics/)

These numbers make it imperative that salon owners better understand this growing demographic and develop marketing strategies that will effectively reach and attract older Americans. Mastery of marketing to mature clients will help salons retain clients as they grow older and gain market share by adding older Americans to their client base.

Are you making any of these marketing mistakes with your salon’s mature clients?

Assuming Mature Clients Aren’t Tech-Savvy:

Once thought the purview of the younger generations, technology has permeated nearly every aspect of life in the U.S. Mature clients are just as likely as younger clients to be actively using devices for email, social media, banking, news consumption, texting, entertainment, appointment booking and more.

It’s a mistake to assume that mature clients aren’t going to interact with your salon brand online or that digital media won’t be effective marketing channels in helping to reach older Americans. For this reason, it’s important to understand how paid social media, search and display advertising can be created and targeted to help your salon attract and engage mature clients online.

Assuming Mature Clients Aren’t Adventurous:

Today’s seniors aren’t just tech-savvy, they are fashion and style savvy too. It’s a mistake to assume that mature clients will adopt a hair style and keep it “forever” or that they aren’t open to new ideas and suggestions.

There are pioneers and early adopters among the population in every generation. Finding those individuals among the mature clients who patronize your salon could be the key to finding the clients who can give you the most word-of-mouth marketing bang for your buck with older generations. Since they are willing to try new...
looks and change their hairstyles often, they can help you show off your skills on social media and your salon’s before-after photo galleries, helping you attract new clients of any age.

**Assuming Mature Clients’ Styles Are Stereotypes:** It’s time to forget the stereotypes many in the beauty industry have held about the type of services and hairstyles mature clients want. Today’s clients are accustomed to expressing their individuality through their personal appearance and no one-size-fits-all senior hairstyle mold is going to suffice.

Likewise, mature clients want to see how styles, services and products work on and for people in their own age group. Using imagery with only 20-something models could fall flat with older Americans, as will imagery that seems condescending, stereotypical or pandering.

**Assuming Mature Clients Don’t Work:** Older Americans are staying active in every area of their life, including the professional aspects of their lives. From those who are working to an older age to those who take advantage of “retirement” to open businesses and give expression to their inner entrepreneurs, increasing numbers of older Americans are professionally active now than ever before, and this trend will continue.

Being aware of this, salons who serve this demographic may need to extend their hours to accommodate the needs of mature working clients. Salons may also be able to gain market share by building a before-after photo gallery and service menu designed to attract and engage older working Americans.

**Assuming Mature Clients Won’t Leave:** Not only are older Americans tech-savvy and trend-savvy, they are service-savvy, too. It’s a mistake to take mature clients for granted and smart salon owners will find ways to keep their older clients interested, engaged and motivated to keep rebooking.

Retention and customer service efforts need to be stellar with mature clients who have a wide base of experience to draw on. Not only has their life experience has given them ample opportunity to observe what constitutes “good service,” they have also paid their dues and many expect to be treated with especial respect and deference.

It’s important to understand how paid social media, search and display advertising can be created and targeted to help your salon attract and engage mature clients online.

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.
The Pros Only Product Battle

I’m constantly on social media interacting, reading, and following. It is here that all the drama happens. And boy did a lot of drama happen recently after CND erroneously sent beauty bloggers “pro only” products.

The nail tech community was immediately up in arms over this betrayal. How could a professional beauty company be supporting unlicensed nail artists outside of the professional nail tech community?!

Today again I saw another post with a picture from a beauty store catalog highlighting the fact they are selling “pro only” products to the general populous. The amount of responses was impressive.

Nail techs from all over are angered when they see pro brand names being offered to people without a manicuring license. So many nail techs are concerned about how this will affect their businesses, and they are enraged by the lack of loyalty these companies show to the nail techs that provide professional nail services.

Let me pose a question…Do you really think clients are coming to you because you use “pro only” products?

Clients and consumers alike can buy any number of products for at-home use. From laser hair removal to hair dye one can get their hands on just about anything these days whether or not the manufacturers are allowing it.

So if a woman can buy hair dye online, does that really mean she will stop going to her hairdresser? No! A client goes to a service provider for the service. They also go for the companionship, the experience, the relaxation, the pampering, and a whole other slew of reasons.

We need to remind ourselves about what truly differentiates our businesses. Why is a visit to our salons better than clients doing it themselves at home? What are we doing to entice and wow? If the only thing you’re holding on to is the fact that you’re licensed and their not then you’re no better than an ostrich with its head in the sand.

Being licensed, although a requirement in many states, is nothing more than saying you jumped through some hoops and red tape to be able to operate your own business. We truly, if we’re all honest with ourselves, are not the nail techs we are because we have a piece of paper nailed on our wall; we are “pros” because we chose to specialize. We are “pros” because we offer the full package.

We are service providers, caretakers, beauty advisors, business operators, and sometimes continued on next page
“This opportunity changed my life. I love coming to work knowing I am responsible for me.”
— Melissa, Who Did Your Nails?
Sheridan Plaza, Hollywood

“I control my own prices, hours and services, and my clients have really come to enjoy the privacy. Thanks Salonz!”
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psychologists. If we are each on top of our nail biz game it shouldn’t matter whether we’re using Indie polish, pro only, or store bought. Obviously we know as pros there’s a quality difference, but really our clients don’t know and usually don’t care. Whether big companies are selling to the public or not, is their M.O. and shouldn’t be a factor for us professionals.

If anything, having pro companies promote their products to consumers, beauty bloggers, etc is a chance for this industry to gain exposure, and for the correct information to be disseminated. Take CND Shellac for example. They were very smart to advertise their product in consumer magazines. Instead of holding their cards to their chest they let it out and educated the world about the benefits of no-chip manicures. Anyone can find CND Shellac. Even my mom bought some online. But the key is that it does take some skill to make a gel mani last and to look magazine picture perfect. My mom can also attest to that. I’m a nail tech myself and my own mom wanted to try and do her own nails with products she bought online. She couldn’t even get the gel to cure right or to make it last for more than a few days.

Am I offended when clients tell me they bought at home gel kits? Not at all. They can do as they please. What keeps them coming back is the fact I can do their nails in less time, with a much better turn out, they can relax, we can chat, and at the end they pay me a reasonable amount for the outsourcing of a service they could technically do on their own. It’s a win-win and we should really focus on how we can create more value for our clients rather than stressing about whether or not we have the backing/loyalty of the companies that provide us our products.

I’m also a perfect example of this “treachery.” I buy my own hair color online which is made by a pros only company (which will remain nameless). Why do I do this? Is it because I am actively trying to hurt the cosmetology community? Um, no. It’s because I know the color I love and about 20% of the time I’m actually willing and able to dye my own hair or do touch ups on my roots. The other 80% of the time I realize that I don’t do as good a job as a pro does and I’m also too lazy to do my own hair so I go to a professional. I bring my own color and let them do their thing! At the end of the day it makes me realize what I don’t know and what my incompetence are when it comes to hair care. It also makes me realize how much I miss

continued on next page
going to the salon because there is nothing better than just sitting there relaxing, getting a scalp massage and shampoo, and having a professional grade blow out that I will NEVER be able to replicate at home without arm muscle atrophy.

Additionally I ask how you became a nail tech? Did you ever use “pro” branded products prior to licensing? I sure did. That’s why I became a nail tech in the first place. I loved doing my own nails so much that I decided to make it my vocation. Allowing beauty bloggers, consumers, and anyone else who’s interested learn about and use “pro only” products does two amazing things: It gives other nail lovers the chance to use a high quality product that’s safe instead of them trying to find things on the DL that might be bad for them/others, AND it promotes being a nail tech as a fun and professional thing to be! With more exposure like this our jobs will start to be considered true careers rather than hobbies.

As the saying goes, “There’s no such thing as bad publicity,” and I have to say when it comes to the promotion of pro products to non-pros I couldn’t agree more.

Focus more on the value and quality you create and your clients will never leave you no matter what they can get access to.

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)
Choose Your Elephant Wisely

Building Your Clientele...
One Bite at a Time

“How does one eat an elephant? One bite at a time,” is how the saying goes. It’s wise, motivational, intelligent advice.

But first, which elephant would you like to eat? If you just begin taking bites but fail to first choose your elephant, before you know it you’ll be full from running around taking random bites of elephants. You won’t be able to finish eating the one that you wanted.

Hopefully none of us are trying to eat an elephant, but stick with me. The theory applies when building a clientele. How does a hairstylist fill their book? One client at a time. But first, what type of client would you like to fill your book?

Ultimately, it is our clients who pay our bills. No clients mean no paycheck and that’s a scary thing. It’s such a scary reality that it can make us desperate to fill our chair with anyone. This is how hairstylists wind up in the predicament of having a clientele they don’t enjoy, wanting to fire clients, doing hair they aren’t proud of, feeling obligated to give discounts — all the issues that lead to burnout in our industry.

Oftentimes hairstylists are so afraid they won’t be able to fill their entire book (eat an entire elephant) that they begin marketing their business (taking bites) haphazardly without even realizing they aren’t actually attracting the clientele (eating the elephant) they want.

Step one of filling your book is defining who it is you would like in your chair. Define your ideal client in as much detail as you possibly can. Some things to think about:

What’s your ideal client’s age? Gender? Income and employment status? What does this person do for fun? Do they have a family? Pets? Where does this person hang out? When do they have free time? Where and how do they spend money? What do they value? How do they use social media? What keeps them awake at night? What do they worry about? What inspires them?

If you have trouble defining your ideal client, think of them in terms of your ideal working conditions. For example: If I only want to work 9-5, Monday through Friday, provide less trendy, more traditional services, and charge premium prices, my ideal client is more established and possibly a bit more mature.

This would be a well-established business person with flexible hours or a retiree with dispos-
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able income. If I desire to jam all day, only create trendy, inspired hair, and would rather work late into the evening and sleep in the next day, my clientele will be a more edgy demographic.

Once you’ve thoroughly described your ideal client, figuring out how to get them in your chair (begin taking bites) will reveal itself. If the client you described values their time because they have an overbearing career, with disposable income but very little free time, market your services as an in-and-out slice of heaven. You’ll find these people at law firms, real estate offices, investment firms, business-minded networking events, etc.

Visit their local watering holes during happy hour or cross-promote with a coffee shop in the business district of your city. If your ideal client is more of a stay-at-home mom that is motivated by her children and stays awake at night worrying about their well-being, include the fact that she may bring her child to her appointment in your marketing message. Find her at mommy and me groups, PTO meetings, soccer practice, and ballet recitals. You don’t have to have a kid in the group to stop by the event to drop off your card and some gift certificates.

Define your ideal client and begin eating that elephant. Keep your eye on the target and you won’t waste valuable time and money on marketing efforts that won’t get you to your goal. If you’ve defined your ideal client as being part of the anti-aging market and a night club promoter stops by your salon looking for sponsors, you won’t even be tempted to waste your money. The club kids are not a part of the elephant you are trying to eat. You don’t want to waste any bites on them if they aren’t your ideal client.

Building a clientele can be as daunting as eating an elephant. Don’t feel overwhelmed, though. It really is as simple as taking one bite at a time, gaining one client at a time. Begin by defining your ideal client and always keep your marketing efforts focused on that one elephant.

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. For more information visit www.insuringstyle.com or email ali@insuringstyle.com
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Nail Care for Aging Clients

Nailcare Academy Offers Online Solutions to Advanced Nailcare Training

by Jenny Hogan

Providing safe, aseptic nail and foot care services for aging clients and clients with special health needs is a vital aspect of your nail care offerings.

There is a growing demographic of clients who need advanced, safe, cosmetic nail and foot care. Approximately 52 percent of all Americans are living with diagnosis of a chronic health condition.

You can set yourself apart from the average salon and spa by elevating your nail care services and using the most aseptic techniques. Business partners Karen Hodges and Janet McCormick launched the Nailcare Academy as an online resource for advanced educational venues, to fill a serious void in the professional beauty industry. They seek to elevate nail care and esthetic industry standards to a higher level by providing excellent educational resources for nail technicians and estheticians.

Both Hodges and McCormick are dual-licensed and nationally-recognized experts in professional nail care and esthetics. McCormick says, “We’re targeted towards individuals desiring to work with a different focus. There are a certain number of technicians not interested in providing decorative nail art, who are more concerned with providing holistic care. These professionals are seeking out advanced training in how to properly care for those who need aseptic care. Many are motivated by family members with diabetes or other chronic illnesses.” These professionals can find the training they need at Nailcare Academy.

Hodges said, “The oldest of the Boomers are hitting their 70s and due to Medicare rule changes, routine foot care is no longer covered and this demographic are flocking to salons for “nail trimming” they cannot perform for themselves. From 1980 to 2014, in adults aged 65–79 years, the incidence of diagnosed diabetes nearly doubled from 6.9 to 12.1 per 1000 (http://www.cdc.gov/diabetes/statistics/incidence/fig3.htm).

Diabetes is one of the greatest causes of neuropathy in the feet and lower legs, with 60-65 percent of all diabetics expected to experience neuropathy in their lifetime. Of course there are many other conditions affecting the health and subsequent risks for seniors, but diabetes is the largest contribution to loss of limbs. These clients simply cannot afford to experience an injury to their feet or lower legs. Many are immunosuppressed and reduced circulation makes them slow to heal. This growing and influential client base is looking for safe, healthful foot care.

The programs have their basis in safety — for the professionals as well as the clients — incorporating McCormick’s trademarked Safe Salon standards. When entering the industry in the 80s, she was alarmed at the state of hygiene in many salons and lack of infection control practices. She sought to create a program for caring salon and spa professionals.
With three nail care programs, students obtain certification as an ANT Advanced Nail Technician, FNT Foot Care Nail Technician or MNT Medical Nail Tech. These specialized programs offer a new career path for nail professionals, sharing the best aseptic practices, advanced nail and foot care beauty treatments and how to safely work with clients who have chronic diseases. Students also have the option to intern with physicians to explore a nail care career in a medical field.

“Many nail salons do not even have a health questionnaire for their clients,” McCormick explained. “We instruct students in the basics of health issues they need to be aware of. For example, older clients should usually not be soaked during a pedicure. The feet have the lowest amount of circulation in the body due to gravity and do not heal quickly from injury. Improper cleaning and disinfection can expose them to illness and recovery is very slow in people with chronic illness. Nail technicians need to look at those conditions and determine their foot care needs. An ingrown toenail might not be a big deal for a client in her 20s, yet at an older age it can be an important health issue.”

Clients with chronic disease such as diabetes, lupus or rheumatoid arthritis should not be soaked in a whirlpool bath as their feet may be prone to have calluses or fissures and can be exposed to water borne pathogens. Soakless pedicures should be used, using techniques such as wrapping the feet in plastic with a hot towel placed over top.

Cosmetology schools can now effectively partner with Nailcare Academy to offer these courses in their programs. “Schools love it because they can offer programs their competitors can’t,” Hodges noted. “Students love it because they graduate at a higher level than others seeking employment and we find after one course, they want more.”

McCormick and Hodges have also combined their resources to create www.Salon-Gurus.com, a website dedicated to nail care and skincare as well as business and marketing instruction from an array of industry experts. Business techniques and advice are featured in their Salon Success series for effectively marketing and branding yourself.

The mission and goals for their online educational venues is to provide the best possible advanced training for nail care technicians, skincare specialists and managers, directors and owners. They want to help professionals further their careers, create a safer environment for all salon professionals and clients and to provide for the new evolving areas of skincare and nail care for those clients with special needs. “We want our students and graduates to always reach out beyond where they are,” McCormick declared. “We will support them with the specialized education they had no way of getting before. We want our students to learn safe practices and to know when to refer their clients to physicians.”

For more information about advanced nail care and foot care training by Nailcare Academy or Salon Gurus, visit www.Nailcare-Academy.com or contact Janet McCormick at Info@Nailcare-Academy.com or call 863-273-9134.

Jenny Hogan is the Media Director at Marketing Solutions, Inc., a full-service marketing, advertising and PR agency specializing in the professional beauty and spa businesses. For more information, contact 407-395-9007, visit www.MktgSols.com or send an email to MktgSols@MktgSols.com.
Suite New Opportunities in Booth Rental

by Larry Oskin

The beauty industry is still rapidly changing to meet the ever-changing needs of salon and spa professionals as well as their clients. It is estimated that one-third of all salon and spa professionals have already taken advantage of independent new career opportunities as booth, chair and suite renters. While traditional salons will exist forever, research shows that this new trend will soon encompass over 50% of all beautycare professionals by 2020. Whether you are a hairstylist, barber, aesthetician, nailcare artist, makeup artist, massage therapist or other spa professional; salon and spa suites are changing the way to professionally and privately pamper your clients.

Now is the time to explore the various suite career options. For example, Salonz Beauty & Spa Suites of Southeast Florida offers upscale professional, private salon and spa suites where you will own your health or beauty business. Salonz allows you to experience more benefits than working in a traditional salon or spa with many freedoms. Here are some comments about the many positive opportunities and advantages waiting for you with salon suites.

**Halo Hair Studio:** Andrea Ferreira of Salonz Beauty & Spa Suites at The Fountains Shopping Center in Plantation, FL shares, “I am co-owner of Halo Hair Studio with Tami Fellerman. Salonz Suites is a wonderful place to have my own professional space to service our clients within a very quiet, relaxed, intimate and beautiful environment. My clients always complement our location and atmosphere. Being in an independent suite has given me the freedom to own my salon with affordable overhead. I love the support I get from the Salonz team and family. Salonz affords me the opportunity to be my own boss, keep my clients happy and make way more money. Salon suites make perfect sense for all salon and spa professionals once you have a solid clientele. A salon suite also allows you to service your clients how you see fit and where you are free to set your own hours and prices, work with the products you want and set your own rules!”

**Lucyna Hecko Hair Studio:** Ms. Lucyna Hecko of Salonz at Legacy Place in Palm Beach Gardens, FL notes, “I have been a Salonz Beauty & Spa
Suites owner since 2007. I am specialized as a master haircolorist, offering trendsetting haircuts and hairstyles for women and men. At Salonz, I get lots of loyal return clients because I am able to always provide a great service within a relaxing and inviting atmosphere that most salon clients are looking for today. My clients really like the convenient free covered parking in our very popular shopping center as well as the elegant and clean ambience here at Salonz. By working as an owner at Salonz Beauty & Spa Suites, I went from the limitations of a traditional salon to a better location, while successfully taking my clients and business to new levels!”

Ria’s Salon: Maria Occhipinti of Salonz at Mission Bay Plaza in Boca Raton, FL adds, “I have centered my business as a specialist in creative haircuts, haircolor and hair design as well as corrective work. I am a curly hair specialist. My advanced training includes Vidal Sassoon, Paul Mitchell, Nick Arrojo and many others. Salonz Suites are great! Coming from owning a traditional salon for over 12 years, it is a pleasure to not need deal with the many negatives of owning a salon like high overhead, employee’s insurance and other operational challenges. My clients immediately loved and were impressed by our suite décor, atmosphere, privacy and cleanliness. My suite has a very comfortable and homey, yet professional feel. I waited 5 years for Salonz to open in Boca, and it has enhanced my career, giving me the opportunity to work in a prime shopping center location with good walk-in traffic. I really do love the ability to work with owners who care about me and my success, while having the freedom to set my own services, products, hours and pricing.

Unlike traditional salons, a salon suite provides the professional opportunity for established, salon and spa professionals to break free from their commissioned structure and limited freedoms working for someone else. Salon suites are one-stop beauty malls, allowing your clients to take advantage of all of their beauty services under one roof.

Salonz will soon be opening their 7th and newest location this fall at 8659 SW 124th Avenue, Miami 33183, at the very popular Kendall Village Center. For more information on the seven Salonz Beauty & Spa Suites locations in Southeast Florida, contact Marc Finer at P.O. Box 327343, Fort Lauderdale, FL 33332, 954-447-1412, Info@SalonzBeautySuites.com or visit: www.SalonzBeautySuites.com.

Larry Oskin is President of Marketing Solutions. Email LOskin@MktgSols.com and see www.MktgSols.com or call 407-395-9007 or 703-508-6800.
Whether My Client is 18 or 81…

How do you market yourself to a mature clientele? I’ve never really asked myself this or thought about it really because I try my best to appeal to PEOPLE. Whether you are 18, or 81, I feel confident I can give you what you want. A mature clientele… this got me thinking.

A few years ago I was scrolling through one of my favorite hair apps called Bangstyle. A photo of a mature male popped up and my jaw dropped. Christoph Struebe was the photographer and Dat Tran was the hairstylist behind this amazing shot.

The hot grandpa was dressed in a white, disheveled suit with a dark colored shirt. His hair was snow white and extremely textured. I literally couldn’t stop looking at this photo. For one, the model was gorgeous. It was styled to perfection and I honestly had never seen anything like it. I took a screen shot with my phone and kept it for inspiration.

I happen to be at work a few days after my discovery and one of my favorite clients, Maggie Mae, was in. Maggie is what some would consider mature. She is a 68-year-old bombshell with long lean legs and a 24 inch waist. As I was cutting her perfect blonde bob, I was filling her in on all of my escapades: my photo shoots, my writing, the contests I had entered, running around after my busy little 2-year old, you know, just life.

As we continued to catch up, the hot grandpa creeped into my head and I started to think about how amazing it would be to do a photo shoot with older women. As the wheels were spinning inside my head and the smoke was coming out of my ears I began to tell Maggie Mae my idea. All of these words were tumbling out about this grand idea I had to put older women into this Pop Culture setting with pastel hair and platform heels. I thought it was brilliant, and so did Maggie.

After I put the finishing touches on her bob and ended my rant I walked Maggie Mae up front, thanked her, hugged her and told her I would see her in five weeks. As I turned around to clean up before my next client she said, “You know, if you decide to do that photo shoot, I would love to be in it…for you.” I wish you all could have seen my face: Ear to ear grin.

I was thinking about her the whole time I’m tell-

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ing her my ideas but didn’t ask because I honestly didn’t think she would let me color her hair any color than we do every five weeks. I planned on at least three women. I already knew one of my clients would be down to color her hair any color of the rainbow. Debbie is a 62-year-old biker babe with tattoos down her back and up her leg. She also rocks an asymmetrical platinum blonde do. Need I say more? Ok, so I have Debbie, who I haven’t even asked yet, and now I have Maggie Mae. I just need one more.

Fast forward three weeks and my client Rina is in getting her caramel blonde highlights touched up. As I’m finishing and fluffing her thick mane I look at her and say “How old are you?” and she smiled and said, “I’m 55…why?” She doesn’t look 55 with her petite, toned body that most 20 year olds would be envious of. Well, outcome my photo shoot ideas. I said, I’m putting together this shoot, I need one more model, will you do it, and can I color your hair green? I gave her all the details, well, all that I had anyway, and she said “I’d love to! Thank you for asking me!” YES!

I have my three Glamour Grams. The reason I had asked Rina how old she was because I originally didn’t want anyone under 60 but that was proving to be a little more difficult so I decided no one under 50. Let the coordinating begin.

How perfect. I’m going to style these three mature women into what the Pop Culture kids are doing today. What are they doing? They are coloring their hair pastel pink, purple, and green. They’re taking selfies, they’re having fun.

Glamour Grams came to fruition and it was everything I could have hoped for. It was picked up by trade magazines all over the world. To this day it is one of my most memorable and favorite shoots.

So, how do I appeal to an older, mature clientele? I’ll just color their hair different shades of cotton candy and turn them into hot supermodels. That or I’ll give them 100 percent of myself, just like I would anyone else. Remember, 18 or 81… I got you.

DJ Victory is a jack of all trades, master of none… mother, wife, business owner, writer, hair stylist. 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.
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It’s Great to Be a Business Owner

I’ve been a business owner for almost my entire working life. I know succeeding in business is more than just working hard. It’s more than budgeting and cash-flow management. It’s more than hiring and firing people. It’s more than just making money.

Succeeding in business isn’t one big happy dance. Sh#*!it happens. One bad decision can lead to a cash crisis leaving no alternative but to surrender your paycheck so your employees can get paid.

There’s the crush of broken trust. Loyal employees quit and become competitors. Yet you still believe in others even when your generosity is unappreciated and dealing with stress levels you never knew existed. Business is tough.

Being a business owner is like running a gauntlet intent on testing your limits. Success goes to those with the tenacity to survive, adapt and endure. The weak and faint of heart always get weeded out.

But even with all the tests of business puts you through; there are things that make being a business owner a truly great life experience. These things keep feeding our spirit in the most unique and personal way possible.

Here are my reasons why it’s great to be a business owner:

**Chase your vision:** Turning an idea into a functioning business enterprise is truly worth the cost of admission to become an entrepreneur. Not a day goes by where I don’t feel that deep sense of pride in my company and the people that make it work. The tough times become nothing more than stepping-stones to what exists today. As each year passes, the vision becomes more refined and the determination to keep chasing it never seems to fade. In so many ways, your business embodies who you are and what you stand for. Chasing your vision is what gives you purpose.

**Discover your true potential:** It doesn’t take long for a business to test what you’re made of. A business tests your ability to innovate and problem solve. A business tests your ability to lead and inspire others. A business tests your ability to manage cash flow and make the best financial decisions. A business tests your ability to create structure, systems, shared accountability and culture, that is committed to delivering its best every day. A business tests your ability to identify and hire the right talent … and de-hire those that can’t make the grade. A business tests your ability to market your business and create a recognizable brand. 

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WE ARE PROUD TO ANNOUNCE THE OPENING OF RICKY’S PRO CENTER FOR SALONS & LICENSED PROFESSIONALS IN SOUTH BEACH, MIAMI

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Everything about owning and leading a successful business is about discovering your true potential.

**The true potential of others:** One of the true joys of being a business owner is the privilege of helping others discover their true potential. We recently completed the first week of training a new group of Certified Strategies Coaches. After all these years, that special glow that accompanies the fresh enthusiasm of those just beginning their career is as bright as ever. Watching members of my leadership team evolve, grow and live the vision is a joy. I know all too well that the success of a business depends on people. More importantly, it depends on people with the opportunity to achieve their true potential. Yes, it is a special privilege and an honor to be a business owner.

**Making a difference:** I’ve learned over the years that one of the greatest things about owning a business is the opportunity to make a difference in the world. My passion has always been about coaching and teaching a better way to grow an extraordinary business. Every time a coaching client shares a breakthrough or success story, I get the same feeling of pride that sounds like, “This is what it’s all about.”

Salons and spas make a difference in peoples lives every day, but there are those special mo-
ments when you know that difference is extra special. You feel it. You cherish the moment. It doesn’t matter if it’s an employee, a client or fellow business owner, making a difference in the lives of others is what defines the soul of a business. A business that’s all about making money and not making a difference in the lives of others has no soul.

**Building value:** Turning an idea or vision into a functioning business is about building something of value. It’s no different than buying a home so that over time it appreciates in value. Your vision becomes a real and tangible asset. As an entrepreneur, your years of hard work are supposed to reward you with a return on investment on the sale of the business. Creating value to a business requires a mastery of the operational, leadership and financial aspects of the business. Sadly, I talk to too many owners that, after many years of hard work, their business is worth little to nothing. Learn what it takes to create value operationally, as well as on your financial reports. It’s a reward worth fighting for.

**Freedom:** Owning your own business gives you freedom to chase your dreams and create the reality you want to live in. Yes, the business gods will throw you a curve every now and then, but you are the captain of your ship and you have the freedom to voyage wherever your vision desires to go. With that freedom comes responsibility. You must lead by example. You must be fiscally responsible. You must respect others to earn their respect. You must invest in developing the skills of your employees because their skills represent your brand. If the freedom of business ownership, and level of responsibility to others that comes with it, doesn’t sound much like freedom to you … employee-based business ownership may not be for you.

Here’s my challenge to you: Take a moment to step aside from the daily craziness of business and make your own list of personal reasons why it’s great to be a business owner.

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 neil@strategies.com or visit www.strategies.com.
Why Haircolor Certification?

by Andre Nizetich

I remember too well as a young hairdresser how guarded my peers were when asked questions about what formulas they were using.

Not everyone is generous with information on their formulas. I decided just because some are regarded as a great haircolorist they don’t know how to teach.

The information in the American Board of Certified Haircolorist study portfolio is all good unbiased information uncluttered by someone trying to sell a haircolor product.

One haircolorist once said to me I should use the shiny side of the foil when doing highlights because it would process faster and more evenly. For years I passed that same information on to many hairdressers, too many to remember. I finally ran that test myself only to find it was complete bunk.

Do you realize every single manufacturer of powder bleach preaches never to mix bleach in a metal bowl, yet when you ask them why they are not able to answer the question? We put hair and bleach between two pieces of foil when we highlight and no one has ever advised against it. This is just another example of the falsehoods that permeate our industry.

I have an apprentice program whereas students work in the salon for two years while learning our craft. It is a job; they learn how to do hair by working in a salon. We have graduated nearly 400 apprentices; they learn at their own speed and must attend class twice a month.

There have been apprentices that have become managers of salons while they are still apprentices. Admittedly not all apprentices are successful; many drop out well before they graduate. The good news is they learn hairdressing is not for them before signing on the dotted line indebting themselves with a student loan.

Just today I taught a class to the apprentices;
the class was on foiling. It just so happens I teach the sandwich technique simply because it is the easiest to learn. One of our apprentices said to our administrator, “Do you know Andre is teaching foiling all wrong? The bleach needs air before it will work.”

Just another example of why you need to attend the Energizing Summit held in Los Angeles in June for your haircolor education. All of our educators will give you good, solid haircolor information and that is information you can take to the bank.

Good information is scarce when you have to seek it out; you pay big dollars only to have someone trying to shove product down your throat, telling you it is the latest and greatest new product you can’t live without.

Get ready to pack your bags and fly (or drive) out to the LAX Marriott hotel, June 12-13, 2016, for a life changing two days of quality education. After the Summit you will want to start studying for the ABCH certification program. Too many people have expressed to me that studying for and taking the certification has been life changing. Go to the Summit and take the exam. You will emerge a better haircolorist.

For more information and to view classes visit www.haircolorist.com.
Adversity Presents Opportunities

by Jon Gonzales

Nobody ever said owning your own business would be easy. Most people quit when the going gets tough. Adversity always presents fantastic opportunities for well informed high end salon owners and hairdressers. If we are to attract high end customers, we must develop high end salons and high end professionals. Over my 43 year career as a salon owner and hairdresser, I have learned people do not mind paying extra if you exceed expectations.

Yes, we seem to have plenty of hairdressers and salon owners, but how many beauty professionals and salon owners are passionate about their profession, have the determination to succeed and are willing to make the necessary sacrifices?

If we are to raise our standard of living, we must raise our level of beauty profession education and learn how to attract and keep high end customers.

The outlook is indeed bright because 240 million people need haircuts, 240 million people want to cover gray hair, the need to look good before a job interview, most people want to present a positive image or present a professional image.

A well educated beauty professional who loves his or her profession, people and is committed to ongoing education, will never be unemployed, once you create value in your skills or business. If you can follow these principles, I can assure you, you will create a demand for your services.

People often ask me if a career in the beauty profession is a good profession to enter into? My answer is ‘yes’...provided you know and have what it takes to develop the skills to create a demand for your services. This is one of the few professions you can get all the overtime you want once you develop your skills. You control your own success or failure.

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Beauty career education is unlike college which requires hard work and 4-5 years of study at a cost of $70,000 to $100,000 before landing a job. And, what’s more, many college graduates cannot find a job and are in debt with student loans.

Now think about how long it takes to go to beauty school and how much it costs. Get the picture? In my opinion, a career in the beauty profession and success as a salon owner, can be a short cut to financial independence once you receive the proper business management education and mentoring from successful people.

Beauty industry opportunities are varied and allow you to go into one of many professions, such as: beauty industry educator, image consultant, skincare, makeup artist, entrepreneur, salon manager, sales rep, platform artist, nail tech, massage therapist, salon/spa owner, beauty school owner, the sky’s the limit...

There are many reasons why so many beauty professionals struggle or fail including: apathy and indifference towards education and self improvement; no passion for the beauty profession they have chosen; inability to find quality beauty industry education that is not product related; failure to develop other critical skills; turnover and business instability; poor leadership skills on the part of the owner; lack of business management skills; poor customer service; the list goes on and on...

**A Beauty Industry Boom Is Coming... Are You Ready to Get Prepared?**

A shake out is now consuming our salons and our profession, however, the well managed salons will survive and prosper. As more and more hairdressers leave the profession or do just enough to get by, the demand for real beauty professionals will be huge.

The future looks bright for those of you who want real education that focuses on your needs. Are you ready?

_Jon Gonzales is presenting a hard hitting 2-day seminar on July 11-12 in Las Vegas, Nevada. For details visit www.hcds4you.com/salon-ownermanager-seminars for “Soaring to New Heights for the Entrepreneur Salon Owner” seminar. This business management seminar is all about you and your salon business. If you want the glitter and hype you see at hair shows, this seminar is not for you. But, if you want to build and grow your salon business and find solutions and opportunities in the beauty industry, you are invited to attend._

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
I have been involved in many aspects of the beauty industry for over 50 years. A number of upscale salons, including mine, have tried to elevate the cosmetology profession to a standard we can be proud of. Investing hours, we developed systems for training for speed and efficiency, innovative styling techniques, cutting systems, and coaching systems to improve both personal and salon performance. Systems that were never taught in beauty school but were necessary to elevate ‘cosmetology’ to be recognized as a profession.

There will be a major diminishment in the standards and practices of the beauty industry if the upscale salon vanishes from the landscape. Without the benefits of training, mentoring and coaching the industry will not be the same. I have talked to many leaders in the industry and they agree that most of the information that is being disseminated is not favorable to our type of salon. If our story is not told many of our salons will not survive.

Following is an article I wrote called “Career Path for Success” to further explain my point. I’m hoping to use this as a springboard to encourage a dialogue with hair designers and industry leaders who found the commission-based path lead them to success...

So you’ve selected a career in cosmetology. Are you on the road to achieving your goals and dreams? Have you selected the right salon for your future? One of the most important decisions of your career is what type of salon should you choose to work in? What type of salon will best support your financial goals and enable you to realize the dreams that brought you into the field of cosmetology?

Cosmetology offers an exciting, constantly changing, wide-open career path. There are so many opportunities. The money a talented hair designer can make and the dreams he or she can realize are limited only by their choices.

Cosmetology school prepares you for the State Board exam. It gives you the keys you need to get a cosmetology license and provides a rudimentary understanding of the field of cosmetology. It is your follow-up training and education that will set you apart from the rest. And of course the caliber of that training is paramount to your success.

The salons that are committed to the education and success of their employees are going to require and offer internships/apprenticeships along with hands on training in classroom type settings. Haircuts, color trends and techniques, hair styles, are all part of the ever changing world of fashion and style. To be current, to be able to render the various services your clients will request, you need up-to-date and frequent training opportunities. Most commission-based salons offer these CEU training classes for designers at no charge to the designer. Vendors and stars of the industry recognize that their products and trends are best served by educating designers in larger commission based salons. The exposure alone is reason to bring the education to these forums first.
ONLINE CLASSES
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Interning presents an invaluable opportunity, much like a doctor going through a residency program. A successful professional sharing their knowledge and experience with you, mentoring you, to help you reach your potential.

There is a reason that most respected professionals focus on their craft. Doctors, lawyers, accountants, all focus on staying up to date in their chosen career fields and honing their skills within that field. They are experts in their crafts. They usually hire people to handle the superfluous details of being in business. It’s actually the same premise behind commission-based salons...everything is handled for you so that you can focus on your career. You are not bothered with scheduling and rescheduling, inventory concerns, maintenance, laundry, client complaints, meeting employer tax obligations, finding on-going education opportunities, vetting for insurance rates and benefit planning. It’s all handled for you, so you can focus on your career.

There are times when each of us needs to stop and assess if we are on the right path. If we stay on this road will we reach our goals? It’s interesting to see the various paths that designers take: some see the need to change course several times in their career, others land where they belong right from the start. As one designer we talked to stated, “I knew from the beginning I wanted to be in an education-centered, dynamic salon, surrounded by talented professionals. I wanted to be part of a team and actually have a home. Being in a large commission-based salon provided me with the opportunities and exposure I needed to succeed. I now make considerably more than my husband, in the six figures, and he is very proud of my success. At tax time, particularly, I can see how far I’ve come. It was the right decision for me.”

Another designer we spoke with took a more circuitous path, from one salon to another to then come full circle back where she had started her career. Booth rental seemed an attractive option and for awhile it was fine. But she realized more of her time was being spent on the annoying business aspects of her career, rather than on the career she had chosen as a cosmetologist. She wanted to go back to focusing on her clients, on education, on staying current with trends, and of course at the end of her work day, knowing the business and housekeeping tasks were someone else’s to worry about.

Another young designer we met has only been behind the chair for 3 years. She is already averaging over $1800 a week. She credits a lot of her growth and ability to focus on her work with the coaching, mentoring and goal setting systems her salon managers and mentors helped her establish. She was amazed at what a difference setting a goal and monitoring her progress made!

It’s very exciting to be in the field of cosmetology. Because of your talent, vision and skills you are able to make each and every client you touch feel better about themselves! What a privilege! Pause, Look around. Are you in the best salon for servicing your clients and reaching your potential?
Energizing Summit

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Sign Up for the Classes of Your Choice at www.haircolorist.com
Letter from a “Prospective Client”

Here is what a person might write if they were interviewing you for the job of being their hair stylist:

**Too whom it may concern:**

Before I become your new client there are a few things I would like to know about you and I feel you should know about me.

There are three things I am looking for in my stylist: quality, consistency and convenience. If you are lacking in any of these it can be a deal breaker. If I feel confident that you value me as a client I will continue to provide my loyalty as your customer. You must realize that every new customer came from some other stylist’s chair. We rarely tell them we aren’t happy, we just disappear.

Next, do you have the skills to be competent? That goes beyond the skills learned in beauty school. Do you perform at a level of quality that I require and am willing to pay for as you continually upgrade your education and broaden your sphere of knowledge in your craft?

I am willing to accept raises in your prices if I feel the value in your quality is always improving. I look to you as the ultimate expert in all areas that benefit me in the realm of beauty and grooming.

You will never get a second chance to get that first impression on me so I will decide in the first two minutes if I want to see you or flee from you. The advantage to this is that you have complete control of that first impression; 60 to 70 percent of that first impression is non-verbal.

Will you anticipate my needs and offer beneficial solutions? We are all unique in our desires to look and feel good. Are you adaptable? Are you flexible to meet my specific needs? Are you prepared to give the same high level of service, interest and care on the fourth visit as you did on our first visit?

I will not be your vested client until after our third visit and you must provide or exceed my experience from then on. Consistency counts. If you continue to exceed your perceived value you will have my continued customer loyalty.

I will always value your time as a professional. What I ask for in return is for you to value my time as well. Please come to my appointment “On purpose” “On time” and “On point.” If you are late more than once it’s not an exception, it’s the rule, and one I refuse to play by on a regular basis. If you are running late, let me know so I can make use of the lost time. When running behind please don’t put me under the hairdryer for 30 minutes with a treatment conditioner I didn’t need.

One specific demand I have is good hygiene.
First look after yours and then look after mine. My guest experience cannot include the hair from your last guest blow out on the brush you are about to use on me. Hopefully you are licensed and it is in good standing. But then I'll know if a state board inspector shows up and you dash out the back door leaving me with half a haircut.

As a salon professional you are a service provider. I will respectfully ask not to be bombarded with products that you are trying to sell; however, you are welcome to offer prescribed solutions to any of the challenges you recognize for my hair or scalp in the way of professional products, provided they can address my issues and can produce deliverable results.

I hope these areas of focus aren't disconcerting but every new relationship requires the same agreements as to where the journey takes us and it is my hope that this journey if we stick to the map will take us to the best destination possible. Clear expectations provide clear end results hopefully to our mutual benefit and satisfaction.

It is my hope that our first encounter, will be the first of many to come,

Cordially, your next prospective client
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

HAIR STYLIST NEED-ED - BRANDON AND LAKELAND ~ FULL & PART TIME POSITIONS AVAILABLE... Looking for PROFESSIONAL Hair Stylists in Hillsborough and Polk County. *Incentives Available: Health Insurance (Florida Blue), Paid Vacation Time, Annual Sales Cruise Incentive *New Hire and Continuous Education Training available for FREE *Annual Commission Increases *Artistic Styling Awards Annual National Competition Photo shoot *Quarterly stylist Level Bonuses Hillsborough Locations include: Brandon, Valrico, Seffner, Wesley Chapel, Temple Terrace, Plant City and Sun City. Polk Locations include: North Lakeland, South Lakeland, Mulberry, Auburndale, and Winter Haven Interested in success? Please contact me with your name, zip code, telephone number, and a list of your experience.

SPORT-CLIPS in Southwest Florida is looking for a Store Manager to start training in May and become our new store manager in June. Unfortunately, our current manager is moving back to Texas and we need someone to come in and continue the great direction she has lead this store in. This store has been open for 10 years so it has a great client base. SportClips experience is a plus, but we will train the right person. Please apply by sending your resume to: ron@solutionsenterprises.com or call Ron or Cathy at: 239-825-3250 or 239-825-3248

STYLIST NEEDED ~ Growing, established Salon looking for an experienced stylist with a positive attitude, and personal style. Commission or reasonable Booth Rental available. You can go to our facebook page at www.facebook.com/glamorouskittysalon to see what we do. We also offer Massage and Facial services to you and your clients.. Contact the owner Jaye Martinez or Manager Haley Adkins at 727-851-9850 or glamorouskittysalon@hotmail.com 5464 58th St. N. Kenneth City, Florida 33709
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

STYLIST & NAIL TECH WANTED (PARK AVE. 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.

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WINTER PARK, FLA PARK AVE. ...ROOM RENTAL / ASSISTANT PART TIME.. Suite for rent in men and women Hair Replacement studio.. Looking for assistant also.. Part time.. Cute quaint studio .. Stress free .looking for right Fit... Winter park .Fla Park ave lots of restaurants , shopping..Lots of parking..own parking lot..a real gem...for right person ... Text 321 303-4970

JORGE SALON LLC ~ Looking for professional hairdresser or starless to rent chair or work for the Salon must have license any questions please call Luis at 407-922-8877 location Is 2180 Central Florida Parkway, Orlando, FL 32837 Jorge’s salon

WINTER PARK, FLA PARK AVE. ...ROOM RENTAL / ASSISTANT PART TIME.. Suite for rent in men and women Hair Replacement studio.. Looking for assistant also.. Part time.. Cute quaint studio .. Stress free .looking for right Fit... Winter park .Fla Park ave lots of restaurants , shopping..Lots of parking..own parking lot..a real gem...for right person ... Text 321 303-4970

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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 inquires or questions. We look forward to YOU joining our team.

LOOKING FOR HAIRSTYLISTS, NAIL TECHS AND/OR ESTHETICIANS ~ 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. In Cutler Bay Fl. area Ready to be independent? Call 786-592-2793.

ASSISTANTS AND STYLIST/COLORIST WANTED FOR GLOSS SALON BOCA RATON ~ GLOSS SALON Is looking for LICENSED ASSISTANTS AND HAIR STYLISTS. Known for our Friendly, Ego free, Family oriented atmospher and an Exceptional and Talented Team... We are looking for TEAM Players with outstanding customer service skills and strong work ethics to join our Salon. Both positions are full time (+) and require Previous experience and a Florida State cosmetology License . We would like to invite candidates to email and to drop by our East Boca Location with Resume’s : Gloss Salon 222 Yamato Road Boca Raton FL 33431 561.988.9391 GlossSalonFL@aol.com

MOTIVATED PROFESSIONAL FOR ESTABLISHED SALON ~ Seeking a full time, Florida licensed Cosmetologist for a well established, uplifting salon. Professionals must be willing to work as a team, keep a positive and honest attitude, and be experienced in color, cut, wax, and perms. We offer professional support, great personality, a digital scheduling interface, an office assistant, and an abundance of opportunity! Contact us today for more details and an interview. ShearJoyHairSalon@gmail.com or 352-521-3434

ENERGETIC HAIR STYLIST ~ Trademarks Full Service Salon in West Davie is seeking a new stylist to join our trendy, energetic establishment. Must bring your own clientele. Please email resume to TMSalon577@gmail.com or call 954-577-4077 to arrange an interview.

HAIR STYLIST/HAIR DRESSER ~ We are currently looking for a Full or Part-Time Hair Stylist with existing clientele to add to our team. Only candidates with a Florida State Cosmetology License will be considered. The ideal candidate should have the following attributes: * Reliable * Fast learner * Organized * Great Communication Skills * Great Customer Service * Ability to Multitask We are a high-end salon using Kevin.Murphy products and color line and are located in the Prado Shops in Bonita Springs. We offer free educational classes to stay up to date with the products we offer and latest styles. Our salon has a great atmosphere and we look forward to hearing from you. The Strand Hair Studio 25161 Chamber of Commerce Drive Bonita Springs, FL 34135 (239) 301-4419 www.strandhs.com
LICENSIZED SERVICE PROFESSIONALS ~ Divine Designs Salon & Spa (Brandon FL) serves over 500 guests per week and we continue to grow. We’re extending our hours to open 7 days per week and as such, we are looking to add additional staff for all positions. All of our employment positions require you to work flexible hours, including holidays, evenings and weekends, to accommodate our retail guests and require you to adhere to a very strict process and rule environment. If you’re looking for a stable, long-term and profitable career in this industry, Divine Designs provides you with the ideal opportunity as a service professional with WAGE GUARANTEES AND COMMISSION EARNINGS. Please do not contact us by phone. Our lines are at full capacity managing reservations and in order to ensure our client calls take priority, please use our online application form or email jobs (at) divinesalon.com

FANTASTIC SAMS - PASCO COUNTY, FLORIDA ~ JOIN OUR TEAM! We are seeking personable, experienced, licensed professional hairstylist, who are committed to providing a fantastic guest experience. Working at Fantastic Sams, you don’t have to have an existing guest base. We help you grow your book of devoted patrons! Please send your resume to: jobresponse009@gmail.com Locations In: Pasco County - New Port Richey and Port Richey

FS CUT & COLOR ~ Looking for an experienced hair stylist who wants a partner to help them build their clientele. Our haircut prices range from $20-$35 and we focus on color, texturizing services, and smoothing treatments. We pay you to attend free educational classes and give you all of the tools you need to build your business. Once you build, if in the future you decide to move on, we will send your clientele with you. Commission/or hourly wage guaranteed. Call: 727-376-8300 - New Port Richey Call: 813-886-3700 - Tampa, FL

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SHOWS & EVENTS

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
- 1-3: Evolve Certification Class, Jersey City NJ www.evolvinghair.com
- 8-9: Hairart presents EyeLash Extension Classic 2 Day Course, Gardena, CA 888.424.7278 www.hairartproducts.com
- 15: Project Arizona 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
- 16-20: Mona Lisa’s 5-Day Permanent Makeup Training, Hamilton, OH 513-892-1116 mona.lisa@monasmakeup.com
- 21-22: International Hair and Beauty Show, Secaucus, NJ www.ihshow.com
- 22-24: Evolve Certification Class, Los Angeles, CA www.evolvinghair.com

JUNE 2016

- 3-5: International Make-up Artist Trade Show (IMATS) London 360-882-3488, www.imats.net
- 4-5: Premiere Orlando 800-335-7469, www.premiereshows.com
- 4-5: Premiere Day Spa Conference Orlando, FL 800-335-7469, ext. 149, www.premiereshows.com
- 5-6: Hairart presents EyeLash Extension Classic 2 Day Course, Gardena, CA 888.424.7278 www.hairartproducts.com
- 7: NCEA-Sponsored Prep Class, Boca Raton, FL www.nceacertified.tv 201.670.4100
- 20: Hairart presents EyeLash Extension Volume Course, Gardena, CA 888.424.7278 www.hairartproducts.com

JULY 2016

- 16-17: International Make-up Artist Trade Show (IMATS) Vancouver 360-882-3488, www.imats.net
- 23-26: PBA Beauty Week Las Vegas, NV www.probeauty.org
- 24-26: Cosmoprof North America Las Vegas, NV www.cosmoprofnorthamerica.com
- 24-26: Evolve Certification Class, Las Vegas, NV www.evolvinghair.com

AUGUST 2016

- 7: National Aesthetic Spa Network Event Golden, CO www.nasnbiz.com
- 16: NCEA-Sponsored Prep Class, Boca Raton, FL www.nceacertified.tv 201.670.4100

SEPTEMBER 2016

- 11: NailPro Sacramento Sacramento, CA www.nailprosacramento.com
- 11-12: The Intl Congress of Esthetics and Spa, Long Beach, CA 1-800-471-0229 www.LNEONLINE.com
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