

**Now is your time!
The way to get what you want
is to quit talking about it
and act on your dreams and vision!
-Debrah Englert**

“A goal with no plan is just a wish.”
-Antoine de-Saint-Exupery

“Action speaks louder than words, but not nearly as often.”
-Mark Twain

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HAIR PRO SOLUTIONS

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SECRETS FROM THE WORLD'S GREATEST HAIRSTYLISTS

HAIR PRO SOLUTIONS

The Systematic Approach
To Hair Styling & Financial Freedom



DEBRAH ENGLERT

Dedication

Robert Farwick was not just a mentor, but the driving force behind the creation of this book. A mentor, fan, and cherished friend, he not only believed in me but also provided unwavering support and encouragement during moments of doubt. His belief in my dream and passion never faltered, and he remained just a phone call away until his passing. Robert once confided in me, expressing his conviction that if anyone were to carry forward and honor his life's work, it would be me.

Our last meeting, over dinner to discuss a project, is etched vividly in my memory. Wanting to express my gratitude for his countless gestures of generosity, I insisted on covering the bill—a reversal of roles, as he had often done for me when finances were tight. Amidst placing our orders, Robert made a simple request to customize his meal, only to be met with a restaurant policy that prohibited such alterations. Unbeknownst to him, I discreetly ensured he received the meal he desired.

When the waitress revealed my gesture, Robert was understandably taken aback, yet graciously accepted the kind gesture. It was a reflection of the countless times he had selflessly extended kindness to me in the past. Reflecting on that evening, I am filled with gratitude for the journey shared with this extraordinary individual. Though he may no longer be with us, I am reminded daily of the invaluable lessons he imparted, particularly the significance of having mentors.

Robert, your presence in my life has left an indelible mark. This book stands as a tribute to you—an expression of gratitude for your unwavering support and belief in me.

Foreword

Embarking on My Beauty Journey

It all began with a five-year-old girl lost in the realm of her dreams, torn between her cherished Barbies and the enchanting atmosphere of the beauty salon she frequented with her mother. The heady scents of peroxide and shampoo, the kaleidoscope of hair colors scattered on the floor, and the indulgent ritual of having her own locks styled for special occasions like Easter—it was a world of fascination and inspiration.

It was only natural that these passions collided. I found myself wielding scissors and comb, practicing my budding skills on the unsuspecting locks of my Barbie dolls. Admittedly, my early endeavors left many dolls bald, much to my mother's dismay. Yet, amidst the chaos, a seed of determination was planted—I didn't just want to dabble; I aspired to excel.

My dream crystallized: I yearned to be a hairstylist to the stars.

At fourteen, fate intervened through my mom's best friend, Vicki, who lent me her cosmetology book. I devoured its pages, enthralled by the art of hair care. My newfound obsession raised eyebrows, even provoking dire warnings of brushing all my hair away. But my passion remained steadfast; each strand of hair became a canvas, and styling, an art form.

Convincing my parents to allow me to attend Great Oaks Vocational School for my junior and senior years of high school was a triumph. It was clear that traditional academics weren't my forte, my penchant for socializing often landing me in trouble. Yet, they relented, and I eagerly embraced the opportunity.

Orientation day marked the beginning of an unforgettable journey. Clad in the iconic all-white scrubs of students, I found camaraderie in kindred spirits like Janice. The Vica Club beckoned, igniting my competitive spirit as I immersed myself in hairstyling competitions, a path paved with gleaming trophies.

Senior year brought triumph—I clinched first place in Hairstyling across all Great Oaks schools. Despite continued success in competitions post-graduation, my focus shifted to the allure of salon work over accolades.

My first foray into the professional arena, a beauty salon in Kenwood, Ohio, revealed a humbling truth—I had much to learn. A mishap with hair frosting led to a swift exit, but my passion spurred me to seek redemption.

Carousel Beauty Salon in Montgomery became my next haven, where I honed my craft in hair color. Despite a brief stint, fate intervened once more as the salon closed, propelling me to Ben's, and later, to a pivotal encounter with destiny.

A chance glance at a phone book led me to Hair Surgeon Designers, a beacon of opportunity. The daunting application process belied the promise of a future sculpted by ambition. Meeting Robert Farwick, the visionary behind it all, proved serendipitous—my declaration of ambition sealed my fate.

Under Robert's tutelage, I embarked on a rigorous journey of learning and growth. From assistant to Cathy, a seasoned stylist and educator, to mastering salon dynamics, each milestone fueled my determination.

Within months, I ascended to the ranks of a Master Designer, paving the way for a role in the esteemed Design Team. Robert's vision became mine, as I embraced the opportunity to impart knowledge to aspiring stylists.

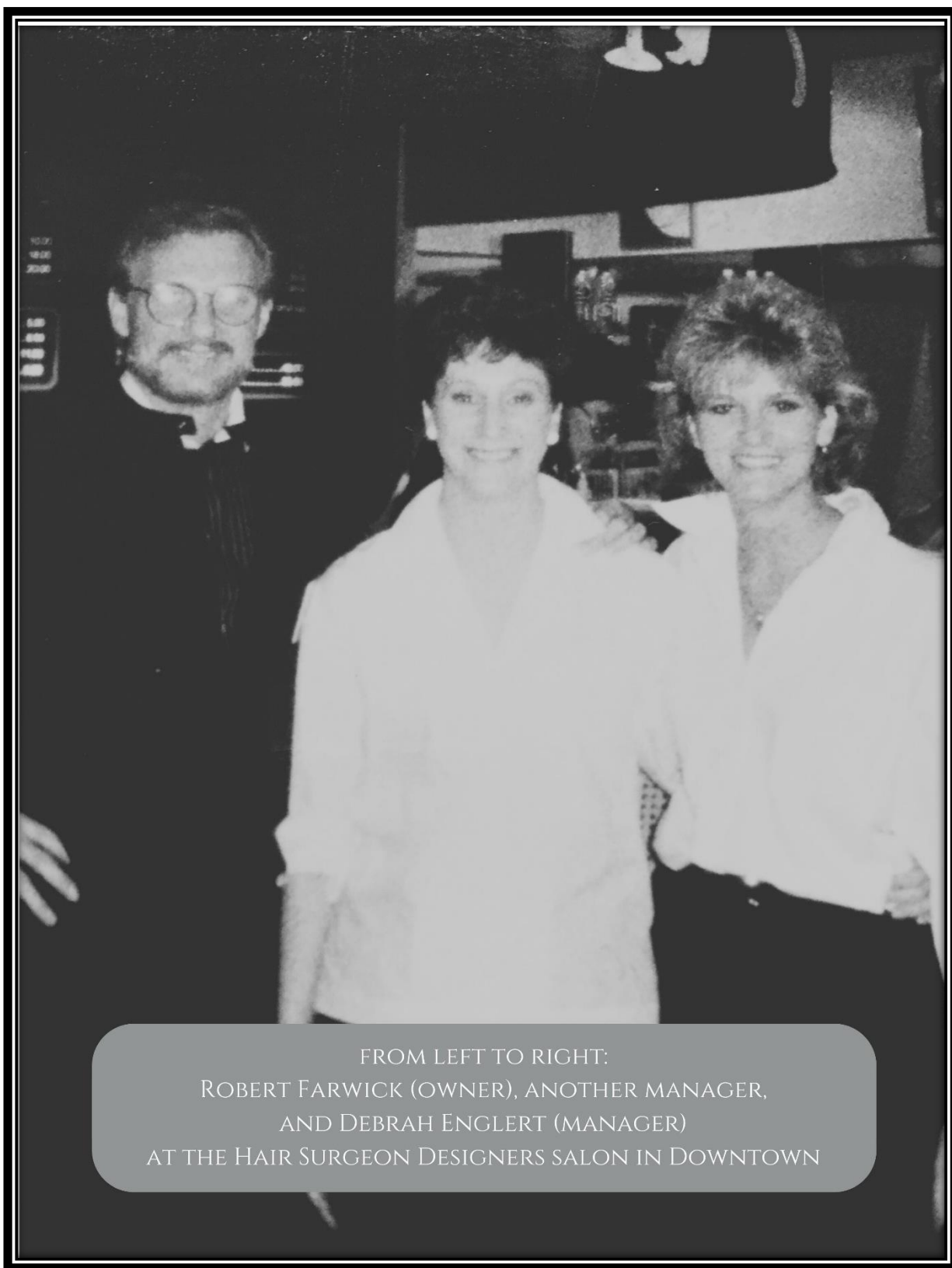
Transitions beckoned—assistant manager, then manager, overseeing the largest salon in the company. Despite the success, a yearning persisted—a dream deferred but not forgotten.

In 2014, the Debrah Englert Healthy Hair Healthy Body salon emerged—a testament to perseverance and passion. Alongside my rejuvenated training company, Hair Pro Solutions, I found fulfillment in paying forward the legacy bestowed upon me.

Today, a new dream ignites my spirit—a vision of a hopeful newcomer, eager to tread the path I once walked. For in her ambition, I glimpse the echoes of my own journey—the dreamer, the believer, the trailblazer.

And as I open the doors of my salon, I dare to dream anew, knowing that someday, another soul may step forward, echoing the words that once defined my destiny:

"Because someday, I want your job."



FROM LEFT TO RIGHT:
ROBERT FARWICK (OWNER), ANOTHER MANAGER,
AND DEBRAH ENGLERT (MANAGER)
AT THE HAIR SURGEON DESIGNERS SALON IN DOWNTOWN

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How To Use This Book

Unlocking Success in the Beauty Business: Cultivating a Loyal Clientele

This book unveils a proven, systematic approach tailored for the beauty industry. While ideally utilized alongside our online or in-person courses and seminars, it serves as a comprehensive workbook and study guide for aspiring stylists.

The methodologies outlined herein are crafted to synergize, offering a holistic framework for navigating the industry with finesse. They serve as a blueprint for delivering professional, standout services that foster client loyalty and ensure consistent patronage.

Too often, hairstylists only tap into fragments of these systems, inadvertently handicapping their potential. The true mark of distinction lies in adeptly integrating all facets, differentiating between average stylists and exceptional ones.

Within these pages, you'll discover a treasure trove of techniques, actionable worksheets, and invaluable insights. From mastering client acquisition to nurturing enduring relationships, each component is meticulously crafted to empower you to excel in your craft. These systems are your pathway to instilling the confidence clients seek, while consistently exceeding their expectations with exceptional service.

With over forty years of firsthand experience, I attest to the enduring efficacy of these systems. My journey bears testament—I still serve my very first clients, spanning five generations, with a waitlist that speaks volumes.

It is my fervent wish that this book serves as a catalyst for your own success—a conduit for channeling the same passion and mastery that has defined my career. May it equip you to become the epitome of excellence in your field, garnering the accolades and loyal clientele you so rightfully deserve.

Introduction

Hair Pro Solutions Success Systems epitomizes a "Full Service Concept," offering comprehensive techniques and strategies to elevate your business and cultivate trust among clients, leading to glowing reviews. While tailored primarily for hair professionals, beauty industry practitioners of all types can glean invaluable insights from its contents.

Central to these systems is a focus on personalized services, underscored by effective communication between professional and client. The aim is to instill practices and protocols that consistently deliver high-quality results with each interaction.

From client recruitment to post-visit follow-ups, Hair Pro Solutions Success Systems furnishes indispensable tools to elevate your service to the pinnacle of customer satisfaction—the HAIR PRO CONSULTANT. These resources empower you to hone your craft and exude confidence in providing unparalleled service to every client, every time.

Moreover, the accompanying marketing strategies offer a competitive edge, bolstering your salon's visibility and fostering both client retention and a clear career path.

With over four decades of industry experience and a portfolio encompassing multiple salons, I understand firsthand the pivotal role these systems play in achieving success. It is my sincere hope that embracing these systems will yield the same phenomenal results for you and your business.

Chapter 1 – Exceptional Customer Service System

A Total Service Concept

WHAT DEFINES EXCEPTIONAL CUSTOMER SERVICE?

Exceptional customer service transcends merely meeting expectations—it revolves around forging genuine connections with consumers, anticipating their needs, and providing a personalized experience that lingers long after the interaction ends.

“Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create raving fans.”

-Ken Blanchard

In this chapter, you will learn how to:

1. Set up a private consultation area
2. Learn to utilize the 8 steps to success - exceptional customer service script
3. Use a client retention survey to improve your client experience.

These systems are key to building your clientele faster.

Exceptional Customer Service System: Setting Up The Private Consultation Area

INTRODUCING THE MOST SUCCESSFUL CONCEPT FOR
EXCEPTIONAL CUSTOMER SERVICE:



Years of in-salon testing and refinement have produced these results:

- The Consultation area or booth improves communication with the client.
- Helps increase customer average ticket.
- Makes it easier to consult with client. Client becomes more comfortable.
- Removes the feeling of acting like a "salesperson" for the professional.
- Helps you make educated recommendations.
- Increases client interest in purchasing more services and home products.

Exceptional Customer Service System: Customer Service Script

The goal of a customer service script is to efficiently deliver information to clients while effectively managing your time. Consistently providing predictable, reliable, and high-quality design services to every client, every day, not only fosters client retention but also propels you towards achieving your professional objectives.

For optimal effectiveness, adhere to the following steps outlined in the script on the subsequent pages:

- Step 1: Client recruitment
- Step 2: Greeting the client
- Step 3: Client consultation
- Step 4: Client preparation
- Step 5: Client chemical services
- Step 6: Creative hair design part 1 and 2
- Step 7: Client exit procedures
- Step 8: Client follow up procedures

This 8-step system is designed to streamline your workflow, enabling you to accomplish tasks more efficiently and work smarter, not harder. By implementing these steps, you'll experience increased productivity and reduced stress levels.

Exceptional Customer Service System: The Eight Steps of Success

STEP ONE CLIENT RECRUITMENT

Sell Promotion Kit

- ☐ 1. Business Card Procedures
- ☐ 2. Special Promotion Card
- ☐ 3. Salon Brochure

Signature Talks

- ☐ 1. Follow Script
- ☐ 2. Use Slide Program
- ☐ 3. Hand Out Salon Brochure

Reception Control

- ☐ 1. Phone Procedures & Script
- ☐ 2. Profitable Booking Procedures
- ☐ 3. Greeting Client Script
- ☐ 4. Menu Process

STEP TWO GREETING THE CLIENT

OBJECTIVE: Welcome And Relax.

New Client - 2 Min

- ☐ 1. Friendly Smiling Introduction
- ☐ 2. Touch Sincere Handshake
- ☐ 3. Assist With Personal Items. Coats. Etc.
- ☐ 4. Offer Refreshments
- ☐ 5. Escort Client To Personal Consultation Area (Even If Busy)
- ☐ 6. Acknowledge Presence With Nod Or Smile (Even If Busy)

Returning Client - 2 Min

- ☐ 1. Friendly Smiling Introduction
- ☐ 2. Touch Sincere Handshake
- ☐ 3. Thank For Returning
- ☐ 4. Assist With Personal Items, Coats. Etc.
- ☐ 5. Offer Refreshments
- ☐ 6. Escort Client To Personal Consultation Area (Even If Busy)
- ☐ 7. Acknowledge Presence With Nod Or Smile (Even If Busy)

STEP THREE CLIENT CONSULTATION

OBJECTIVE: Cut, Color, Perm, Meeting Of The Minds

New Client - 10 Min

- ☐ 1. Eye To Eye Contact
- ☐ 2. Use Guide What's Missing
- ☐ 3. Consult Ask Questions, Listen
- ☐ 4. Diagnose Observe
- ☐ 5. Prescribe Creative Suggestions
- ☐ 6. Complete Consultation Form

Returning Client - 3 Min

- ☐ 1. Review Hair Composition
- ☐ 2. Consult - Ask Questions, Listen
- ☐ 3. Diagnose - Observe
- ☐ 4. Prescribe If Changes Are Needed
- ☐ 5. Check Composition Guide
- ☐ 6. Update Consultation Form

STEP FOUR CLIENT PREPARATION

OBJECTIVE: Relax, Improve Quality Of Hair

New Client - 5 Min

- ☐ 1. Proper Draping Procedure
- ☐ 2. Scalp Massage
- ☐ 3. Massaging Shampoo.
- ☐ 4. Explain Benefits Of Quality Conditioner
- ☐ 5. Properly Prescribe Conditioner
- ☐ 6. Rinse, Rinse, Rinse
- ☐ 7. Towel Dry
- ☐ 8. Comb Out Tangles
- ☐ 9. Escort To Styling Area

Returning Client - 5 Min

- ☐ 1. Evaluate Hair Quality
- ☐ 2. Scalp Massage
- ☐ 3. Massaging Shampoo
- ☐ 4. Explain Benefits Of Quality Conditioner
- ☐ 5. Discuss Product Performance
- ☐ 6. Rinse, Rinse, Rinse
- ☐ 7. Towel Dry
- ☐ 8. Comb Out Tangles
- ☐ 9. Escort To Styling Area

STEP FIVE CLIENT CHEMICAL SERVICE

OBJECTIVE: To Complete Composition

Tool Preparation

A. 10 Steps To A Perfect Perm (Allow 2½ Hrs.)

- ☐ 1. Complete A Pre-Perm Analysis
- ☐ 2. Choose The Correct Rod Size By Using The Rod Guide Selector
- ☐ 3. Choose An Appropriate Perm Product For Hair Type And Final Design
- ☐ 4. Block The Perm Accurately And Wrap Directionally And Specifically For Chosen Design
- ☐ 5. Use Enough Waving Lotion To Thoroughly Saturate Each Curl
- ☐ 6. If Perm Product Requires A Test Curl, Test A Different Curl Each Time Until "S" Pattern Forms (Follow Manufacturers Directions)
- ☐ 7. Water Rinse For At Least 5 Minutes
- ☐ 8. Blot Each Curl Individually And Thoroughly

- ☐ 9. Saturate Well With Neutralizer To Lock In Newly Formed Curl

- ☐ 10. Wait 5 Minutes, Remove Rods, Apply Remaining Neutralizer And Work Through Hair, Rinse With Warm Water, Towel Dry, Comb Thru Hair

B. Color Enhancement Techniques

(Allow 30 Minutes To 1+ Hr. Depending On the Type of Color Service)

- ☐ ___ Semi-Permanent Accenting
- ☐ ___ Permanent-First Time
- ☐ ___ Double Process Blonding
- ☐ ___ Custom Hair Coloring-Highlight
- ☐ ___ Special Color Effects

C. Chemical Finish-Up Procedure

- ☐ ___ Prescribe Hair Care Products And Instruction
- ☐ ___ Date Client Should Return

STEP SIX CREATIVE HAIR DESIGN PART I

OBJECTIVE: Cut And Airform Composition

New Client – 20 Min

- | | |
|---|--|
| <input type="checkbox"/> 1. Introduce Styling Aids, And Apply | <input type="checkbox"/> 3. Stay Aware Of Length |
| <input type="checkbox"/> 2. Cut Using 3-Form System | <input type="checkbox"/> 4. Go Over Styling Procedures |
| <input type="checkbox"/> - Upblending | <input type="checkbox"/> 5. Hair Airform |
| <input type="checkbox"/> -Downblending | <input type="checkbox"/> 6. Educate How To Do At Home |
| <input type="checkbox"/> -Equalblending | |
| <input type="checkbox"/> -2 Form <input type="checkbox"/> -3 Form | |
| <input type="checkbox"/> Blended <input type="checkbox"/> Unblended | |

Return Client – 15 Min

- | | |
|--|---|
| <input type="checkbox"/> 1. Re-Introduce Sculpting Lotion And Styling Aids | <input type="checkbox"/> 3. Make Necessary Changes |
| <input type="checkbox"/> 2. Cut Using 3-Form System | <input type="checkbox"/> 4. Stay Aware Of Length |
| <input type="checkbox"/> - Upblending | <input type="checkbox"/> 5. Go Over Styling Procedures |
| <input type="checkbox"/> -Downblending | <input type="checkbox"/> 6. Hair Airform |
| <input type="checkbox"/> -Equalblending | <input type="checkbox"/> 7. Re-Educate Client To Home Hair Care |
| <input type="checkbox"/> -2 Form <input type="checkbox"/> -3 Form | |
| <input type="checkbox"/> Blended <input type="checkbox"/> Unblended | |

STEP SIX CREATIVE HAIR DESIGN PART II

OBJECTIVE: Finishing, And Prescribe Easy Home Hair Care Program

New Client – 5 Min

- ☐ 1. Have Client Stand
- ☐ 2. Balance Volume
- ☐ 3. Extra Touches
- ☐ 4. Introduce Hair Spray
- ☐ 5. Explain Right Tools
- ☐ 6. Explain Right Procedures
- ☐ 7. Explain Right Products
- ☐ 8. Tell Them Why They Look Great

Return Client – 3 Min

- ☐ 1. Have Client Stand
- ☐ 2. Balance Volume these
- ☐ 3. Extra Touches
- ☐ 4. Introduce Hair Spray
- ☐ 5. Re-Educate-Finishing Procedures
- ☐ 6. Products Working Well?
- ☐ 7. Ask Questions And Listen
- ☐ 8. Tell Them Why They Look Great

HAIR PRO SOLUTIONS

STEP SEVEN ■ CLIENT EXIT PROCEDURES	TOTAL TIME MANAGEMENT	STEP EIGHT ■ CLIENT FOLLOW-UP PROCEDURES
<p>OBJECTIVE: Rebook And Thank Client</p> <p><input type="checkbox"/> New Client-3 Min <input type="checkbox"/> Return Client - 2 Min (same procedure on both clients)</p> <p><input type="checkbox"/> 1. Escort To Desk</p> <p><input type="checkbox"/> 2. Provide Home Hair Care Products To Client</p> <p><input type="checkbox"/> 3. Price Service Ticket</p> <p><input type="checkbox"/> 4. Re-Book</p> <p><input type="checkbox"/> 5. Fill-Out Consultation Form Correctly</p> <p><input type="checkbox"/> 6. Ask Client To Fill-Out Survey</p> <p><input type="checkbox"/> 7. Return Personal Items</p> <p><input type="checkbox"/> 8. Thank Client</p> <p><input type="checkbox"/> 9. "Last Thing You Say" The Client Remembers Most</p>	<p style="text-align: center;">Hair Cut</p> <p style="text-align: center;">NEW CLIENT 45 Min.</p> <p style="text-align: center;">RETURN CLIENT 30 Min.</p>	<p style="text-align: center;">Reception Control</p> <p><input type="checkbox"/> 1. Telephone Follow-Up Script</p> <p><input type="checkbox"/> 2. Send Thank You Card</p> <p><input type="checkbox"/> 3. Reminder Or Special Announcement</p> <p><input type="checkbox"/> 4. Birthday Wish</p> <p><input type="checkbox"/> 5. Client News Letters</p> <p><input type="checkbox"/> 6. Remember... Collect Payment....Thank Client... And Re-Book</p>

Keep in mind that a client's wait time falls within these acceptable limits:

- Without an appointment: no longer than 24 minutes
- With an appointment: no longer than 12 minutes

Exceptional Customer Service System: Quality Control Survey

WE WOULD APPRECIATE YOUR HELP WITH THIS QUESTIONNAIRE. OUR GOAL IS TO MAKE YOUR SALON VISIT A PLEASANT EXPERIENCE BY GIVING YOU THE BEST SERVICE POSSIBLE. PLEASE TAKE A FEW MOMENTS AND ANSWER THE QUESTIONS BELOW. WHEN FINISHED PLEASE PLACE IT IN OUR SURVEY BOX OR GIVE IT TO OUR RECEPTIONISTS. THANK YOU FOR YOUR TIME.

1. When you called for an appointment were you taken care of courteously and to your satisfaction?

Yes ____ No ____

2. What time of day do you prefer your appointments?

____ 8:00 am ____ 12:00 pm ____ 4:00 pm ____ 6:00 pm ____ 9:00 pm

____ Other: ____

3. What day do you prefer?

____ Mon. ____ Tues. ____ Wed. ____ Thurs. ____ Fri. ____ Sat. ____ Sun.

4. Were you greeted promptly when you arrived?

Yes ____ No ____

5. Were you given a comprehensive client consultation to determine all your needs?

Yes ____ No ____

6. Did you have a full understanding of the service or hair design that you would receive before your Hair Pro began your service?

Yes ____ No ____

7. Were you offered a complimentary refreshment at any time during your visit?

Yes ____ No ____

8. Did our staff keep you waiting? If yes, How long?

Yes ____ No ____

9. Did our staff greet you by name?

Yes ____ No ____

10. Did you receive a thorough massaging shampoo?

Yes ____ No ____

11. Did you feel that our communication during your visit was on a professional level?

Yes ____ No ____

12. Did your Hair Pro recommend our unique conditioning treatment after your shampoo?

Yes ____ No ____

13. Did your Hair Pro suggest any color or hair texturizing service to improve the appearance of your hair?

Yes ____ No ____

14. Were you satisfied with your design haircut, finished look or special service?

Yes ____ No ____

15. Did your Hair Pro completely clean the hair off your neck after your haircut?

Yes ____ No ____

HAIR PRO SOLUTIONS

16. Were you given the following?

_____ Instructions on how to do your hair at home

_____ Your Hair Pro's Business Cards and or Referral Cards.

17. Were you offered another appointment before leaving?

Yes _____ No _____

18. How would you rate your Hair Pro?

Ability _____ Poor _____ Fair _____ Average _____ Good _____ Excellent

Personality _____ Poor _____ Fair _____ Average _____ Good _____ Excellent

Appearance _____ Poor _____ Fair _____ Average _____ Good _____ Excellent

Attitude _____ Poor _____ Fair _____ Average _____ Good _____ Excellent

19. What is your Hair Pro's name? _____

20. In general what is your opinion of our salon as a whole?

Friendliness _____ Poor _____ Fair _____ Average _____ Good _____ Excellent

Creative Ability _____ Poor _____ Fair _____ Average _____ Good _____ Excellent

Atmosphere _____ Poor _____ Fair _____ Average _____ Good _____ Excellent

Cleanliness _____ Poor _____ Fair _____ Average _____ Good _____ Excellent

21. I have experienced the following problems being a client:

___None ___Parking ___Designer Attitude ___Receptionist Attitude ___Late Service ___Other

22. I have the following suggestions for improving your services:

Exceptional Customer Service System: Challenges

It is possible to encounter various challenges while trying to provide Exceptional Customer Service. Some common challenges include:

- Staying healthy: Health issues can disrupt your work and income flow, posing significant challenges.
- Customer satisfaction: Balancing and meeting the unique needs and desires of each client becomes increasingly demanding as your workload grows.
- Time management: Factors like client tardiness or unexpected delays in chemical services can disrupt your schedule, requiring adept time management skills to navigate effectively.

“Someday is a disease that will take your dreams to the grave with you.”

-Timothy Ferriss, *The 4-Hour Work Week*

What are your greatest challenges? How do you think you can overcome them? How do you think this system can help?

[illegible]

-Scott D. Cook

Chapter 2 -Self-Promotion System

For Building a Full Clientele

WHY PROMOTE YOURSELF?

Self-promotion is a powerful tool that instills a sense of control and confidence in your business and abilities. By advertising yourself, you open avenues to attract clients, thereby enhancing your business prospects and securing more bookings. Moreover, effective self-promotion facilitates the cultivation of relationships with the ideal clientele, ultimately bolstering your earnings.

One of the well-kept secrets of the world's greatest hairstylists is this: A FULL CLIENTELE OF SATISFIED CLIENTS LEADS TO FINANCIAL SECURITY AND FREEDOM.

In this chapter, you'll discover how to:

1. Set clear objectives for your promotional efforts.
2. Understand the mindset of your clients to tailor your promotion effectively.
3. Identify and target your ideal market segment.
4. Develop a compelling brand image tailored to your target audience's preferences.
5. Craft a concise and impactful 60-Second Elevator Speech to showcase your expertise.
6. Utilize networking opportunities to increase your visibility.
7. Prepare a signature talk tailored to resonate with your specific audience.
8. Create promotional materials that align with and reinforce your brand identity.
9. Hone and master the skills necessary for success in self-promotion.
10. Harness the support of friends and family as valuable resources in your promotional efforts.
11. Garner third-party endorsements through quality reviews.
12. Follow up with clients effectively to stimulate repeat business and referrals.

Self-Promotion System: Setting Clear Objectives

1. Build a clientele in a year or less by increasing your visibility. Marketing yourself not only attracts the right-fit clients but also generates the income needed for financial independence.
2. Create and promote your unique brand to identify your target market, locate them, attract them, and ensure their loyalty.
3. Establish a full list of repeat clients to sustain your business.
4. Foster healthy, long-term relationships with repeat clients to maintain client retention.
5. Equip yourself with the necessary tools to promote yourself effectively in any situation.
6. Accomplish short-term goals to pave the way for long-term success. Setting realistic and achievable goals contributes to a balanced lifestyle and ongoing satisfaction, motivating you to pursue more challenging milestones. As your income grows, maintaining this balance becomes essential for enjoying both personal and professional life while safeguarding your health.
7. Seek out mentors who align with your dreams, goals, and mission to provide invaluable support and guidance.
8. Continuously develop and master your skills to stay ahead in the competitive beauty industry.

Self-Promotion System: Understanding How the Client Thinks

Customer Expectations

When customers enter your business, they expect satisfaction, personal attention, and friendliness. Satisfied customers become advocates for your products and services. Conversely, if their needs are ignored or if you're inattentive, careless, or rude, they will disappear. It has been reported in surveys that “nearly 70% of clients depart from a business due to perceiving a lack of genuine concern from staff members towards their needs.”

Customer Needs

Customers' needs are multifaceted and continually evolving. Some may have stable finances and more disposable income, while others may be facing financial challenges but still wish to support your business out of loyalty or admiration for your skills. Regardless of their circumstances, each person deserves a friendly, personal greeting, and appreciation for their business. Even those unable to afford your services at the time deserve respect. People remember how they're treated long after their visit.

Customer Expectations for Quality

Customers seek perfection and the best value for their money. If left unsatisfied or unhappy, they can become vocal critics, potentially harming your business. It's essential to listen carefully to complaints and determine whether there are legitimate issues with your products or services before dismissing customers' concerns as mere requests for freebies.

Customer Fickleness

Customers can be fickle, but it's important not to take it personally. Competitors may offer lower prices or services you don't provide to attract customers. The key to competing effectively is to consistently offer your unique skills and exceptional service. Demonstrate repeatedly that you are the best choice for what the customer really wants, and they will return to you time and again.

Self-Promotion System: Identifying Your Target Market

To pinpoint your target market, consider the type of hairstyles and clients you prefer to work with. For instance, if you specialize in men's haircuts, a men-only salon might be the ideal setting. Alternatively, if you gravitate towards an older clientele, seek out areas with a higher concentration of senior citizens rather than young families. Or perhaps you thrive in a family-oriented environment, catering to the needs of diverse family units.

Once you've identified your target market, it's time to attract your ideal clients. Locate places frequented by your target demographic and immerse yourself in their activities. Engaging in their interests offers opportunities to forge connections and promote your services.

Clients prefer to patronize businesses run by individuals they know, like, and trust. Therefore, strive to uphold a standard that leaves a lasting impression, ensuring clients seek you out.

Example:

A stylist targeting professional women with hair loss issues can enhance her credibility by joining relevant groups, like the Alopecia Society, and engaging in online communities focused on hair loss solutions. Similarly, for those targeting families, involvement in soccer mom groups or online parenting communities can be beneficial.

Example:

For those focusing on families, mingling with soccer moms or participating in church groups and online parenting communities can be effective strategies.

Self-Promotion System: Branding

What is a Brand?

A brand is a distinct entity, whether it's a product, service, or idea, that sets itself apart from others, making it easily recognizable and marketable. Branding involves crafting and spreading the brand name, its attributes, and personality. In the beauty industry, your brand consists of products and services tailored to your target customers, alongside an image that establishes you as their go-to expert.

Developing Your Brand:

Create a visual identity that embodies your offerings, personality, mission, and values, transcending verbal communication. Brands like Nike and Apple have achieved prominence through strong promises and unique tones of voice, grounded in simplicity and consistency.

Consider these 13 questions to guide your brand identity:

1. What is your purpose?
2. Who is your target audience?
3. How does your product or service enhance customer lives?
4. Which values drive your business?
5. What is your Unique Value Proposition?
6. What are your core strengths?
7. Who are your competitors?
8. What is your brand personality?
9. How does your business differentiate itself from competitors?
10. What is your brand voice?
11. What narrative underpins your brand?
12. How do you want customers to describe their experience?
13. How do you want others to perceive your brand?

What To Do with Your Brand:

Once you've defined your brand, strive to manifest that image through personal appearance, social media, marketing materials, and all other forms of promotion. Consistency in your brand portrayal fosters trust among clients and increases the likelihood of referrals.

Crafting a Mission Statement to Support Your Brand

A mission statement serves as a succinct declaration of an organization's goals, values, and objectives, encapsulating what a brand or company can offer to its clientele. It provides a guiding framework for decision-making and adaptation in response to change, while also clarifying the organization's top priorities for customers, employees, and leadership alike.

A great mission statement seamlessly integrates physical, emotional, and logical elements to deliver an exceptional customer (and employee) experience, resonating with the values cherished by both parties. By fostering genuine connections, a well-crafted mission statement cultivates customer and employee loyalty, ultimately enhancing overall profitability. Moreover, it serves as a beacon in the marketplace, distinguishing your brand from competitors and enhancing brand recognition. Your mission statement should succinctly address the what, who, and why of your company.

Here's a step-by-step guide to crafting an effective mission statement:

1. Define your company's product or service offering.
2. Identify the core values that support your organization's ethos.
3. Establish the alignment between your offering and your core values.
4. Condense these insights into a concise statement.
5. Refine and polish your mission statement to ensure clarity and impact.

A well-crafted mission statement should be one to three sentences long, capturing the essence of your brand's purpose, values, and goals.

A notable example of a compelling mission statement is Toms Shoes' mantra: "For every pair of Toms shoes purchased online or at retail, the company will provide a pair to a child in need. One for One." This succinct statement encapsulates their unique selling proposition (USP) and exemplifies their commitment to social impact, having donated over 90 million pairs of shoes to children worldwide.

Self-Promotion System: Crafting Your 60-Second Elevator Speech

Now that you've identified your target market and honed your brand image, it's time to showcase yourself effectively. The 60-Second Elevator Speech serves as a compact marketing tool, akin to a timed TV advertisement, adaptable for use in various settings. Ensure that your speech is personalized and addresses the individual needs of each person you engage with.

Key Components to Include in Your Speech:

1. Introduction: Begin with your name and place of business to establish credibility and rapport.
2. Problem-Solving Explanation: Clearly articulate how you can address a specific issue or problem the listener is facing.
3. Call to Action: Provide a clear next step for the listener to take, such as contacting you or scheduling a consultation.

Whenever possible, aim to obtain the listener's contact information to initiate further communication. Building a relationship typically requires three separate conversations to determine if the individual is a suitable fit for your clientele.

Example Speech:

"Hello, I'm [Your Name] from [Your Business]. I specialize in [Your Expertise], and I noticed you're experiencing [Specific Issue]. I'd love to arrange a time to assist you with that. Would you be interested in one of my business cards?"

By crafting a concise and compelling elevator speech, you can effectively communicate your expertise and value proposition to potential clients.

Self-Promotion System: Networking for Success

Exploring Networking Opportunities

Networking offers various avenues to connect with potential clients and showcase your business. Whether attending seminars, meet-ups, or engaging in online social media groups, you'll encounter individuals seeking your skills. This presents an ideal opportunity to leverage your 60-Second Elevator Speech to introduce yourself and your services.

You may also be invited to deliver a signature talk, providing a platform to elaborate on your offerings. It's crucial to adhere to the allotted time while delivering valuable insights about your business and expertise.

Always keep the focus on the potential client, highlighting how you can address their specific needs and desires.

Helpful Tip: Many individuals experience anxiety when speaking to strangers or addressing a large group. Combat this by practicing breathing exercises and mindfulness techniques. If needed, consider hiring a speaking coach to overcome this challenge.

In the words of Jan Howard, "Call it a clan, a network, a tribe, or a family; whatever you call it, you need one." Networking groups serve as valuable resources for connecting with your ideal clients.

Self-Promotion System: Signature Talks

Crafting a Short Talk about Your Expertise: 7 Steps

Step 1: Identify Your Purpose

Clarify why you're speaking and the significance of your message. What impact do you intend to make, and why does it matter?

Step 2: Know Your Audience

Understand who your audience is—whether they're fellow professionals, potential clients, or others. Tailor your message to meet their needs and speak at their level of understanding and experience.

Step 3: Add Significance

Highlight why your message is relevant and why your audience should care. Emphasize your qualifications and expertise on the subject matter.

Step 4: Define Your Message

Clearly outline what you want to convey and what key points you want your audience to remember. Structure your narrative in a clear and memorable format, reinforcing your experience and expertise throughout.

Step 5: Establish Your Structure

Consider the time allocated for your speech and adjust your content accordingly. Determine if you'll need to condense your message or expand on certain points. Anticipate if there will be a Q&A session at the end.

Step 6: Prepare a Strong Opening and Closing Statement

Craft an attention-grabbing opening to capture your audience's interest from the start. End with a powerful closing statement that reinforces your message and leaves a lasting impression.

Step 7: Rehearse

Practice delivering your speech, timing yourself to ensure you stay within the allotted time. Practice making eye contact with a mirror or with others to build confidence and establish rapport with your audience.

By following these seven steps, you can effectively craft and deliver a compelling talk about your expertise, engaging your audience and leaving a lasting impact.

Self-Promotion System: Promotion Materials

Here's a list of promotional materials that can effectively boost your business:

1. **Website:** If your salon doesn't have a website, consider creating one. Numerous online platforms offer affordable services or templates to help you build a professional website that reflects your brand.
2. **Business Cards:** A well-designed business card is essential for any professional. Include your image or professional headshot to build trust with clients and leave a lasting impression.
3. **Brochures and Flyers:** These can be handy for promoting your business at events or in local establishments. Use them to showcase your services and attract potential clients.
4. **Referral Cards:** These business card-sized materials can be given to your clients to pass along to their friends as referrals. Offering incentives like discounts can encourage clients to refer others to your services.
5. **Look Book:** A Look Book is a collection of hairstyles showcasing your work. It's a valuable tool during consultations, allowing clients to visualize different style options and choose the one that suits them best.

Self-Promotion System: Developing and Mastering Your Skills

Success in the beauty industry hinges not on innate talent, but on cultivated skill. Skills are honed through perseverance, dedication, and unwavering practice—an indispensable component for achieving personal excellence.

Practicing your craft isn't just about refining technique; it's also a potent means of bolstering confidence. Mastery is achieved through a cycle of learning, practicing, and refining—an ethos that distinguishes the exceptional from the ordinary in the beauty industry. Those committed to excellence carve out time each day for practice and learning, recognizing that stagnation leads to a decline in client satisfaction.

Never underestimate the importance of continuous practice, for the beauty industry is ever-evolving. Failure to adapt or innovate risks stagnation and a decline in clientele.

Strive relentlessly to be the best version of yourself, delivering the caliber of service your clients deserve.

Essential skills for Hair Pros:

- Warm, inviting demeanor with confidence.
- Builds genuine connections through eye contact and smiles.
- Emphasizes personal hygiene and professional attire.
- Keeps a "Self-Promotion Marketing Kit" ready.
- Initiates conversations and promotes expertise naturally.
- Regularly offers authentic compliments to clients.
- Uses technology for efficient bookings.
- Conveys brand and expertise clearly in a concise elevator pitch.

Mastering these skills not only enhances client satisfaction but also lays the foundation for a thriving and enduring beauty business.

Self-Promotion System: Promoting with Friends and Family

Utilizing Friends and Family Support Wisely

When launching a new business, friends and family can be invaluable supporters. However, it's crucial to maintain a balanced relationship to avoid feelings of manipulation on either side. Here's how to manage this balance effectively:

1. Offer Discounts Strategically: Provide friends and family with discounts, but limit them to your slower business days to ensure you can still cater to other clients effectively.
2. Mutual Support: While loved ones may be willing to pay for your services, consider alternatives like trading services or using the money to do something kind for them. Remember, reciprocity is key in maintaining healthy relationships.
3. Utilize Their Networks: Ask clients who are friends or family if they'd be willing to distribute your business cards or promotional materials. In exchange, offer them discounts or gift cards to share with potential clients who would be a good fit for your services.
4. Non-Monetary Exchanges: If a friend or family member can't afford your services, consider alternative forms of support. They could act as models for social media promotions or allow you to practice new skills on them. This way, both parties benefit without imposing financial strain.

By navigating these relationships thoughtfully, you can leverage the support of friends and family effectively while maintaining a healthy balance in your business interactions.

Self-Promotion System: Third-Party Endorsements

Encouraging Third-Party Endorsements

What is a third-party endorsement? It occurs when someone outside of your company or staff publicly supports you, your products, and services.

Here are strategies to cultivate third-party endorsements:

- **Idea 1: Recruit a Representative**
Identify a local celebrity or public speaker who is well-connected and outgoing, preferably with a strong network within your target demographic.
- **Idea 2: Offer Mutual Benefits**
Propose a mutually beneficial arrangement where the representative promotes your business in exchange for hairstyling or similar services. This barter system reduces reliance on paid advertising, providing financial flexibility.
- **Idea 3: Implement a Referral Program**
Equip the representative with referral cards or coupons offering exclusive discounts. Consider providing gift cards or special rates exclusive to referrals from the representative, known as Strategic Introduction.

By implementing these ideas, you can effectively leverage third-party endorsements to enhance your business's visibility and credibility.

Self-Promotion System: Client Follow Up to Encourage More Business

Effective communication with clients doesn't end when they leave your salon. Here are some ways to maintain and strengthen your relationship with them:

1. **Send Thank You and Birthday Cards:** Personalized cards expressing gratitude or celebrating birthdays can leave a lasting impression and foster loyalty.
2. **Offer Text and Email Promotions:** Utilize automated systems to send out promotions and reminders via text or email, keeping your clients engaged and informed about your services.
3. **Stock Up on Products for Return Clients:** Keep track of your clients' preferred products and ensure they're available during their appointments, potentially boosting retail sales.
4. **Ask for Criticism as well as Compliments:** Solicit feedback from clients through surveys to identify areas for improvement and better meet their needs.
5. **Call to Confirm Appointments:** Personally calling clients to confirm appointments not only reduces no-shows but also provides an opportunity to offer additional services or fill open time slots.

Remember, the final interaction with a client is crucial. Always express gratitude for their business and leave a positive lasting impression..

Self-Promotion System: Challenges

Promoting oneself in the hairstyling industry comes with its own set of challenges. Here are some common hurdles many hairstylists encounter:

1. **Lack of Training on Clientele Building:** Many hairstylists may lack the necessary training or guidance on how to effectively build and maintain a clientele, which can hinder their promotional efforts.
2. **Lack of Self-Confidence:** Confidence plays a significant role in self-promotion. Some hairstylists may struggle with self-doubt or imposter syndrome, making it challenging to confidently market themselves.
3. **Lack of Preparedness:** Being unprepared to promote oneself can hinder promotional efforts. Hairstylists may not have a clear strategy or marketing plan in place, making it difficult to effectively showcase their skills and services.
4. **Fear of Success or Failure:** Fear of both success and failure can hold hairstylists back from promoting themselves. The fear of not meeting expectations or facing rejection can prevent them from taking proactive steps to market their services.
5. **Lack of Support:** Without adequate support from mentors, peers, or salon owners, hairstylists may find it challenging to navigate the complexities of self-promotion. Lack of guidance and encouragement can contribute to feelings of isolation and hinder promotional efforts.

“Success is not final, failure is not fatal;
it is the courage to continue that counts.”

-Winston Churchill

What are your greatest challenges with promoting yourself? How do you think you can overcome them? How do you think this system can help?

DEBRAH ENGLERT

NOTES

[illegible]

You've Got This!

"Success is no accident,
those who are not courageous enough to take risks
can accomplish nothing in their life."

-Debrah Englert

"Be the change you wish to see in the world."

-Mahatma Gandhi

Chapter 3 – Successful Thinking System

Getting the Right Mindset

WHAT IS THE RIGHT MINDSET?

A successful mindset is a way of thinking that involves embracing challenges, viewing failures as opportunities for growth, and believing in one's ability to achieve goals. It also involves setting clear objectives, maintaining a positive outlook and persisting through obstacles with resilience and determination.

“In the middle of every great difficulty lies opportunity.”

-Albert Einstein

In this chapter, you will learn how to:

1. Create your professional Hair Pro Consultant image
2. Adapt the strategies of the successful
3. Serve your clientele with E.C.S.
4. Develop an Income Chart
5. Create a Daily Service Schedule
6. Track weekly, monthly and annual income
7. Formulate goals for success
8. Set a personal budget
9. Create a daily time planner
10. Create a review survey for clients
11. Adapt a problem solving system
12. Understand “Salon Government”
13. Utilize a Salon Inspection Report
14. Create Service and Retail Tickets

Successful Thinking System: Create Your Professional Hair Pro Consultant Image

“A business is only as good as it is perceived to be.”

-Mary Kay Ash

What entices a person to try a particular stylist or salon for the first time? More often than not, it's the IMAGE. Whether it's the quality, sophistication, convenience, or thrift, it's the image that resonates with the customer and draws them in.

Projecting the professional image of being an expert opens the door for clients to want to come to you. The Hair Pro Consultant Concept was crafted to project the ultimate professional image of a hairstylist. Your clients should perceive you as an educated expert they can rely on for consistent and exceptional service every visit.

Your image should permeate throughout your chair and salon, from the manager and hostess to the services and décor.

YOU ARE THE MAIN PRODUCT OF YOUR CHAIR AND SALON

To make them look their best, you must look and be the best.

Your individual image is your strongest sales tool, whether behind the chair, in the salon, or in the public eye. Your clothing, hair, makeup, and hygiene create your personal image. You are the best showcase for your handiwork. A professional appearance convinces potential and existing customers of your skill level and draws them to you and your salon. Few shoppers will buy a product they cannot see. Therefore, looking your best each day gives your clients the ability to buy with confidence.

Becoming a professional means having an exceptional image. No amount of sales pitches can compensate for an appearance that is unappealing to the client.

Consistency is key: looking great every day and treating each customer with the utmost care ensures repeat business. Regardless of experience or confidence level, aim to deliver your best performance for every client, from start to finish. Being a professional requires maintaining an outstanding image. Therefore, strive to always do your best from the moment you arrive until the moment you leave.

HAIR PRO SOLUTIONS
PROJECT A SUCCESSFUL IMAGE AND YOU WILL BE SUCCESSFUL

WHAT STATEMENT ARE YOU SENDING OUT?

The following is a checklist of items to help you craft the image you wish to present to your clients.

HAIR

1. Is my hairstyle or cut fashionable, current, and adaptable?
2. Do I have an intelligent texture that promotes my skills?
3. Is my hair color-enhanced? Have I chosen a color that suits my skin tone?
4. Is my hair healthy and clean? Is it presented neatly?

FACE

1. Am I using makeup that is complimentary for my skin tone? Do I apply them correctly to enhance my complexion and compliment the color of my eyes? Am I coordinating colors to match with my daily wardrobe?
2. Do I have a successful skin care regimen?
3. Do I keep my makeup fresh throughout the day?

CLOTHING

1. Do I dress professionally? Should I consider meeting with a Professional Image Consultant?
2. Does what I wear give me confidence?
3. What statement or impression does my clothing make? Are they clean and pressed?
4. Have I considered my body proportions and skin tone when selecting my wardrobe?

NAILS

1. Are my nails fashionable but still functional for the job I am performing?
2. Are my nails shaped to make my hands and fingers look their best?
3. If I am able to paint my nails, did I select a polish color that is complementary to my wardrobe and skin tone?
4. Am I staying well-manicured?

Successful Thinking System: The Secrets of Successful Professionals

THOSE WHO CHOOSE TO BE SUCCESSFUL

- Put on their professional image that sells beauty, grooming, style, and professional products and services.
- Show up to work early to review their daily schedule and goals.
- Perform a consultation each visit on every client, knowing that the consultation can build client confidence, healthy relationships, and repeat business.
- Show enthusiasm and a good attitude with every client.

THOSE WHO CHOOSE TO BE UNSUCCESSFUL

- Display a lack of desire to do their best.
- Lack goals or milestones for achievements.
- Accept mediocre standards and provide mediocre service.
- Are lazy or inconsistent in their performance.
- Lack maturity, responding to their mood rather than a client's needs.
- Are selfish, with a poor attitude for helping others.
- Allow low self-esteem or a lack of confidence to interfere with their efforts.

Successful Thinking System: Serving Your Clientele

CLIENT RETENTION STARTS WITH E.C.S.
Exceptional Customer Service

When interviewed, clients told us what was most important to them:

Friendliness

- Greeted with a smile.
- Felt welcome.
- Sensed sincerity and honesty from the staff.
- Staff expressed genuine concern.
- Listened to, heard, and offered helpful solutions.

Cleanliness

- All team members maintained a professional image and good hygiene.
- The salon was clean.
- All service areas were tidy and organized.

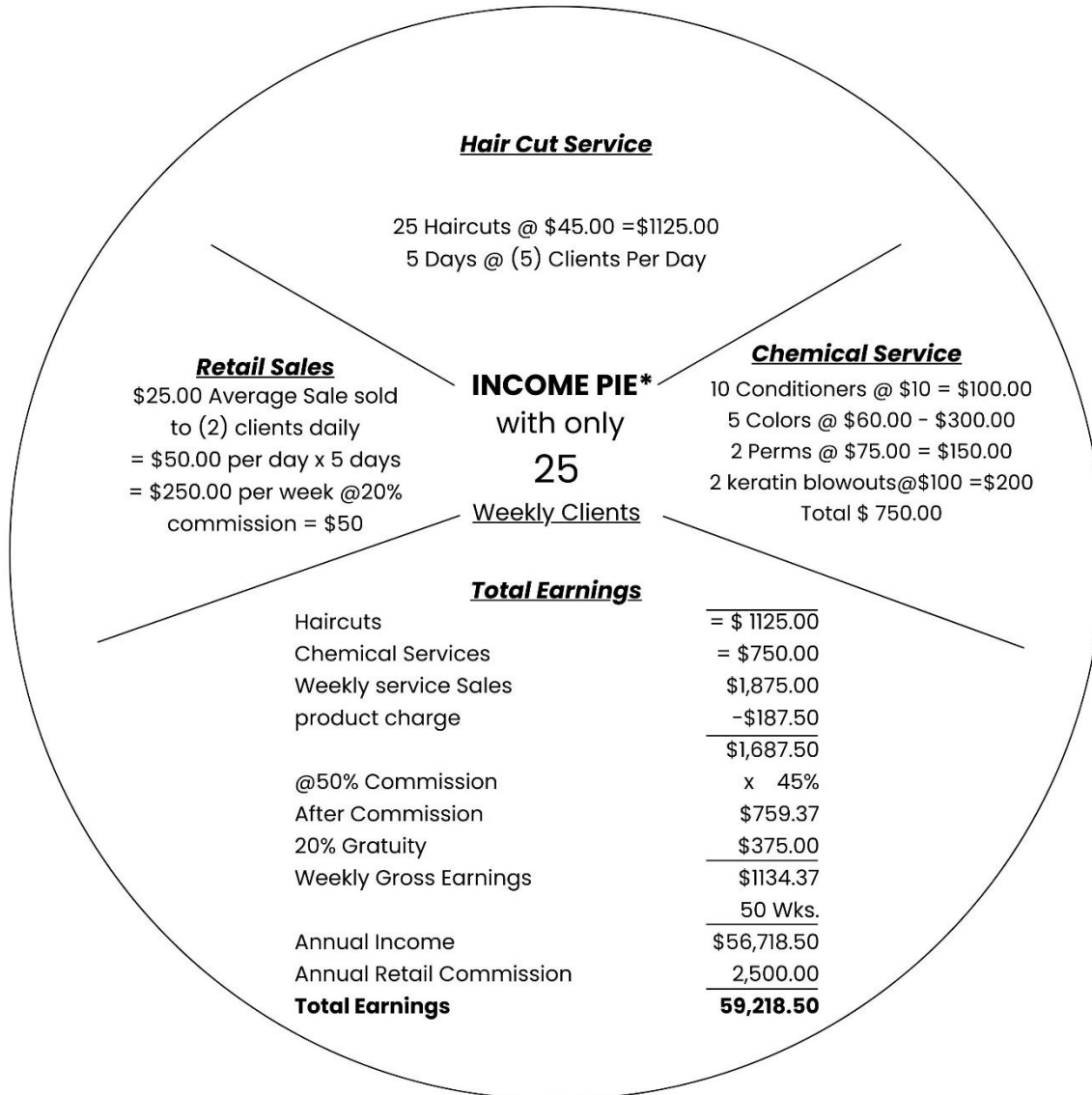
Quality

- Services performed thoroughly and with attention to detail.
- Hair Pros assisted each client to achieve a look that made them feel healthy, confident, and attractive.
- Finishing touches provided a personal touch.
- All team members followed good exit procedures.
- Appreciated and thanked for coming at every visit.

*Remember: the last thing you say to a client
will be what they remember most!*

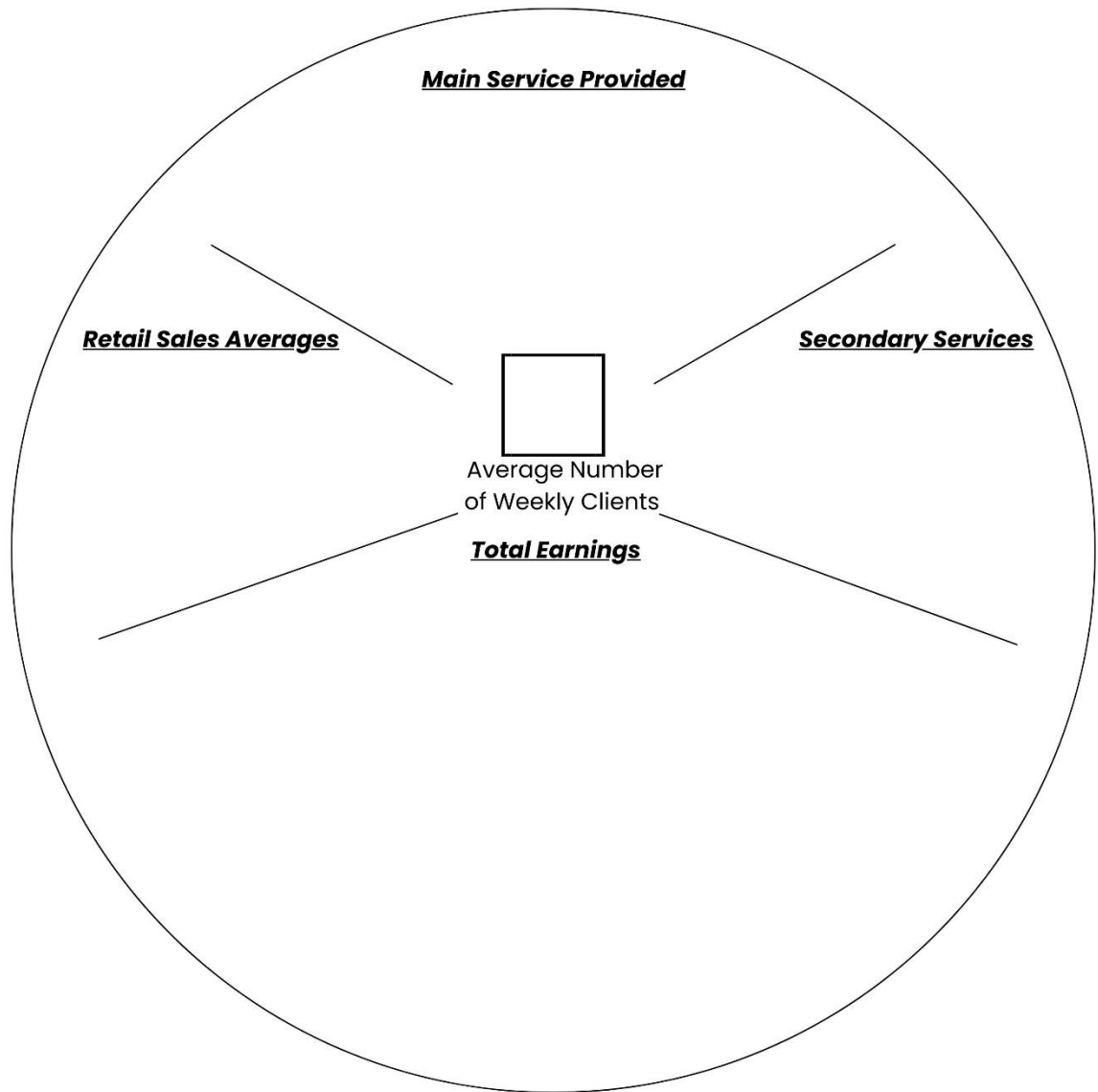
Successful Thinking System: Income Chart

SAMPLE CHART



***The above projected Sales Revenue and Earnings are based on the Hair Pro Consultant utilizing the "Teacher Concept" of service with each client, and following Exceptional Customer Service Script Outlines.**

HAIR PRO SOLUTIONS



The Art of Getting Along

“Sooner or later, if we are wise, we discover that life is a mixture of good days and bad; victory and defeat; give and take.

We learn that it doesn't do any harm to smile and say 'good morning' even if it is raining.

We learn that it doesn't pay to be a sensitive soul- we should let some things go over our heads like water off a duck's back.

We learn that when we lose our tempers, we usually lose.

We learn that most people have burnt toast for breakfast now and then, and that we shouldn't take other peoples' grouches too serious or personal.

We learn that 'carrying a chip on the shoulder' is the easiest way to get into fights.

We learn that the quickest way to become unpopular is to carry tales and gossip about others.

We learn that many other people are as ambitious as we are; that they have brains that are as good or better; and that hard work, not cleverness, is the secret of success.

We realize that the business could run along perfectly without us.

We learn to sympathize with the youngsters coming into the business, because we remember how bewildered we were when we first started out.

We learn not to worry when we do not make a hit EVERY TIME; experience has shown if we always give our best, our averages will break pretty well.

We learn that people are not any harder to get along with in one place than another, and that 'getting along' depends about 98% on ourselves.

We learn that no person ever got to first base alone, and it is only through cooperative efforts that we move on to better things.”

*-From The Art of Getting Along,
Wilferd Arlan Peterson, 1949*

Successful Thinking System: Goal-Setting for Success

WHAT ARE YOUR GOALS?

1. Why do you need or want to work? _____
2. How many hours do you want to work a day? _____
3. How much do you want to make this year? _____
4. What days do you want to work? _____
5. If you could have anything or go anywhere, what or where would it be?

6. What is the most important aspect of your goals: position, recognition,
or financial success? Why? _____

7. In one year, what do you hope to have gained? _____

- In three years? _____
- Five years? _____
- Ten years? _____

DEBRAH ENGLERT
DAILY GOALS

Creating a Daily Service Schedule

A daily service schedule will help you manage your time, remember client names, become more organized, and reach your short-term and long-term goals.

How To Use a Daily Service Schedule

You should arrive at work early to fill out clients' names and requested services. Use a calculator to analyze if you can reach your daily sales goals. Determine which clients you can recommend add-on services to. Consider your approach when making recommendations to clients, mentioning things like attractiveness and time-saving techniques.

TIME	CLIENT NAME	SERVICE	QUOTED PRICE	ADD-ONS	FINAL TOTAL
10am	J. Doe	Haircut	\$35		\$35
11:30am	Mary	Perm	\$65	Nails \$25	\$90

Determining C.A.T.

At the end of the day, you should total your sales plus your retail on products and tips, subtract your commission or overhead, and divide by the number of clients for the day. This determines your C.A.T. – Customer Average Ticket. If you did not reach your goal, analyze what you can do to improve.

SERVICE TOTAL	RETAIL TOTAL	TIPS	COMMISSION OR OVERHEAD	NUMBER OF CLIENTS	C.A.T
\$	+ \$	+ \$	- \$	/ \$	= \$

HAIR PRO SOLUTIONS

WEEKLY GOALS

Weekly goals make daily goals easier to determine.

DAY OF THE WEEK	SERVICES	RETAIL	TIPS	NUMBER OF CLIENTS	GRAND TOTAL
MONDAY					
TUESDAY					
WEDNESDAY					
THURSDAY					
FRIDAY					
SATURDAY					
SUNDAY					

SERVICE TOTAL	RETAIL TOTAL	TIPS	COMMISSION OR OVERHEAD	NUMBER OF CLIENTS	WEEKLY AVERAGE
\$	+	+	-	/	=

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MONTHLY GOALS

Monthly goals divided by weeks make weekly goals easier to determine.

MONTH	SERVICES	RETAIL	TIPS	NUMBER OF CLIENTS	GRAND TOTAL
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					

SERVICE TOTAL	RETAIL TOTAL	TIPS	COMMISSION OR OVERHEAD	NUMBER OF CLIENTS	MONTHLY AVERAGE
\$	+\$	+\$	-\$	/ \$	= \$

HAIR PRO SOLUTIONS
ANNUAL GOALS

Annual goals divided by months make monthly goals easier to determine.

INCOME	JAN	FEB	MAR	APR	MAY	JUN
200						
300						
400						
500						
600						
700						
800						
900						
1000						
1100						
1200						
1300						
1400						
1500						
1600						
1700						
1800						
1900						
2000						
2100						
2200						
2300						
2400						
2500						
2600						
2700						
2800						
2900						
3000						

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INCOME	JUL	AUG	SEP	OCT	NOV	DEC
200						
300						
400						
500						
600						
700						
800						
900						
1000						
1100						
1200						
1300						
1400						
1500						
1600						
1700						
1800						
1900						
2000						
2100						
2200						
2300						
2400						
2500						
2600						
2700						
2800						
2900						
3000						

WHAT CAN YOU DO TO REACH YOUR GOALS?

1. Have perseverance.
2. Hold on to your vision.
3. Strengthen your attitude.
4. Don't let the aggravations of life or work prevent you from enjoying your passions.
5. Continually develop your interests by looking for new services and products to expand your service menu.
6. Sacrifice your time. Time is our most precious resource, and it is necessary to utilize it efficiently. Make an effort to use your time doing the extras and personal touches that many people forget or ignore.
7. Increase your wisdom and courage. Good planning requires forethought and consideration, but you should always leave yourself open to try new things. Even mistakes are valuable when you are striving to be the best.
8. Pace yourself. Don't allow the sense of urgency and desire to succeed to overwhelm your limits. Give yourself time to rest and recharge.
9. Develop patience. Understand that success will not come overnight; it is a constant effort.
10. Intensify your creativity. Write down your thoughts and ideas, then run them through your Creative Thinking Processing!
11. Believe in your brand and business. Knowing how you show up counts.
12. Believe in yourself. Your dream matters.

“Trust that what you can conceive, you can achieve.”

-Napoleon Hill

Dream big and go for it!

Successful Thinking System: Setting a Budget

HAIR PRO PERSONAL BUDGET



MONTHLY BUDGET

Monthly Income:

Net Pay

Expenses:

Home Payment

Home Insurance

Utilities

Food

Car Payment

Car Insurance

Clothing

Education

Entertainment

Vacation

Gifts

Miscellaneous

Total Expenses

Successful Thinking System: Daily Time Planner

DAILY TIME PLANNER

DATE: __/__/__

THINGS TO DO TOMORROW

CALLS TO MAKE:

1.

2.

3.

4.

5.

6.

7.

8.

9.

APPOINTMENTS TO MAKE:

1.

2.

3.

4.

5.

6.

7.

8.

9.

GOOD THINGS I AM GRATEFUL FOR THAT HAPPENED TODAY

Successful Thinking System: Strive for Success Survey

HAIR PRO REVIEW

NAME: _____

DATE: _____

EVALUATOR: _____

EXCELLENT AVERAGE GOOD

- ASSIGNED TASK FOLLOW-THRU
- GENERAL ATTITUDE
- TEAMWORK
- RESPONSIBILITY
- PUNCTUALITY
- NEATNESS
- APPEARANCE
- RETAIL SALES
- CONSULTATION
- OVERALL ECS
- STATION CLEANLINESS
- HAIRCUTTING
- HAIR CONDITIONING
- PERMING AND SMOOTHING
- COLOR
- FINISHING

SELF RECOMMENDATIONS

SALON OWNER RECOMMENDATION

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

COMMENTS: _____

Successful Thinking System: Problem Solving Strategies

THE PROBLEM
SOLVING SYSTEM

Date: _____

Completed By: _____

Position: _____

Problem/ Solution

What is the
problem?

What is the cause
of the problem?

What are all the
possible solutions
to the problem?

What solutions do
you suggest?

*Answer
below*

*Answer
below*

*Answer
below*

*Answer
below*

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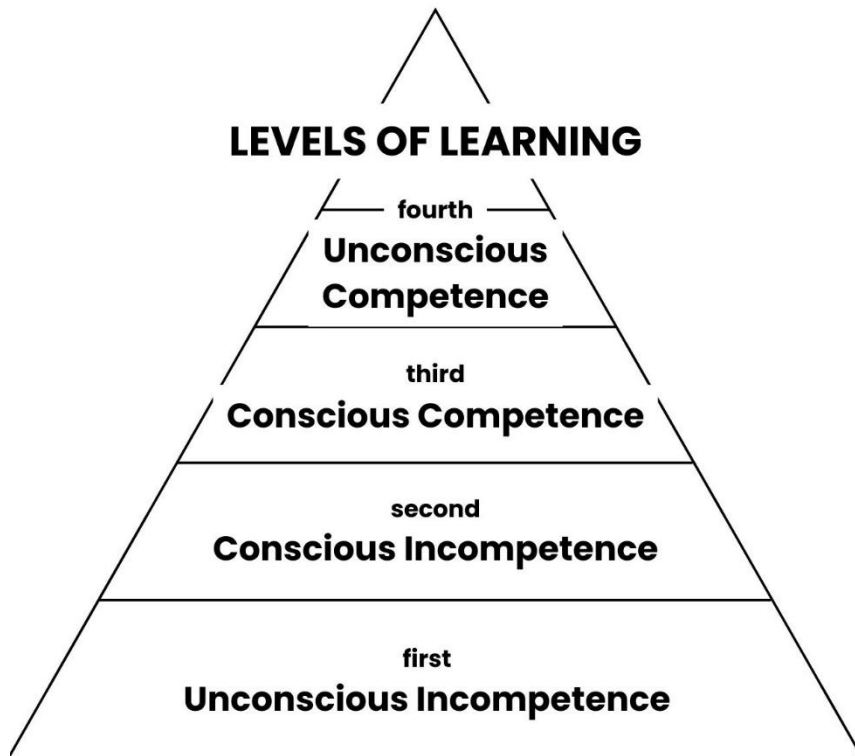
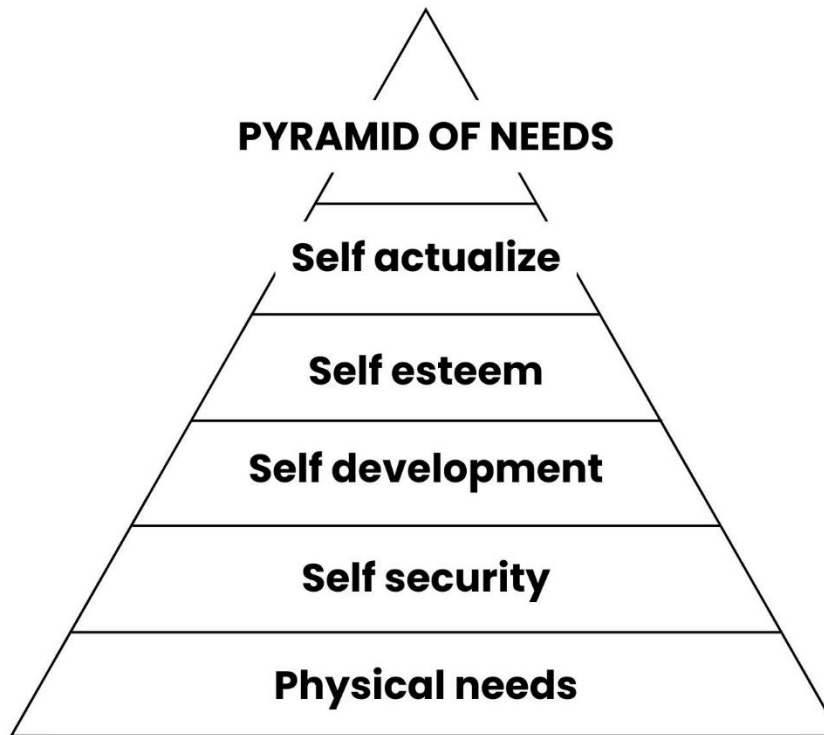
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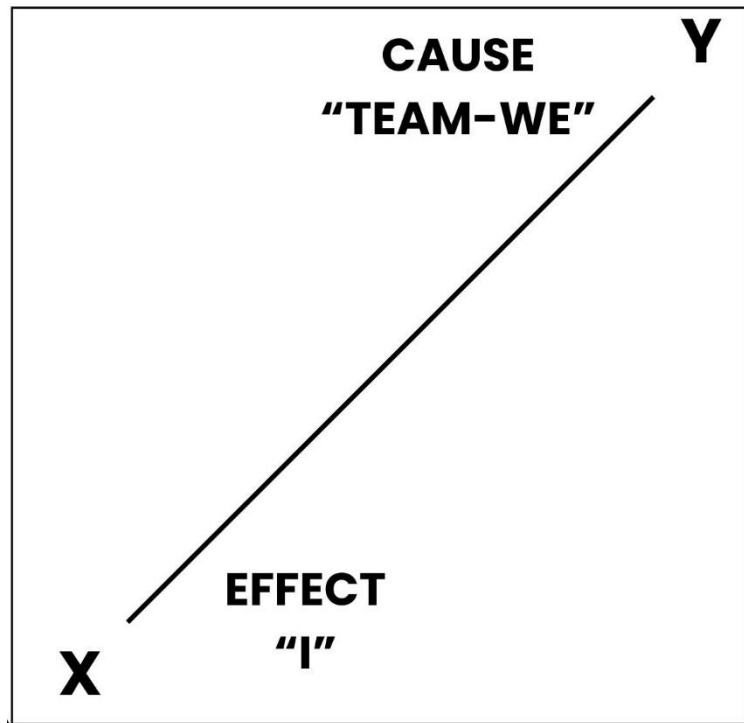
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Successful Thinking System: Understanding Salon Government





1. What are the issues and conclusions?
2. What are the reasons?
3. What are the assumptions?
4. Are there any fallacies in the reasoning?
5. How good is the evidence?
6. How do you know this?
7. How would your perspective be different If you were on the opposing side?
8. Why do you have this problem?
9. How would you solve this problem?

Successful Thinking System: Salon Inspection Report

INSPECTOR: _____ DATE: _____ TIME: _____

Reception Area:

	Yes	No
Mirrors & windows- clean	_____	_____
Carpet-vacuumed	_____	_____
Tables - clean	_____	_____
Magazines-neat & up-to-date	_____	_____
Ashtrays clean & neat	_____	_____
Closet clean & neat	_____	_____
Retail display-attractive & clean	_____	_____
Reception desk-clean & neat	_____	_____
Plants-healthy & attractive	_____	_____
Posters & signs - neat	_____	_____

Cutting Floor:

Styling area floors-swept	_____	_____
Styling stations- clean & orderly	_____	_____
Styling mirrors-clean	_____	_____
Styling chairs-clean	_____	_____
Wall mirrors- clean	_____	_____
Retail station display- attractive	_____	_____

Back Area:

Shampoo bulkhead- clean & orderly	_____	_____
Shampoo bowls - clean	_____	_____
Perm & color stations - clean & orderly	_____	_____
Bathroom clean & stocked	_____	_____
Employee lounge - clean & orderly	_____	_____
Bulletin board- orderly & up-to-date	_____	_____
Managers office - clean & orderly	_____	_____
Utility room - clean & orderly	_____	_____
Storage area - orderly	_____	_____
Trash containers - clean	_____	_____

Employees Dress and Appearance:

Receptionist	_____	_____
Stylist/Hair Pros	_____	_____
Manager	_____	_____
Instructor	_____	_____

REMARKS AND ACTIONS REQUIRED:

REPAIRS NEEDED:

WHY USE A SALON INSPECTION REPORT?

The importance of a salon inspection report is to have an end of day check off list of all your salon areas so that you can be sure that all areas are clean and organized to start your next day.

Successful Thinking System: Service and Retail Tickets

Sample of HAIR
PRO SERVICE
TICKET for salons
who prefer hand-
written back up
tickets. Prices and
computer code
numbers should
be changed to
match your salon
operation.



<i>HAIR PRO SERVICES TICKET</i>	
Client _____	
Designer _____	Date ____ / ____ / ____
<i>CONDITIONING</i>	
0002	
0003	
<i>CUT & DESIGN FINISH</i>	
0004	
0005	
0006	
0007	
0008	
0009	
<i>CHEMICAL SERVICES</i>	
0010	
0011	
0012	
0013	
0014	
0015	
0016	
SERVICE TOTAL \$ _____	
<input type="checkbox"/> New Client? <input type="checkbox"/> Return Client?	
<i>What prompted New Client's Visit?</i>	
<input type="checkbox"/> Business Card	<input type="checkbox"/> Referral <input type="checkbox"/> Direct Mail <input type="checkbox"/> Walk-in
<input type="checkbox"/> Salon Brochure	<input type="checkbox"/> Special Promotion <input type="checkbox"/> Advertising

HAIR PRO SOLUTIONS

Example of
"Generic" Retail
Ticket for salons
who prefer to use
hand-written
tickets with each
retail purchase.



RETAIL TICKET			
Retail Client: _____			
Prescription Hair Products			
Computer#	Qty:	Brands:	PRICE:
Body Care Treatments			
Computer#	Qty:	Brands:	PRICE:
Facial Care - Make Up Products			
Computer#	Qty:	Brands:	PRICE:
Hand & Nail Care Products			
Computer#	Qty:	Brands:	PRICE:
Hair Designing Tools			
	Computer#	Qty:	Brands:
Comb:			
Brush:			
Curling Iron:			
Hand Dryer:			
Other:			
Specialty Items			
Computer#	Qty:	Brands:	PRICE:
<div> <div> <div> </div> <div> </div> <div> </div> </div> <div>DATE</div> </div>			

DEBRAH ENGLERT

Successful Thinking System: Your Image of Success

What does your personal vision of success look like?

How can you achieve this?

What little things can you do to improve your success?

“Take time to do the little things most people won’t to achieve success.”

-Debrah Englert

[illegible]

**“Where there is no vision, there is no hope.”
-George Washington Carver**

Chapter 4 – Consultation System

For the Meeting of the Minds

WHAT IS A CONSULTATION?

A consultation is a crucial meeting between a client and a professional service provider aimed at identifying and addressing the client's specific needs and challenges.

During this session, the service provider employs the "what's missing concept" to assess the style composition comprehensively, identifying any elements that may be lacking to achieve the desired look.

As Amanda Austin wisely said, "You can never see your business the way the client on the receiving end can, and listening to them is the only way to learn and improve."

In this chapter, you will learn how to:

1. Conduct consultations effectively using a simple three-step consultation form.
2. Facilitate successful client consultation sessions.
3. Utilize visual communication skills to enhance understanding between you and your clients.
4. Tailor personalized designs for each client's unique needs.
5. Execute consultations efficiently using the provided form.

Consultation System: Creating a Successful Session

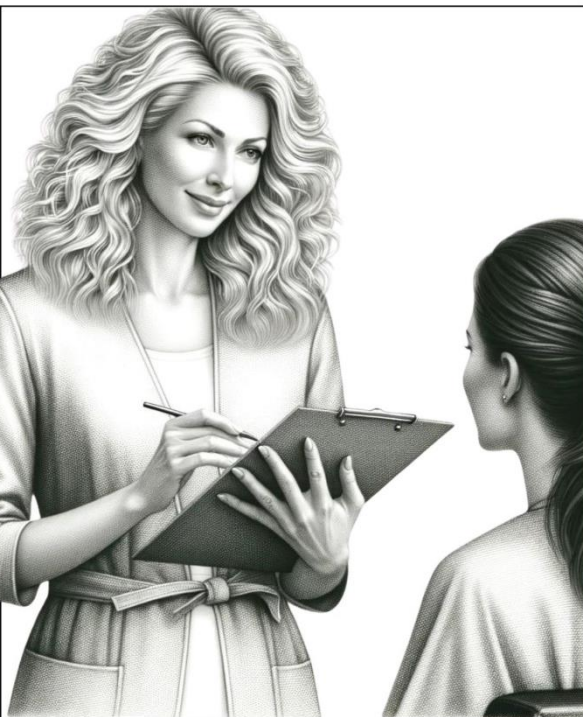
The consultation process stands as the cornerstone for ensuring maximum customer satisfaction in the hairstyling industry. Failure to listen to a client's needs and desires can result in the most damaging complaint a hairstylist can receive. Therefore, attentive listening is paramount to instilling Client Confidence.

A hairstylist's success hinges on mastering the art of expert consultation and consistently delivering these skills to their clients. This proficiency is pivotal for cultivating and retaining a lucrative client base.

When clients visit a salon, they often come with preconceived notions of the image they seek. It is during the consultation that hairstylists should aim to establish a comfortable and professional rapport with their clients. By leveraging their expertise and employing the tools outlined in this chapter, stylists can learn the most efficient and effective methods to earn their clients' trust and deliver the desired image.

To achieve this, stylists must devote their undivided attention to the client, conveying a genuine interest in their well-being. When clients sense that their hairstylist genuinely cares about their needs, they are more likely to entrust them with their hair or body, anticipating satisfactory results.

By implementing this Consultation System, you can enhance the quality of service you offer within a defined time frame. Utilizing the skills and recommendations provided will also bolster your confidence, enabling you to attain professional goals, increase income, and provide your clients with the exceptional service they seek.

<p><u>Thinking Techniques</u></p> <p>Time Allocation: 10 min. for new client 3 min. for return client</p> <ul style="list-style-type: none"><input type="checkbox"/> Eye to eye contact with client<input type="checkbox"/> Explain consultation approach<input type="checkbox"/> Use Concept - What's Missing? <p><i>Create "Design Composition"</i></p> <ul style="list-style-type: none">• Line • Form • Movement • Volume• Texture • Color • Condition <ul style="list-style-type: none"><input type="checkbox"/> Consult - Ask Questions, listen!<input type="checkbox"/> Diagnose - Observe<input type="checkbox"/> Prescribe - Offer Creative suggestions	
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THE ART OF THE PERSONAL CONSULTATION

Step 1: Greeting the Client.

Welcome the client warmly to your salon or business, creating an atmosphere that is both informal and professional. The aim is to make the client feel comfortable and at ease, fostering open communication and trust.

Step 2: Allocate Time for Consultations.

Recognize the importance of consultations for both new and returning clients by scheduling dedicated time for this purpose. Allocate approximately 10 minutes for new clients and 3 minutes for returning clients to ensure thorough communication.

Step 3: Personalize Your Consultation for Each Client.

Understand that clients may fall into one of three categories within the beauty industry:

- a) Those who have a clear idea of what they want.
- b) Those who have a general idea but seek your expertise and suggestions.
- c) Those who are open to your recommendations as they lack a specific vision.

Hair Pro Consultant Consultation Thought Process

CONSULT

- Review consultation form for client comments
- Ask questions and listen

DIAGNOSE

- Analyze what's missing
 - ☐ Line ☐ Volume
 - ☐ Form ☐ Texture
 - ☐ Movement ☐ Color

PRESCRIBE

- Finished length
- Fullness and body needs
 - Color enhancement
- Record design choice on consultation form

NEW CLIENT: 10 MINUTES

1. Eye to eye contact
2. Explain hair design look book
3. Fill out consultation form
4. ask questions and listen
5. Diagnose and observe
6. Prescribe creative suggestions
7. File form alphabetically

RETURN CLIENT: 3 MINUTES

1. Review client's design satisfaction
2. Listen to client's comments
3. Observe additional needs
4. Prescribe if changes are needed
5. Update consultation form
6. File form alphabetically



DESIGNER'S TIME MANAGEMENT BEHIND THE CHAIR

	New Client	Returning Client
1. Greeting	<u>2 min</u>	<u>2 min</u>
2. Consultation	<u>10</u>	<u>3</u>
3. Preparation	<u>5</u>	<u>5</u>
4. Cut	<u>20</u>	<u>15</u>
5. Finishing	<u>5</u>	<u>3</u>
6. Exit	<u>3</u>	<u>2</u>
Total Time	<u>45</u>	<u>30</u>

Consultation System: Understanding Visual Communication

Most new clients may feel apprehensive and lack confidence during their initial appointment, particularly if significant changes are anticipated. Building Client Confidence is crucial in establishing a positive relationship, and a well-executed consultation is instrumental in achieving this.

We have new clients fill out step 1 on the consultation form to provide us with feedback and ensure they feel heard. Providing a pencil (not a pen) encourages them to share their thoughts comfortably.

During the consultation, present your Hair Design Look Book to the client, showcasing various styles and designs. The consultant's goal is to understand the client's desired look and style preferences, which may include aspects such as finished length, texture, volume, movement, color, or treatments.

The next step entails diagnosing the client's needs and prescribing recommendations based on their desires and requirements. It's essential to convey to the client that your primary goal as a professional is to deliver personalized service tailored to achieve their desired look. Clarifying the benefits of this approach builds trust, ultimately resulting in high-quality work and customer satisfaction.



- Consult
- Diagnose
- Prescribe

Consultation System: Design Considerations

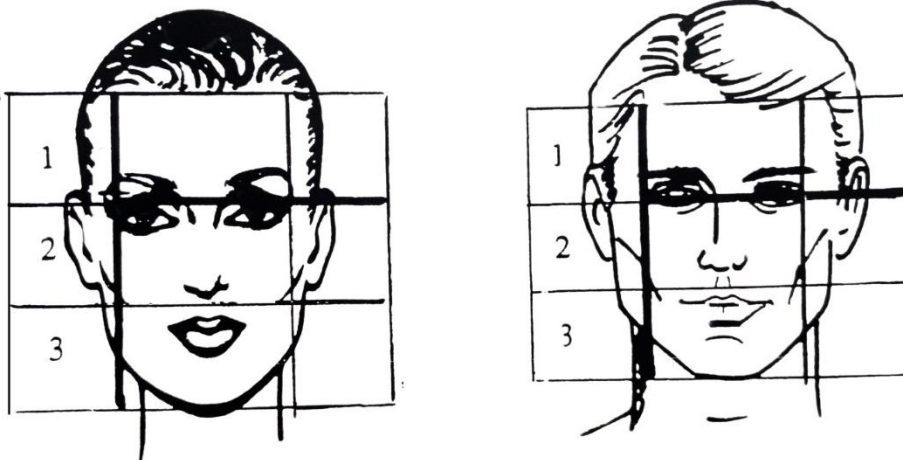
Trends in fashion come and go, but the qualities of a good look are consistent.

The most important factor for the consultant or designer to keep in mind when planning a design is the overall look and how it will flatter the client. For hair design, it is necessary to always consider the head shape, facial features, neck length and size, body proportions, and the client's personal preferences.

A skilled stylist combines their technical expertise with a thoughtful consideration of design adaptability for each client to achieve success in their profession. This process involves assessing how well a particular hairstyle complements the client's features and overall look. Even the most fashionable hairstyle may not suit every face shape, which can result in client dissatisfaction and unhappiness with their appearance.

FACE SHAPE ANALYSIS

Visualize three sections while looking at the client's facial structure. Imagine a vertical line at the corner of the client's eye. Analyze the angle and shape of the client's face to the left of the vertical line. By analyzing these sections, you can determine the shape of your client's face: square, triangular, narrow, round, pear-shaped, or oval.



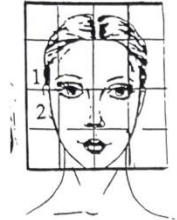
**Trends in fashion come and go,
but the qualities of a good look are consistent.**

ADAPTABILITY SUGGESTIONS



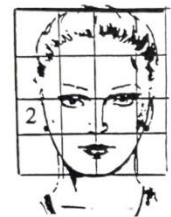
OVAL

In Adaptability theory, we attempt to create the illusion of an oval in all face shapes. Oval faces are suitable for all hair designs.



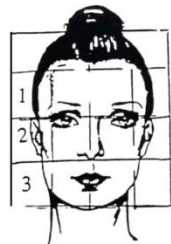
ROUND

The widest area of the round face is the center portion. Round faces contain soft curves throughout. Building an asymmetrical form above the widest portion of the face detracts from the round facial structure.



SQUARE

Strong jawlines create a square effect on a wide face. Cover the sides of the face as well as the cheek area angles to camouflage to detract and narrow the face.



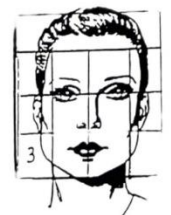
TRIANGULAR

Greatest width is found in the forehead area. Face narrows at the chin. Diminish the width of the forehead by covering it. Fill out the chin area with volume.



PEAR-SHAPED

The widest feature of this basic face shape is the jawline. It is similar to a square face, however, it is more pronounced. The illusion of an oval is achieved by building an oval form around the face. Note: The hair around the neck should be left long enough to soften jawline.



NECK DESIGN ADAPTABILITY EXAMPLES



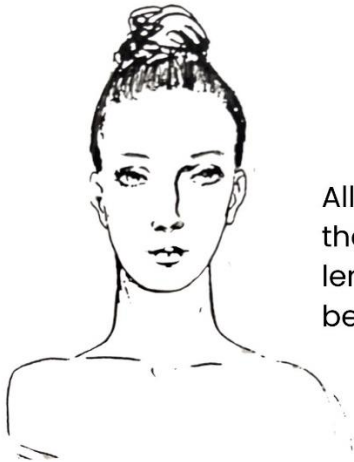
SHORT NECK

Remove hair weight from the neck area. V-neck and open collars also add length to the neck.



OVAL OR "V"

The oval or "V" back design lines lengthen and narrow the body.



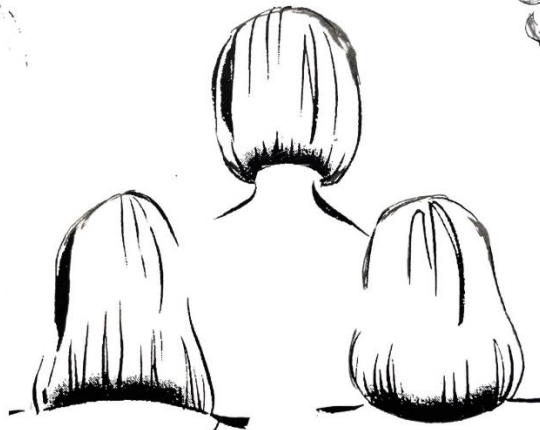
LONG NECK

Allow the design line and length of the hair design to diminish the length of the neck. Clothing should be designed with higher necklines.



HORIZONTAL

Horizontal back design lines add width and weight to the body.



LOOKING AT THE OUTER FORM OF A DESIGN

Many trends have evolved in hair design that provide an endless variety of design forms. The stylist should always analyze the outer line of the design form to visualize the silhouette of a finished design. The form of the design is based upon the volume size, length of the hair, texture, and the way the hair is distributed within the design.

In order for a stylist to be creative within the design adaptability, it is important to consider and visualize the potential design forms and analyze their dimensional effects.

ANALYSIS OF POPULAR DESIGN FORMS



OVAL
SILHOUETTE



ELONGATED OVAL
SILHOUETTE



RECTANGULAR
SILHOUETTE



ROUND
SILHOUETTE



SMALL SQUARE
SILHOUETTE



ELLIPTICAL
SILHOUETTE



ELONGATED
SILHOUETTE



TRIANGULAR
SILHOUETTE

Consultation System: Completing the Session

To conclude the consultation process, it's essential to provide the client with a clear quote for the suggested services, including the total price. This upfront discussion helps prevent surprises or misunderstandings regarding the cost later on. Addressing charges beforehand avoids potential disputes at the end of the service, which can lead to unpleasantness or even lost clientele.

To ensure complete customer satisfaction, it's crucial for every professional to maintain a professional demeanor and communicate courteously. When clients perceive the stylist as an expert who is knowledgeable about their business, they are more likely to accept the charges as credible. The key to guaranteeing Client Confidence and fostering continued loyalty is to execute the entire service with meticulous attention to detail and technical competence. By delivering the Hair Pro's system for Exceptional Customer Service, stylists exceed the average client's expectations, resulting in maximum customer satisfaction.

“Improve the experience and everybody wins.”

-Dharmesh Shah

Consultation System: Recording Client Information

Recording all information gathered during the consultation process and after completing the service is crucial. Using a pencil instead of a pen allows for easy changes, unless an electronic form is being utilized. The Hair Pro Professional Consultation Form offers a concise and indispensable reference, documenting the service history for each client. This form is essential for building and maintaining a successful client list.

When clients see that their Hair Pro intends to remember not only them but also their preferences, it significantly enhances client retention. This demonstrates to clients that they are a top priority, fostering even greater Client Confidence.

“Do what you do so well that the client wants to see you again,
and bring their friends.”

-Walt Disney

PROFESSIONAL CONSULTATION FORM

PERSONALISED HAIR DESIGNING

Client's Name: _____ Birthday: Mo. _____ Day: _____ Yr. _____
 Client's Email: _____
 Client's Address: _____ City: _____ State: _____ Zip: _____
 Phone: Home _____ Office _____ Best time to Call: _____ Re-Book In: _____
 Occupation: _____ Date of First Visit: _____ STYLIST: _____

STEP 1: CONSULT

What prompted you to visit our salon? _____
 If referred, by whom? _____
 Why did you quit your last salon? _____
 Lifestyle: ☐ Professional ☐ Part time ☐ Homemaker ☐ Student
 Image: ☐ Casual/Sporty ☐ Conservative/Tailored ☐ Sophisticated/Fashionable
 Do you have a specific hairstyle in mind? _____
 What hair length do you prefer? ☐ Short ☐ Medium ☐ Long
 How do you care for your hair at home? ☐ Hand dryer and brush ☐ Curling iron ☐ Electric rollers ☐ Roller set
☐ Fingers ☐ Dry ☐ Flat iron
 Are you happy with your hair color? ☐ Yes ☐ No
 Do you use color on your hair at home? ☐ Yes ☐ No If yes, what do you use? _____
 Body or curl desired in your hair? ☐ Wavy ☐ Curly ☐ Extra curly ☐ Straight
 Do you take medications? ☐ Yes ☐ No If yes, what kind? _____
 What home haircare products do you use? _____
 How do you regard your own hair condition? ☐ Normal ☐ Dry ☐ Breaking ☐ Very Dry ☐ Dull ☐ Oily ☐ Split ☐ Thin
 Height: ☐ Short (4"-5'3") ☐ Average (5'4"-5'7") ☐ Tall (over 5'7")
 Body structure: ☐ Small Frame ☐ Average Frame ☐ Large Frame
 Bangs: ☐ Yes ☐ No Wears glasses: ☐ Yes ☐ No
 Hair: ☐ Thin ☐ Aver ☐ Thick ☐ Straight ☐ Wavy ☐ Curly ☐ Fine ☐ Med. ☐ Course
 Face: ☐ Narrow ☐ Short ☐ Wide ☐ Long
 Head size: ☐ Small ☐ Medium ☐ Large
 Forehead: ☐ Prominent ☐ Average ☐ Receding
 Eyes: ☐ Close set ☐ Normal ☐ Wide set
 Mouth: ☐ Small ☐ Full lips ☐ Average
 Chin: ☐ Prominent ☐ Average ☐ Receding

Please read the following and sign below:






I understand that these treatments are for therapeutic and beauty purposes only. I take responsibility for any physical, mental, or emotional conditions that would affect receiving treatments today. That I am responsible for paying for any appointment cancellation of less than 24 hrs.

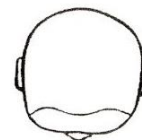
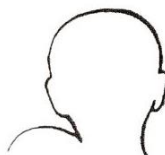
Date: ____/____/____

Signature: _____

HAIR PRO SOLUTIONS

STEP 2: DIAGNOSE

<p>Facial Shape: <input type="checkbox"/> Square <input type="checkbox"/> Oval <input type="checkbox"/> Round <input type="checkbox"/> Diamond <input type="checkbox"/> Heart <input type="checkbox"/> Triangle <input type="checkbox"/> Oblong</p> <p>Porosity: <input type="checkbox"/> Normal <input type="checkbox"/> Porous <input type="checkbox"/> Extremely Porous <input type="checkbox"/> Resistant</p> <p>Elasticity: <input type="checkbox"/> Normal <input type="checkbox"/> Poor <input type="checkbox"/> Extremely Poor</p> <p>Hair Density: <input type="checkbox"/> Normal <input type="checkbox"/> Thin <input type="checkbox"/> Thick</p> <p>Hair Texture: <input type="checkbox"/> Fine <input type="checkbox"/> Medium <input type="checkbox"/> Coarse</p> <p>Natural Curl: <input type="checkbox"/> Body <input type="checkbox"/> Soft Curl <input type="checkbox"/> Curly <input type="checkbox"/> Extremely Curly <input type="checkbox"/> Straight</p> <p>Hair Growth Direction: <input type="checkbox"/> Natural <input type="checkbox"/> Forward <input type="checkbox"/> Back <input type="checkbox"/> Over Right <input type="checkbox"/> Over Left <input type="checkbox"/> Cowlicks</p> <p>Natural Hair Color Level: _____</p> <p>Desired Hair Color: _____</p> <p>Tools Used: _____</p>	<h3>Face & Neck Shape</h3> <div style="margin-bottom: 10px;">  <p>OVAL In Adaptability theory, we attempt to create the illusion of an oval in all face shapes. Oval faces are suitable for all hair designs.</p> </div> <div style="margin-bottom: 10px;">  <p>ROUND The widest area of the round face is the center portion. Round faces contain soft curves throughout. Building an asymmetrical form above the widest portion of the face detracts from the round facial structure.</p> </div> <div style="margin-bottom: 10px;">  <p>SQUARE Strong jawlines create a square effect on a wide face. Cover the sides of the face as well as the cheek area angles to camouflage to detract and narrow the face.</p> </div> <div style="margin-bottom: 10px;">  <p>TRIANGULAR Greatest width is found in the forehead area. Face narrows at the chin. Diminish the width of the forehead by covering it. Fill out the chin area with volume.</p> </div> <div>  <p>PEAR-SHAPED The widest feature of this basic face shape is the jawline. It is similar to a square face, however, it is more pronounced. The illusion of an oval is achieved by building an oval form around the face. Note: The hair around the neck should be left long enough to soften jawline.</p> </div>																				
STEP 3: PRESCRIBE																					
<p>Color Formular Recommended: _____</p> <p>Haircut Recommended: _____</p> <p>Home Haircare Prescription:</p> <p>Shampoo: Daily _____ Weekly _____</p> <p>Conditioner: Daily _____ Weekly _____</p> <p>Finishing Products: Spray _____ Gel _____</p> <p>Other: _____</p>	<p>Perm Used: _____</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th></th> <th style="text-align: center;">Rod Size</th> <th style="text-align: center;">Direction</th> </tr> </thead> <tbody> <tr> <td>Front</td> <td></td> <td></td> </tr> <tr> <td>Side</td> <td></td> <td></td> </tr> <tr> <td>Back</td> <td></td> <td></td> </tr> </tbody> </table> <p>Processing Time: _____</p>		Rod Size	Direction	Front			Side			Back										
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Consultation System: Challenges

Challenges can arise during a consultation. Some of these challenges include:

1. Client/stylist misunderstanding
2. Addressing the client's past bad experiences with a service
3. Dealing with clients who have no idea what they want or need
4. Lack of training in an area required to complete a particular style or composition

“Our experiences, good and bad, make us who we are.
By overcoming difficulties, we gain strength.”
-Angelina Jolie

What are your greatest challenges you have experienced when consulting with a client? How do you think you can overcome them? How do you think this system can help?

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.

**“Choose a job you love,
and you will never have to work
a day in your life.”
-Confucius**

Chapter 5 – Shampooing System

The Art of Shampooing

WHY LEARN TO SHAMPOO?

Shampooing and conditioning a client's hair may seem basic, but it's essential for maximizing the potential of their style. Moreover, this service provides clients with a chance to unwind. Many clients consider this relaxing service to be the highlight of their salon visit.

“By getting calm and relaxed,
you increase your resistance against any kind of storm.”
-Mehmet Murat ildan

In this chapter, you will learn how to:

1. Properly shampoo and condition your client's hair.
2. Identify types of hair
3. Choose the proper shampoo and conditioning treatment to improve the quality of a client's hair.
4. Learn massage techniques to help your client relax.
5. Time allocation.

The Art Of Shampooing & Conditioning

✓ Thinking & Application Techniques

Time Allocation:

5 min. for new client & for return client

- ☐ Eye to Eye contact with client
- ☐ Use Warm & Friendly smile
- ☐ Client Preparation:
- ☐ Create "Relaxing Experience"
 - Remember Client Comfort
 - Water Temperature
 - Scalp Manipulation
- ☐ Superlative Shampoo Methods
 - Proper Draping
 - Explain Benefits of Shampoo Formula
 - Give Thorough Massaging Shampoo



Improve The Quality Of Your Client's Hair...

✓ Prescribe A Conditioning Treatment

- ☐ Opening Comment:
 - "I would like to improve the quality of your hair"
 - "I suggest one of our wonderful treatments to make your hair much healthier"
- ☐ Explain Benefits of each conditioner and price of each.
 - Application Technique:
 - Daily Conditioner - Massage 1 Minute
 - Treatment... massage in 3 to 5 Minutes
 - Rinse well until squeaky clean



Note:

Always remember that 70 % of the time clients purchase products based on a designers recommendation!

Shampooing System: Massage Techniques



During shampooing and conditioning, a relaxing scalp massage is often the highlight for your clients.

Here's a step-by-step guide:

1. **Prepare the Space:** Create a quiet, warm environment with optional relaxing aroma for enhanced relaxation.
2. **Positioning:** Ensure the client is comfortable with neck support.
3. **Relaxation Techniques:** Encourage deep breaths and optionally play soothing music.
4. **Start with Firm Touch:** Place your hands firmly on the client's scalp, using circular motions with the balls of your fingers moving from the front hairline to the back of the head, covering the entire head at least 3 times.
5. **Adjust Pressure and Speed:** Vary pressure to suit comfort levels.
6. **Focus on Trigger and Tension Points:** Pay attention to any tight areas.
7. **Incorporate Scalp Strokes:** Use long, sweeping motions from the forehead to the back of the head.
8. **Massage the Temples and Ears:** Gently massage temples and earlobes with thumbs.
9. **Finish with Gentle Strokes:** Conclude with gentle strokes from the forehead to the back of the head.
10. **Encourage Relaxation:** Offer water and encourage a moment of relaxation before proceeding to another service.

Shampooing System: Challenges

Challenges during shampooing and conditioning services are typically rare. However, a few that may occur include:

1. Clients cannot lay back in the bowl: Some clients may find it uncomfortable or difficult to recline in the shampoo bowl.
2. Clients think your touch is too firm or not firm enough: Different clients have varying preferences regarding the pressure of the shampooing technique.
3. Clients can't relax: Some clients may have difficulty relaxing during the shampooing process.
4. Clients don't understand the value in conditioning the hair: Some clients may not fully grasp the importance of conditioning treatments for their hair health.

“He made everything beautiful in its time.”

-King Solomon

What are your challenges in this area? How do you think you can overcome them? How can this system help?

[illegible]

-Debrah Englert

Chapter 6 – Hair Cutting System

For Precision Cutting

WHY USE THE HAIR CUTTING SYSTEM?

The Hair Pro Consultant embodies a multifaceted role, blending the skills of an analyst, technician, sculptor, and creative problem solver. By applying the mindset and techniques of a successful Hair Pro Consultant to every client interaction, a stylist can elevate their work from merely adequate haircuts to truly sensational sculpting. This system complements a stylist's existing skills, making them more efficient, precise, and effective, ultimately delivering high-quality results to every client.

“Let your haircut do the talking.”

-Fatima Zakir

In this chapter, you will learn how to:

1. Develop a Pre-Cut Analysis
2. Handle scissors for precision
3. Determine form line, design line, and cutting angles
4. Perform Primary, Secondary, and Abstract Form Cutting
5. Determine Holding Angle
6. Control Hair Weight
7. Understand the 3-Form Hair Pro Cutting System
8. Understand Blending Techniques
9. Understand alternative hair texturing techniques

DEBRAH ENGLERT

Hair Cutting System: Before You Cut

The Hair Pro Hair Cutting System is tailored for the discerning hairstylist seeking mastery in their craft. It's meticulously crafted to offer unparalleled quality and precision, empowering professionals to elevate their skills to new heights.



While many stylists may already possess a foundational understanding of hair cutting techniques, it's imperative to maintain a commitment to ongoing learning and skill enhancement. Collaborative teamwork within the salon ensures consistent quality across all services, fostering a culture of excellence and client satisfaction.

Today's clients seek personalized and professional styling experiences tailored to their unique preferences. As Master Hair Pro Consultants, stylists skillfully analyze each client's needs and preferences, leveraging their expertise to craft personalized hair designs that exceed expectations.

Hair Cutting System: Considerations

Success in hair cutting is easier when the steps of analyzing the client's individual characteristics are observed. This is found in the following ten steps:

PRECUT ANALYSIS

1. Texture



DENSITY OF THE HAIR

Always observe the density of hair, for this tells us where to allow more hair to remain or be removed.

2. Angle of Growth

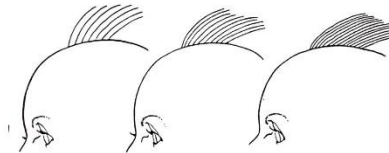
GROWTH DIRECTION

It is extremely important to check neck line, temples, crown and front before cutting. Listen to what the hair has to say and then tell it what to do.



3. Density

4. Amount of Curl



TEXTURE OF HAIR

Course, Medium, Medium-Fine, or Fine should be determined to achieve the maximum amount of stability in the finished design.

5. Natural Fall Line

AMOUNT OF CURL

Each client's curl must be considered before the cut and, depending upon the amount the client needs for the design, the hair may be left longer to allow the weight to pull the curl out or cut shorter to encourage curl.



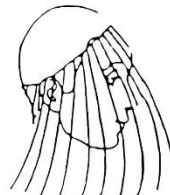
6. Needed Length for the Look

7. Neck Length

NATURAL FALL LINE

All hair, long or short, has a natural location or direction it will seek when the hair cut is finished. Observe this natural direction as well as the general growth direction, and also the standing posture of the individual.

8. Facial Features

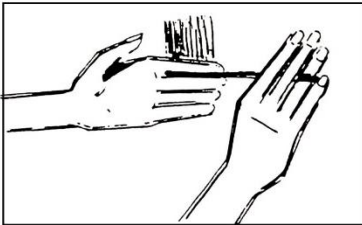


9. Body Size

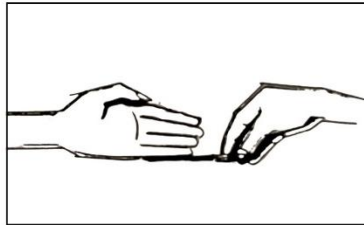
10. Condition of Hair

Hair Cutting System: Handling Scissors for Precision

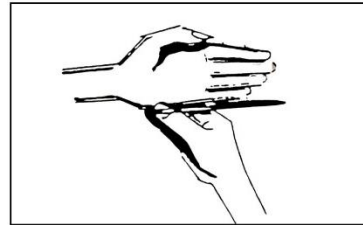
1. Cut with only "one blade moving"
2. While closing scissors "withdrawal slightly"
3. Suggested scissors positioning



Recommend Scissor position for cutting Forms such as Low and High Graduation when the designer's arms can be held naturally close to the body while working.



Recommend Scissors position for cutting a Solid form when the section of the hair being cut is to the designer's left.

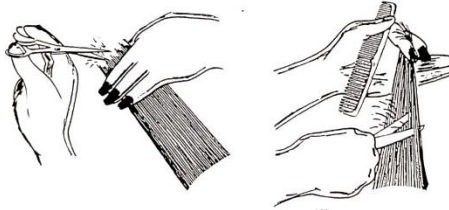


Recommend Scissors position for cutting a Solid Form when the section of hair being cut is to the designer's right.

SURFACE TEXTURIZING

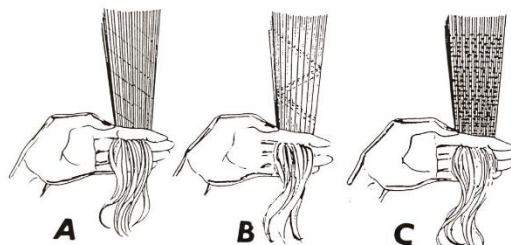
Creating the right surface texture for a hair design is the last procedure in design cutting.

The amount of surface texturizing and the choice of technique used will depend on the natural hair texture and density. A general rule; do not texturize curly hair since removing uneven amounts of hair from coarse, heavier textures will result in a chunky surface texture.



It is the most important in enhancing the appearance of the design. The purpose of texturizing is to lighten the excess bulk that may still be on the ends or along the strands. When executed properly, surface texturizing will produce more flexibility in finishing the hair design, either a smooth, more blended surface, or a lighter, fuller separation on the ends that help expand the the form.

INTERIOR TEXTURIZING



Hair Cutting System: Determining Form Lines and Design Lines

1. The Form Line is the perimeter line or outer boundary of the shape or form.

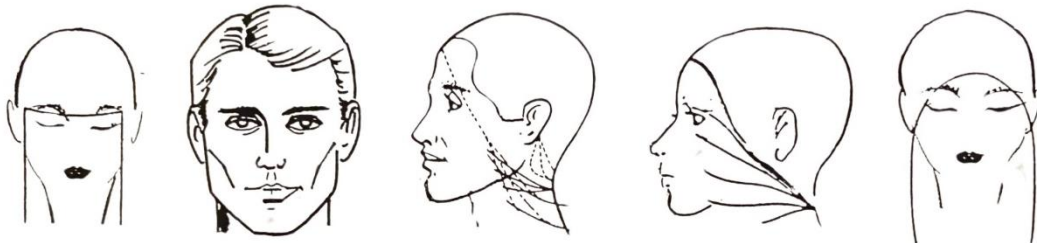
2. The Design Line is the cutting line to adapt to the facial features, side profile, and neck area.



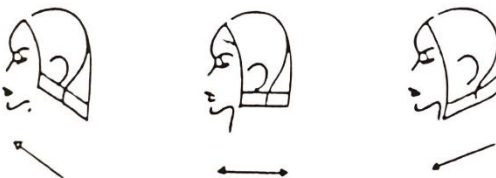
FORM LINE

DESIGN LINE

3. Select **Cutting Angles** in the perimeter Design Line are



DESIGN LINES connecting back. Perimeter length with the need for facial adaptability. We may change the length in front to remove weight of hair around the face or add weight as to client's needs.



CUTTING ANGLE: The cutting angle is the angle at which the hair is cut. (Example: long to short, equal and short to long). Cutting Angle is a key factor in weight control. Effective techniques for illusionary improved face and neck shapes are possible with proper cutting angle methods.

CONNECTING SIDE DESIGN LINES

Design lines connecting back perimeter length with the need for facial adaptability. We may change the length in the front to remove weight of the hair around the face or add weight as to the client's needs.

Feminine or Masculine

A-1. Is short type cut, needs petite features with an oval face.

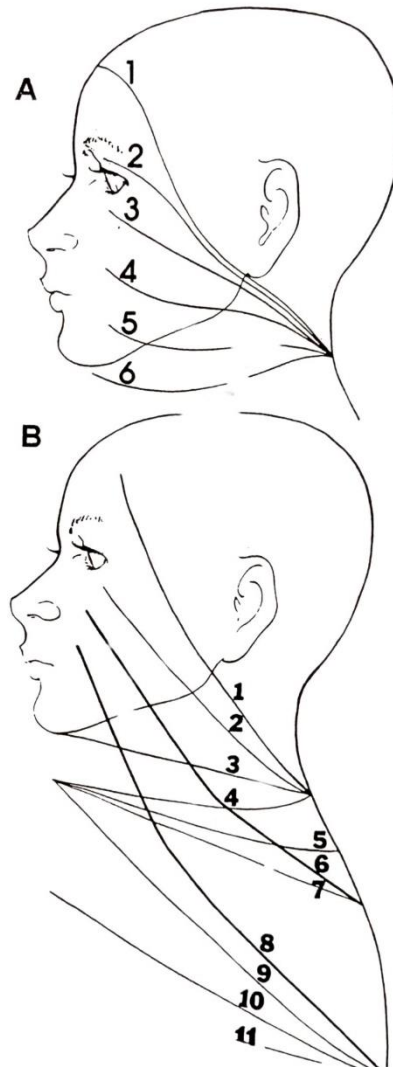
2-3. Added length for temple and cheek area.

4-5-6. Adds weight or width to low facial area.

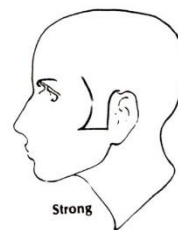
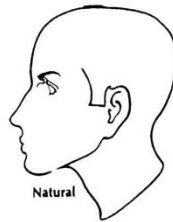
B-1-2-3-4. Shows the possible design lines starting at lower neck area.

5-6-7. Illustrates possible longer design lines to add weight around shoulder area.

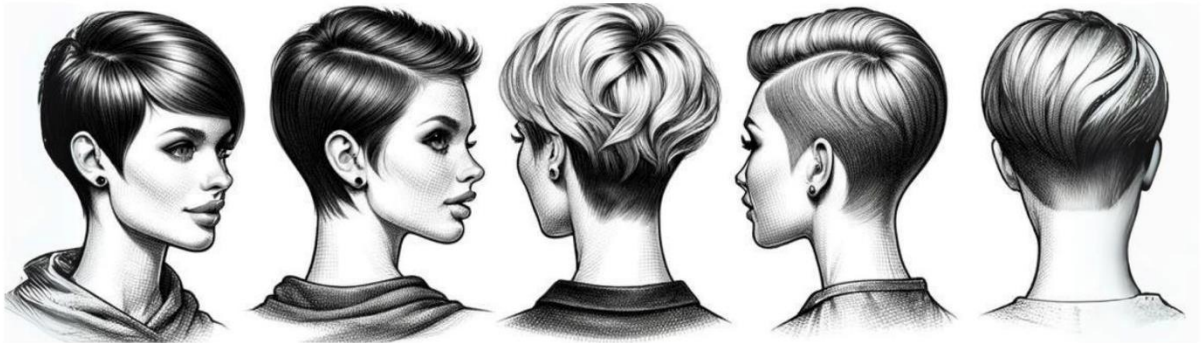
8-9-10-11. Shows the various design lines starting from bra line area. These lines are designed for individuals with average height. Taller individuals may have their hair slightly below this imaginary line.



VARIOUS SIDE BURNS



WOMEN'S DESIGN LINE EXAMPLES:
SHORT HAIR



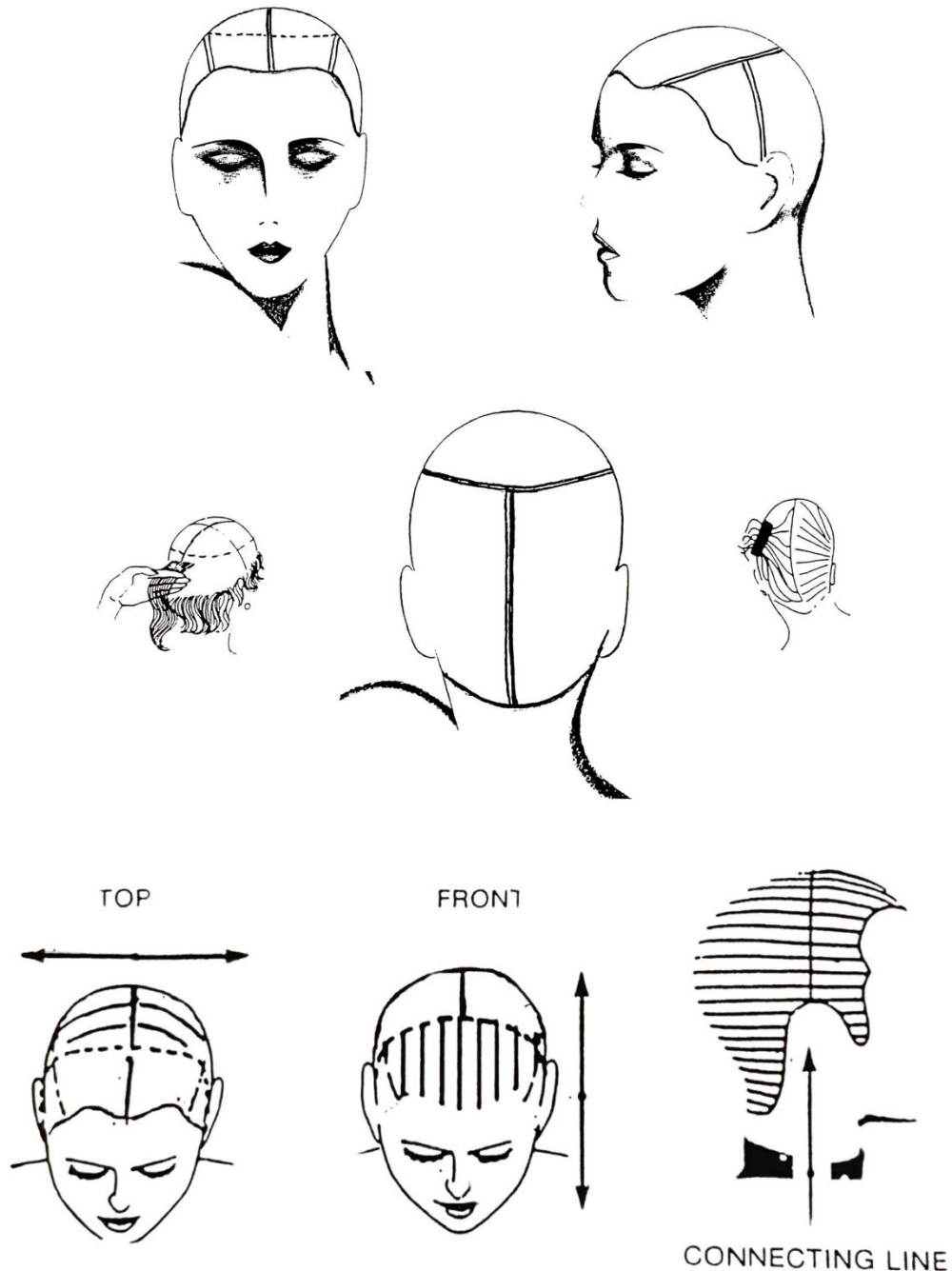
WOMEN'S DESIGN LINE EXAMPLES:
MEDIUM TO LONG HAIR



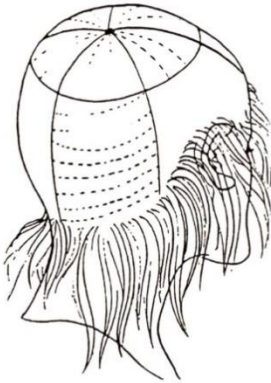
Hair Cutting System: Primary Form Cutting

SECTIONING

A section is a major division of the headform which allows a stylist to concentrate on a smaller amount of hair at a time for better control.

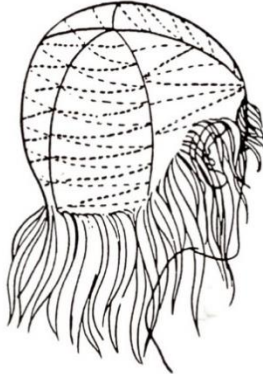


Hair Cutting System: Hair Partings



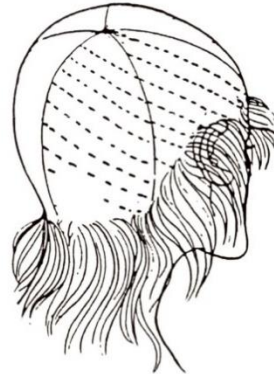
HORIZONTAL

Parts follow the line created in the natural hairline area.



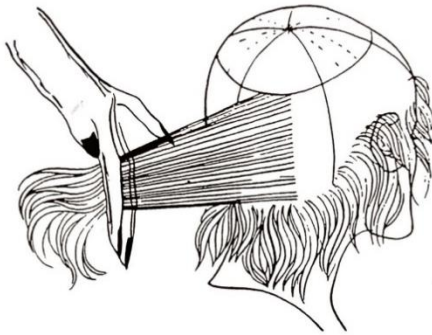
DIAGONAL PIE-SHAPED

Diagonal, pie-shaped partings (Geodesic), follow and lend to the natural curvature shape of the head form.



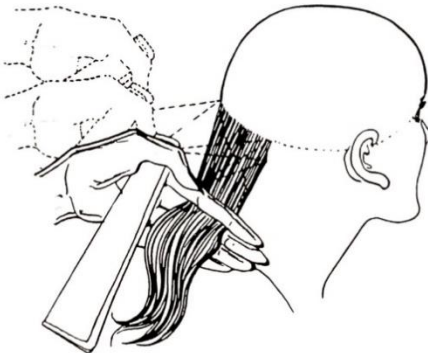
DIAGONAL

Diagonal parts control the weight factors of the hair as well as the approximate fall line of the hair.



VERTICAL PARTINGS

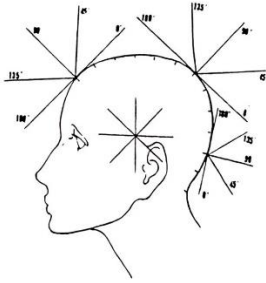
The hair is held out in the degree of angles for effective control. Visualize the necessary lengths needed in each design. The fingers follow the angle desired while being held at 90 degree.



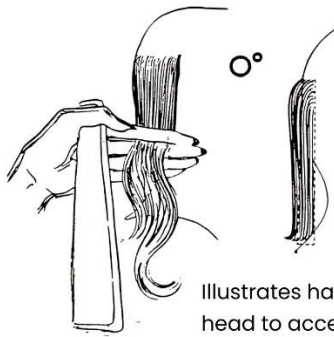
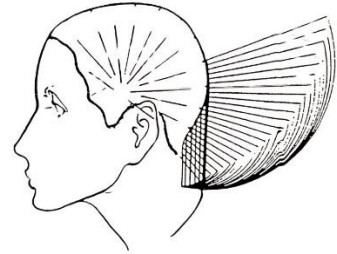
HOLDING and POSITIONING

Demonstrates a 45 degree angle being held following the curvature of the head form.

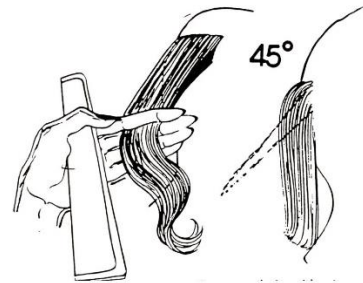
Hair Cutting System: Determining Holding Angle



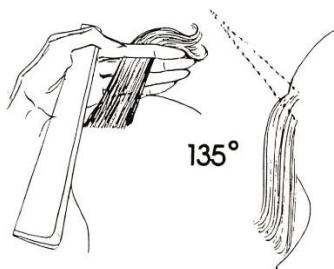
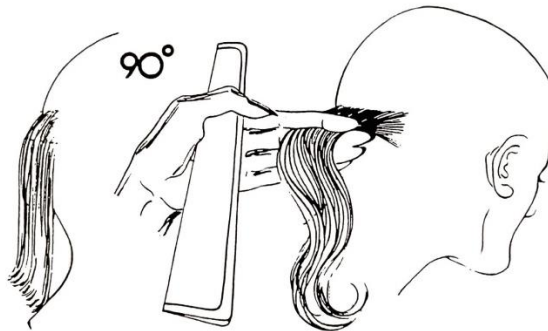
HOLDING ANGLE refers to the angle at which the hair is held out from headform. Holding angle creates design elevation and versatility within each form.



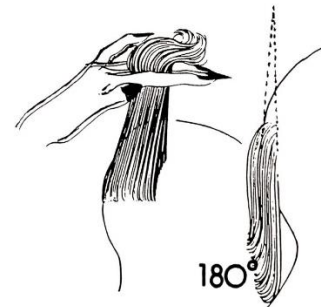
Illustrates hair held down close to head to accent one-length result.



Angles illustrate hair held out to achieve one-half degree of elevation as the 90 degree.

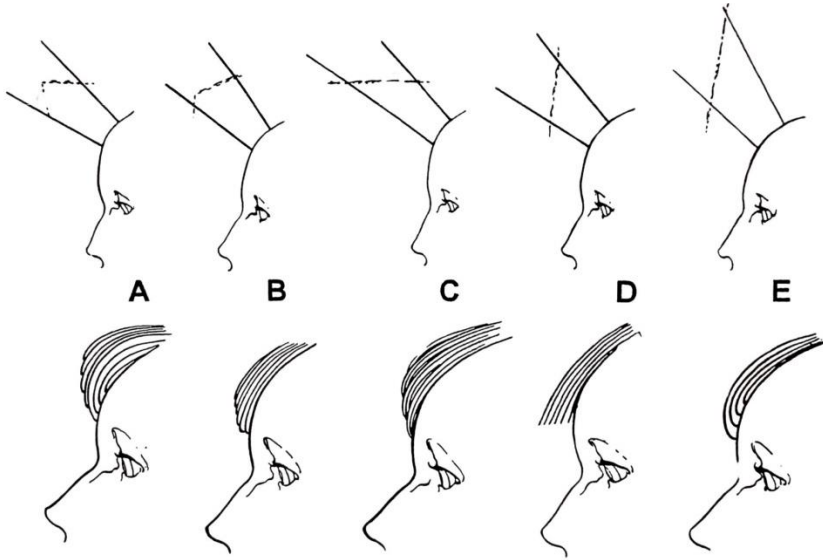


Illustrates hair held up in this angle to give greater elevation than 90 degree.



Illustrates hair held up straight to achieve the maximum degree of elevation

Hair Cutting System: Controlling Hair Weight



A&B

Is accomplished by combing down the amount of hair needed for thickness and then cutting connecting lengths on top to the longest length.

C

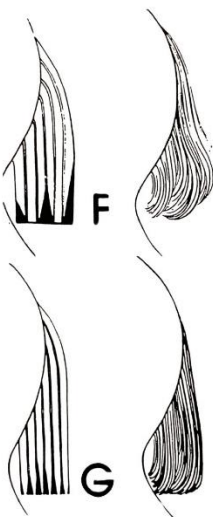
Down blending cut from short to long at the perimeter to create any effect.

D&H

Show the angle achieved when cutting one length on the forehead or the neck.

E&I

Shows the angle needed to cut hair longer than the guideline in the perimeter.

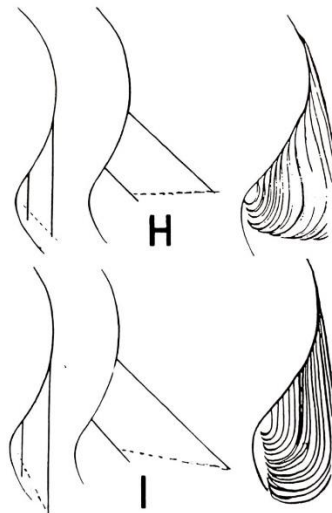


F&G

The purpose is to spread hair in layers to build a thickening effect to the ends of hair when the ends of the hair are THIN. This is achieved by cutting the hair one length then holding the same section at 135° degree to 180° degree angle and cutting the ends off, then repeat in as many sections necessary. The final section is also cut to achieve a down blending line in the top section of the hair for softness. The thought in this cut is that most of the hair is one length with slightly shorter length inside.

G

Is the same as F with the two exceptions: smaller sections being used for more of an expanding effect, and the top layer is left long for a smoother result.

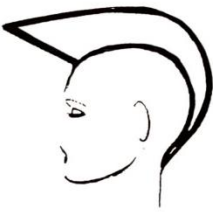
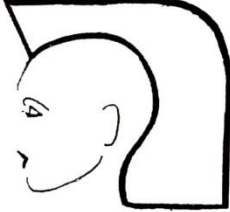



Hair Cutting System:

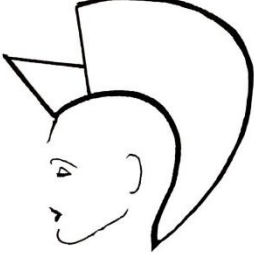
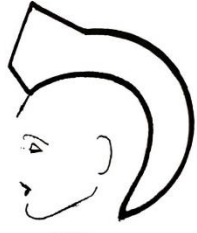
3-Form Hair Pro Cutting System

There are basic forms in every design that are determined by the length of the cut. It is important to note that all hair designs are made up of one or more of these length arrangements. These forms are established by looking at the profile. An arrangement of lengths is a geometric way of viewing the hair as it is projected straight out from the surface of the head. These 3 Basic Forms are the primary forms taught within this book. Combination forms occur when two or more of these basic forms are used.

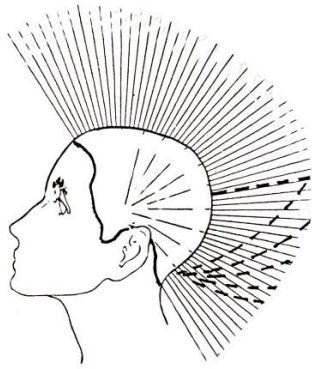
BASIC FORMS

		
<u>UP-BLENDING</u> LENGTH GRADUATION High, Medium, Low	<u>DOWN BLENDING</u> LAYERING Heavy, Medium, Light	<u>EQUAL BLENDING</u> VOLUME Small, Medium, Large

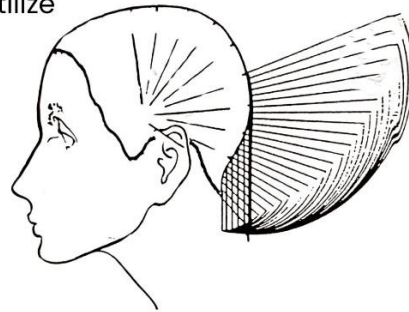
COMBINATION FORMS

	
<u>2 FORM</u> UN-BLENDED	<u>3 FORM</u> BLENDED

UP-BLENDING



When up blending form is selected, determine graduated lengths. Utilize correct sectioning and partings.



DETERMINE LENGTH GRADUATION



HIGH

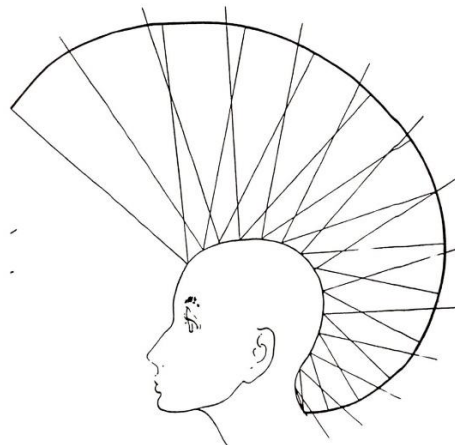
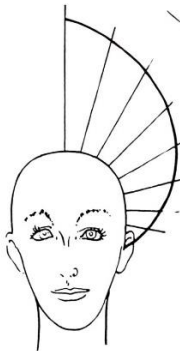


MEDIUM



LOW

Illustrates length in relation to hair position and motion. Lines outside the dark line demonstrate a 90° degree angle. Lines in relation to inside dark are at 45° degrees.

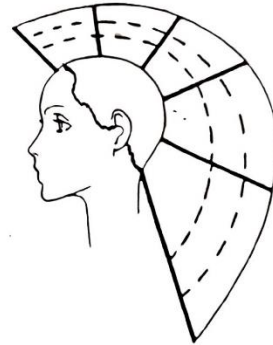


DOWN BLENDING

When down blending form is selected, determine the degree of layered lengths. Utilize correct sectioning and partings.



LAYERING



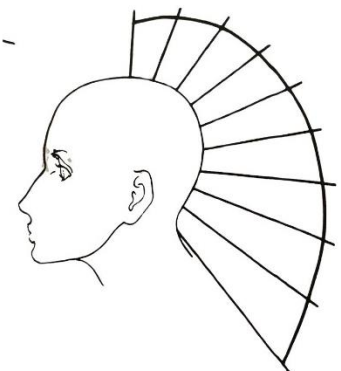
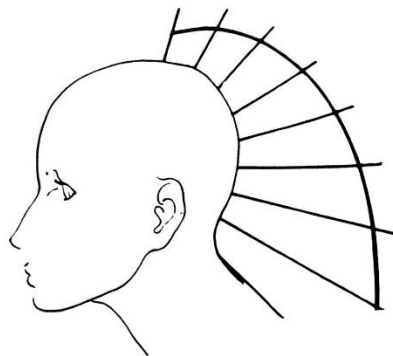
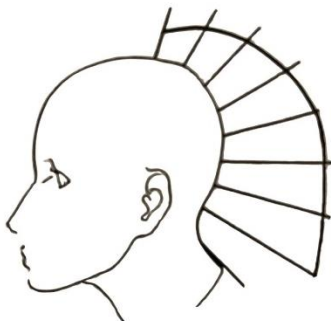
HEAVY



MEDIUM



LIGHT

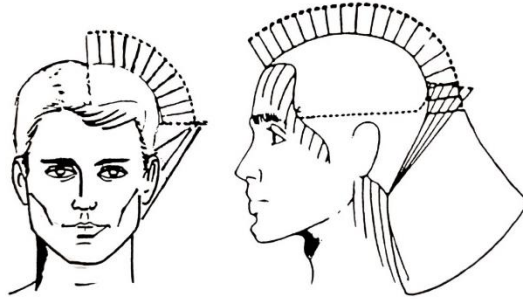


Profile diagrams illustrate down blending lengths held at 90° degree angles, illustrating HEAVY, MEDIUM, and LIGHT layering creating lengths from shorter to longer in lower area.

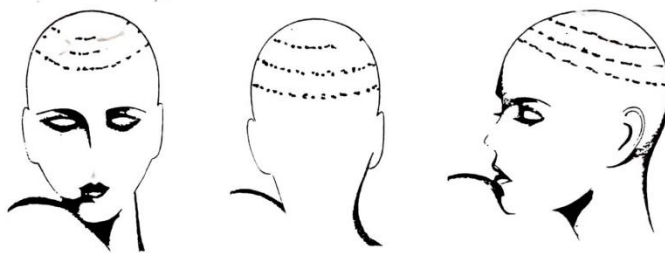
DETERMINING BLENDING LINE

DETERMINE VOLUME BLENDING LINE:

1. After cutting perimeter cutting angle pull strand from perimeter area in front of ear out of design line up to side location to determine volume blending.
2. Pull the strand in the center nape design line up to the crown area.

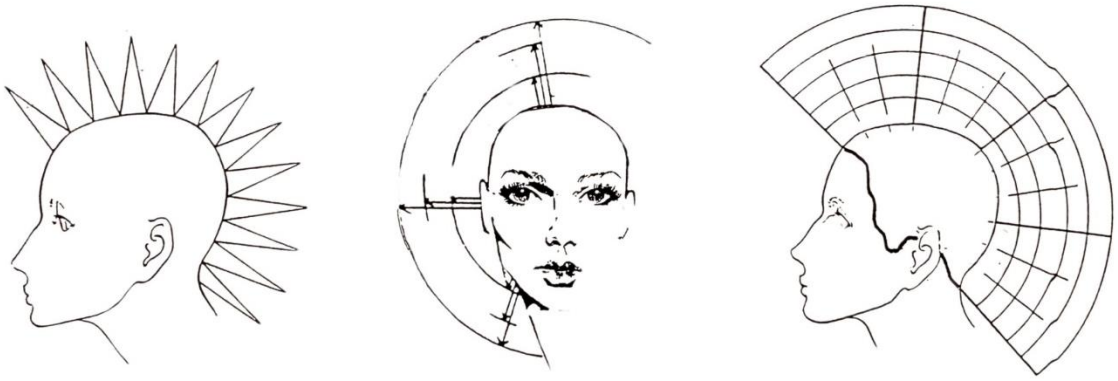


VOLUME BLENDING LINE: The volume blending line varies for versatility in down-blended haircuts. The volume blending line determines the distribution of volume between crown and nape in most layered designs.



EQUAL BLENDING FORM EXAMPLES

**WHEN SELECTING EQUAL FORM, DETERMINE
SIZE OF VOLUME NEEDED IN DESIGN**



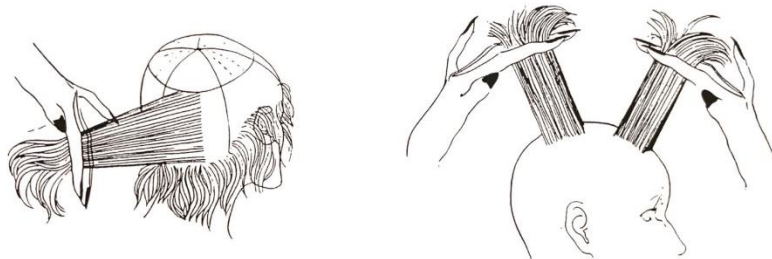
- Encompassing the three dimensions of the design form:
LENGTH, WIDTH, and HEIGHT.
- A change in the size of a form is achieved by altering any or all of
its dimensions.



SMALL

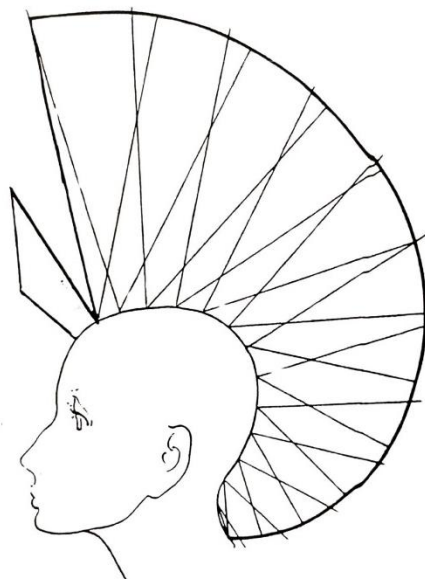
MEDIUM

LARGE

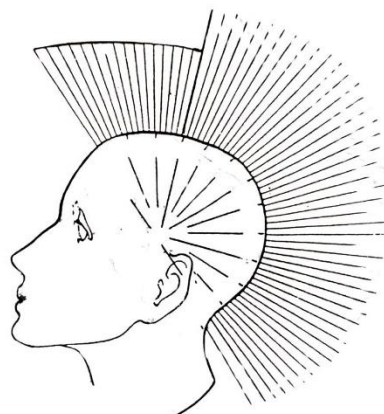


VERTICAL PARTINGS, The hair is held out in the 90° degree of the angles for effective control.

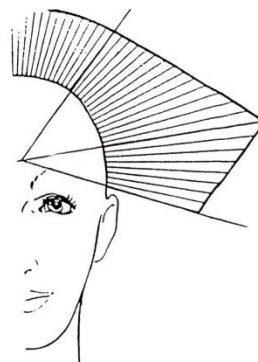
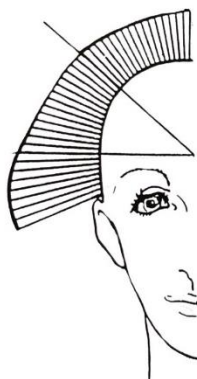
COMBINATION DESIGN FORMS



2 Form
Un-Blended

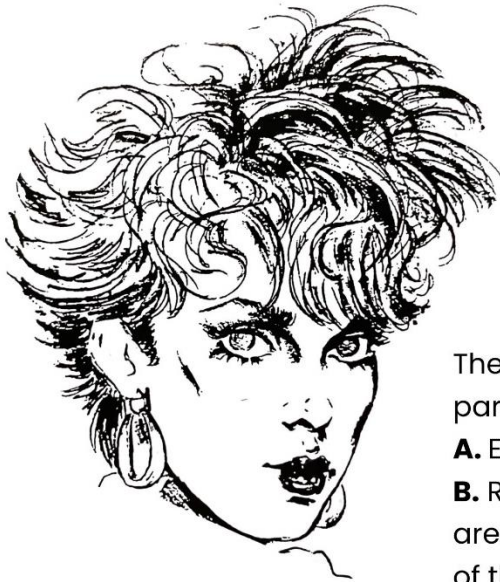


3 Form
Blended



ABSTRACT FORMS EXAMPLES

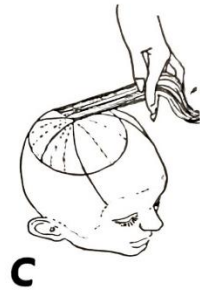
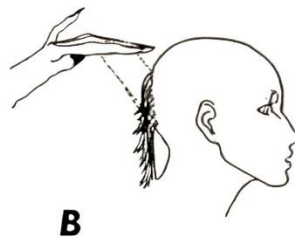
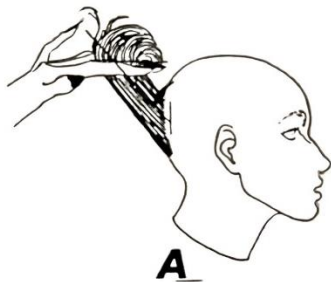
THE ABSTRACT FORMS ARE AN EXTENSION OF THE PRIMARY OR SECONDARY FORMS WITH ALTERED LENGTH ARRANGEMENTS FOR DESIRED EFFECT.



These illustrations demonstrate using vertical partings, cutting hair in down blending lengths.

A. Example of hair and finger position.

B. Represents the results. **C.** 180° degree top area. **D.** 135° degree top area. **E.** Is an example of the result D.



Haircutting System Notes

✓ Thinking Techniques

- ☐ Considerations before the cut
- ☐ Precision scissors technique
- ☐ Determining design form
- ☐ Determining design lines
- ☐ Connecting side design lines
- ☐ Sectioning & Partings

✓ Design Cutting Procedures

- ☐ Adaptability of design
- ☐ Facial shape analysis
- ☐ Adaptability suggestions
- ☐ Neck design lines
- ☐ Apply Styling Lotion before cut
- ☐ Stay aware of finished length

Design Form Selection & Blue Printing

Up-Blending: __Low Graduation__ Medium Graduation__ High Graduation

Dn.-Blending: __Light Layering __ Medium Layering __ Heavy Layering

Eq.-Blending: __Small Volume __ Medium Volume __ Large Volume

Combination Forms __ Blended __ Un-Blended

Interior Texturizing Technique: __ Bulk Removal __ Notching Texture

Surface Texturizing Technique: __ For Blending __ For Chunky Textures

NOTES

Hair Cutting System: Challenges

Certainly, hairstylists may encounter various challenges while performing their services. Some common challenges during haircutting can include:

1. Difficulty blending basic forms to create seamless combination forms.
2. Inadequate understanding or application of the appropriate tension on the hair during cutting.
3. Lack of familiarity with the various holding and cutting angles necessary for different styles.
4. Uncertainty about which tools to use to achieve the desired haircut effect.
5. Challenges in mastering alternative texture techniques for diverse hair types.

Addressing these challenges often involves continuous learning, practice, and seeking guidance from experienced professionals or educational resources.

“Life is more beautiful when you meet the right hairdresser.”

-Peter Coppola

What are your greatest challenges with haircutting? How do you think you can overcome them? How do you think this system can help?

Chapter 7 – Hair Color System

For Artistic Design

WHY IS COLOR IMPORTANT?

Color is a powerful tool in hairstyling, offering endless possibilities for creativity and expression. In this chapter, you'll learn how to leverage color to enhance your clients' looks and achieve their desired results.

“It doesn’t matter if your life is perfect
as long as your hair color is.”
-Stacy Snapp Killian

Here's what you'll cover:

1. Recommending hair color to clients based on their preferences and needs.
2. Designing illusions with color to create different visual effects.
3. Understanding the principles of color and lightening to achieve desired shades.
4. Developing a pre-color procedure to prepare the hair for coloring.
5. Understanding hair structure, porosity, and stages of color development.
6. Improving application procedures for precise and consistent results.
7. Applying coloring techniques such as foiling and capping.
8. Highlighting hair to add dimension and depth.
9. Performing retouches to maintain color consistency.
10. Effectively correcting color issues when needed.

With these skills, you'll be able to offer your clients personalized and professional color services to enhance their overall look and style.

Hair Color System: Client Recommendations

HOW TO ENCOURAGE CLIENTS TO RECEIVE HAIR COLORING SERVICES

1. Recommend During Client Consultation:

During your initial consultation, consider the following:

- Does the client currently color their hair at home?
- Would adding sun-streaked effects brighten their hair?
- Could dimensional coloring enhance the overall design?
- Does the client's hair need additional texture?
- Would a change in color make the client appear younger or more attractive? Use the answers to these questions to suggest the most suitable color change for your client.

2. Referrals and Promotions:

Encourage referrals by offering promotions or discounts for clients who refer others to your salon for coloring services.

3. Perform Hair Shows and Give Lectures:

Demonstrate your expertise and showcase your coloring techniques by performing hair shows or giving lectures at events.

4. Use Your Own Hair as Advertising:

Your own hairstyle and hair color choices can serve as effective advertising. Ensure your hair reflects your style, complements your skin tone, and appeals to potential clients.

5. Social Media:

Utilize social media platforms to showcase your coloring skills, share before-and-after photos of clients, and offer special promotions or discounts for coloring services. Engage with your audience to build rapport and attract new clients.

Hair Color System: Designing the Illusion

An important consideration for any designer is where to position color to create the desired look.

HIGHLIGHTING AND LOWLIGHTING

Applying lightness or darkness can change or enhance facial structure.

1. Round or Full Face Shapes

- Darker colors should be applied to the sides.
- Lighter colors should be applied from temple to temple to make the face appear more narrow.

2. Oblong or Narrow Face Shapes

- Darker shades should be applied from temple to temple to make the face appear shorter.
- Lighter shades should be applied to the sides to add fullness.

3. Inverted Triangular Face Shapes (width in forehead, narrow jawline)

- Darker colors should be applied from temple to temple.
- Lighter colors should be applied on the sides and along the jawline.

4. Triangular or Pear-Shaped Face Shapes (narrow forehead, wide jawline)

- Darker colors should be applied along the jawline.
- Lighter colors should be applied around the temples.

5. Square Face Shapes

- Darker colors should be applied at temple areas and jawline.
- Lighter colors should be applied to the forehead and sides.

IMPORTANT

Always use a lighter color before darker.

Color does not lift color.

Hair Color System: Understanding the Color Wheel

PRIMARY COLORS

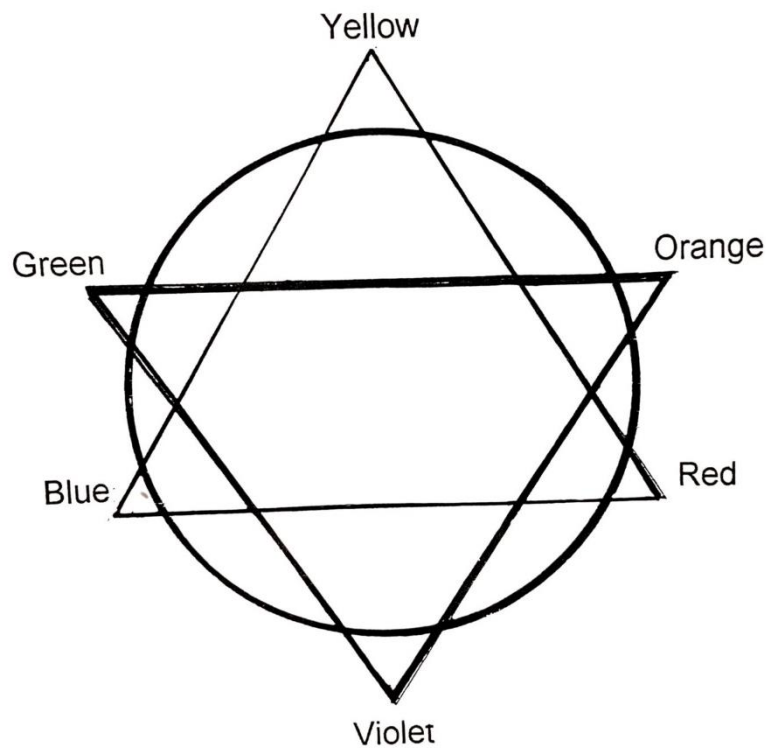
Red, Yellow, Blue

SECONDARY COLORS

Green, Orange, Violet

COMPLIMENTARY COLORS

Opposites on the color wheel cancel each other out.
All colors can be mixed to create any color desired.



Hair Color System: Coloring and Lightening

When natural color is decolorized, it goes through stages, called “lift”. The distribution of natural pigments will determine how fast each stage will be completed. These stages are related to the level (1-10).

		10		LIGHTEST BLONDE
PALE YELLOW		9		VERY LIGHT BLONDE
YELLOW		8		MEDIUM BLONDE
GOLD		7		DARK BLONDE
RED-GOLD		6		LIGHT BROWN
RED		5		MEDIUM BROWN
BROWN		4		DARK BROWN
BLACK		3		VERY DARK BROWN
		2		

Hair Color System: Pre-Color Procedures

1. **Examine the scalp for cuts, abrasions, or other scalp problems.**

2. **Examine the condition of the hair.**

Your primary concern as a professional should be the health of the client's hair.

3. **Prescribe the necessary treatment.**

4. **Identify the hair's natural level.**

NOTE:

It is wise to administer a patch test 24 hours prior to using permanent or semi-permanent color on a client's hair. This protects the client, the stylist, and serves to build client trust that the products you are using are safe for their hair.

Your techniques must be as effective as your promotions.

Hair Color System: Hair Structure

The hair shaft is generally comprised of three layers: the outer layer or cuticle; the middle layer or cortex; and the inner center layer or medulla.

THE CUTICLE

The cuticle layer of the hair serves as a protective barrier, consisting of overlapping layers of cells that encircle the hair shaft. On average, there are seven translucent layers. When undamaged, the cuticle lies flat, protecting the inner layers of the hair and maintaining pliability and sheen. However, damage to the cuticle can result in roughening, leading to abnormal levels of porosity. A roughened cuticle absorbs light, causing dull-looking hair color, while a smooth, undamaged cuticle enhances sheen.

THE CORTEX

The cortex layer of the hair provides strength, elasticity, and color, composed of keratin proteins arranged in parallel strands. It determines texture and flexibility, housing pigment cells defining natural color. Accounting for 75-90% of the hair, it consists of intertwining cortical fiber bundles, enhancing strength and flexibility. Within this layer, Amorphous Glue, believed to be a mucopolysaccharide, adds elasticity, enabling the hair to stretch and retain shape. However, exposure to chemicals, environmental factors, or excessive heat can degrade this substance, leading to loss of moisture, elasticity, and sheen in the hair.

THE MEDULLA

The medulla layer of the hair, while not always present in every hair strand, is believed to play a role in providing structural support and insulation to the hair shaft. Its function is not fully understood, and its presence can vary depending on factors such as hair type, thickness, and location on the body. In some cases, the medulla may aid in the transportation of nutrients and waste products within the hair follicle.

Hair Color System: Hair Color Categories

The three types of hair color are temporary, semi-permanent, and permanent. Temporary and semi-permanent do not alter the natural pigment. They will only add color to what is already present.

TEMPORARY

Color that adheres to the outside of the hair shaft.

SEMI-PERMANENT

Color that lodges under the cuticle.

PERMANENT

Color that alters the natural pigment, so that the original hair color is permanently changed. There are two types of permanent hair color: single process and double process.

Hair Color System: Porosity

Porosity is an important consideration in all hair services, but especially color, since it is usually the cause of poor or unpredictable results. In hair coloring, misjudging porosity can render temporary colors permanent or permanent colors temporary. It also affects the durability of the color. Manufacturers base their formulations on Normal Porosity.

HOW TO TEST FOR POROSITY

To determine porosity, hold several strands of hair away from the scalp with one hand, then slide two fingers of the opposite hand down the strands toward the scalp. The smoother the surface of the hair feels, the less porous it is; the rougher it feels, the more porous.

Stage I: Normal

The hair will absorb the product in a controlled amount of time. No adjustments are needed.

Stage II: Slightly Resistant

The hair absorbs a limited amount of the product. To solve this issue, use a formula of desired color and water mixed in equal amounts, then apply sparingly to the desired area. Process for 5 minutes, then proceed with normal color application.

Stage III: Resistant

The hair absorbs no product. To solve this issue, use Double Pigmentation. Mix one part of the selected color to one part 30 volume developer. Process for 30 minutes. Mix a lighter color and the color selected with 20 volume developer and apply to resistant areas for 5 to 10 minutes. Wipe off with a towel and apply selected color. Process 45 minutes.

Stage IV: Porous

The hair absorbs product too fast. To solve this issue, reduce the amount of hair color molecules by adding a component other than tint.

Stage V: Overly Porous

The hair absorbs too much product too fast. To solve this issue, apply a tint-soluble conditioner to the hair to act as a buffer prior to coloring.

Stage VI: Damaged

The hair absorbs the product, then loses it in an unacceptable amount of time. To solve this issue, build appropriate tone with hair color, then fill with conditioner that stimulates and repairs the cuticle.

Hair Color System: Improved Application Procedures

- 1. Apply a Protective Cream Around the Hairline.**
- 2. Apply the Color with a Brush, Comb, or Creative Applicator.**

This procedure appears more professional to clients, is usually more accurate and time-saving, and allows the stylist more creativity. It also cannot be duplicated at home.
- 3. Remember the Importance of Timing.**

Be aware of the manufacturer's instructions as well as the client's hair color history.
- 4. Remove Color with Two Thorough Shampoos.**
- 5. Remove Tint On Skin.**

Gently rub a small amount of lathered cream onto skin, then thoroughly rinse. Color will remove color from skin.
- 6. Use Sealing Conditioner or Deep Conditioning Treatments.**

Note: additional charges might apply and should be taken into consideration when making a quote to a client during the consultation.
- 7. Record the Formula for Each Client.**

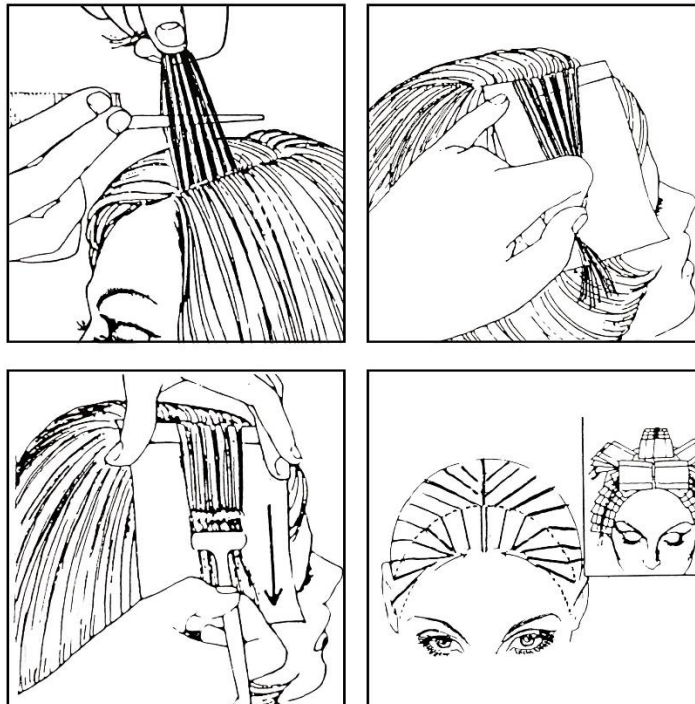
The client's entire visit should be a pleasurable experience, and part of that is being remembered when they return. Record the service and formula you used for each client on the back of your Consultation Form for a quick, professional reference.

Hair Color System: The Foil Method

Dimensional color can be used to introduce lighter or darker tones, as well as to change the tone of the colored sections. You can use a cap, plastic sheets, or foil for each small section. Foiling allows the designer to select the exact amount and location of the strands used to create the desired design. The end results depend on the color formula(s) used and the amount of sections that are colored.

HOW TO USE FOIL

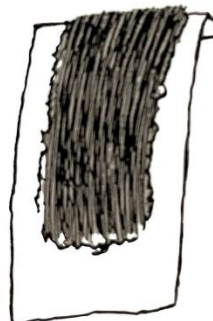
1. Weave delicate strands of hair with your wire tail comb.
2. Place foil wrap beneath the weaved strands and apply color mixture to strands, starting 1/16" away from the scalp.
3. Be sure all strands in foil are evenly and heavily coated with mixture.
4. Fold bottom edge of foil up to meet the top, overlapping slightly.
5. Fold both sides of foil inward about 1/2".
6. Check frequently after the last foil placement. Time may vary!
7. Remove foils, rinse and shampoo out thoroughly.
8. Follow with a conditioning or moisturizing treatment.



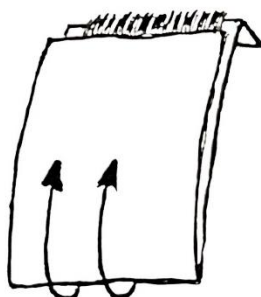
There are many methods of foil application, utilizing one or two pieces of foil per parting. The two most common techniques are:

SINGLE

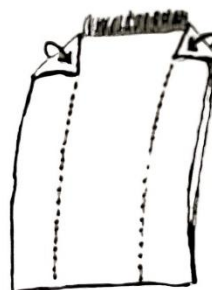
1. Position foil beneath strand and apply product.



2. Fold in half lengthwise to meet the base of the weave or slice.

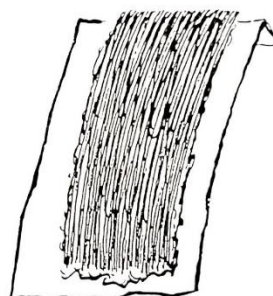


3. Fold in sides and top corners of the foil to secure.

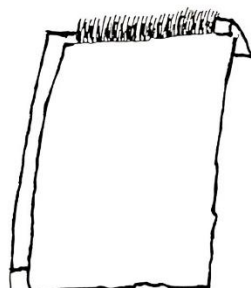


DOUBLE FLAT WRAP

1. Position foil beneath strand and apply product.



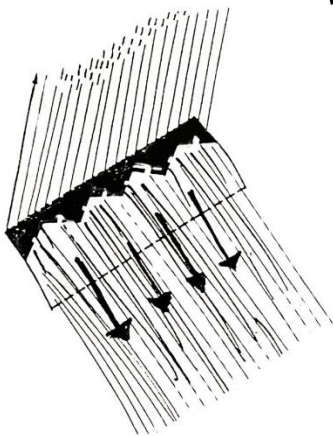
2. Position another foil on top of color-treated hair, creating a sandwich effect. Be sure to completely cover product.



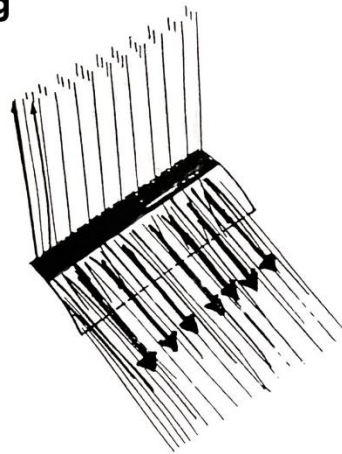
CONSIDERATIONS

- Selecting more strands per parting will result in bolder highlights and lowlights.
- Finer strand selection creates a more blended appearance.
- Adjust the number of foiling sections to create the desired density or color.
- Fewer highlights, or highlights within the top and crown zones, will appear more natural than a full-head application.
- Position foils parallel to hairline to avoid a striped effect when worn off the face.
- Use smaller pieces of foil on narrow sections of hair to avoid slipping and product seepage.

Weaving vs. Slicing



Weaving with zigzag partings to isolate strands will result in a bolder color alternation. This is desired in many cases. Thick, Curly hair needs bolder color to be visible.



Slicing will generally produce a more blended effect. The depth of the section will determine how subtle your results are.

PEROXIDE MIXING CHART

2 OZ. SOLUTIONS
(APPROXIMATE VALUES)

Desired Peroxide Volume	Amount of 20 Volume Peroxide Needed	Amount of Water Needed
1 Vol.	$\frac{1}{8}$ Oz.	1 $\frac{7}{8}$ Oz.
2 Vol.	$\frac{1}{4}$ Oz.	1 $\frac{3}{4}$ Oz.
3 Vol.	$\frac{1}{3}$ Oz.	1 $\frac{2}{3}$ Oz.
5 Vol.	$\frac{1}{2}$ Oz.	1 $\frac{1}{2}$ Oz.
7 Vol.	$\frac{2}{3}$ Oz.	1 $\frac{1}{3}$ Oz.
10 Vol.	1 Oz.	1 Oz.
15 Vol.	1 $\frac{1}{2}$ Oz.	$\frac{1}{2}$ Oz.
20Vol	2 Oz.	—

Hair Color System: The Cap Method

This method can be used to create dimensional highlights on short hair. It should not be used on medium to longer length hair.

1. Establish the finished design with the client before starting color.
2. Comb hair in the direction of the finished design.
3. Place the cap on the head.
4. Using a magic marker, draw sections on the cap to correlate with the finished design.
5. Pull the desired amount of hair through the cap.
6. Pre-lighten if necessary.
7. Apply different shades of color to the areas to create a dimensional effect.

Make sure the different shades blend well, and arrange the shades to accent the finished style. Use two to four shades to deliver the best results.

Hair Color System: Dimensional Highlighting

There are an average of 144,000 - 200,000 hairs on an average head. With natural, undyed hair, no two hairs are the same shade. This results in the dimensional look of natural hair. To mimic natural hair color you will want to add at least two to three different shades that blend.

DIMENSIONAL METHODS

There are different methods of dimensionalizing. Some of these methods are:

1. Creating depth in blonde hair.

If the client has blonde hair, add a slightly darker blonde or light brown to back of the head. You may also tip or streak the front of the head to match the back.

2. Creating depth in dark hair.

Lightly highlight dark hair with intense shades, such as burgundy, mulberry, eggplant or midnight blue.

3. Soften previously tinted hair.

Highlights with a greater intensity can be interspersed in areas most flattering to the client's facial shape and design.

4. Apply sun-streaks.

Apply the lightest shades in areas where the sun would naturally lighten the hair, or in areas that accent the overall design or client's facial features.

5. Use three shades of the same basic color tint.

You can lighten or darken different areas of the head, but the lightest shade is usually applied around the face for softness.

DEBRAH ENGLERT
THE HIGHLIGHTING PROCESS

Before applying the tint, establish the finished design so that the color will correlate. Section the head form according to the design before applying color.

Strand Test Procedure:

1. Section three small portions of hair at the back of the head, under the surface of the hair.
2. Choose three shades closest to the color you wish to obtain. One should be the color you assume will give the desired results. The others should be one shade lighter and one shade darker.
3. Record the formula for each test.
4. Apply the color from root to end, and wrap them in foil.
5. Examine the results at fixed intervals.
6. Remove any part of the hair that does not give a clear example of the shade.
7. Place all three strands on the client's inner forearm. Allow the client to make the final shade choice.
8. Remember that the color shown to the client is the final result. If there are slight variations which might be easily obtained or preferable, now is the time to discuss them, but do not make promises about results that have not already been proven.

To Lighten Virgin Hair with Tint:

1. Apply ½" to 1" from scalp through ends.
2. Wait for hair shaft to start to lighten.
3. Apply color to root area.
4. Wait for color to process, checking periodically.
5. If the hair will not lighten enough with tint, add a small amount of oil lightener to the color, which adds extra peroxide to the mixture.
6. When giving a retouch with oil bleach, lightened and tint, don't pull the color through the ends each time.

To Color the Hair the Same Shade or Darker:

1. Apply the mixture over the entire hair shaft from roots to ends.
2. If the hair is damaged (Stage VI), the ends will be more porous. Don't put color on them for the full process time.

Hair Color System: Pre-Lightening and Toning

Mix a creme bleach according to package directions. FOLLOW INSTRUCTIONS CAREFULLY.

1. After hair is parted into four sections, apply bleach mixture one inch away from scalp. Make 1/8 inch sections and apply bleach mixture generously to both sides of the hair strand. Omit damaged and porous ends until later timing will be determined for these areas by a strand test taken immediately following shaft application.

2. Apply quickly, carefully, and accurately for even results, starting application where hair is the darkest.

3. Apply to scalp area when length of hair is almost as light as desired. Test frequently for an even development of lightness from scalp to ends. Recommended bleaching time is 30-45 minutes.

4. When desired lightness has been achieved, rinse well with lukewarm water and give a light shampoo.

5. To completely stop all bleaching action and prepare hair for even toning.

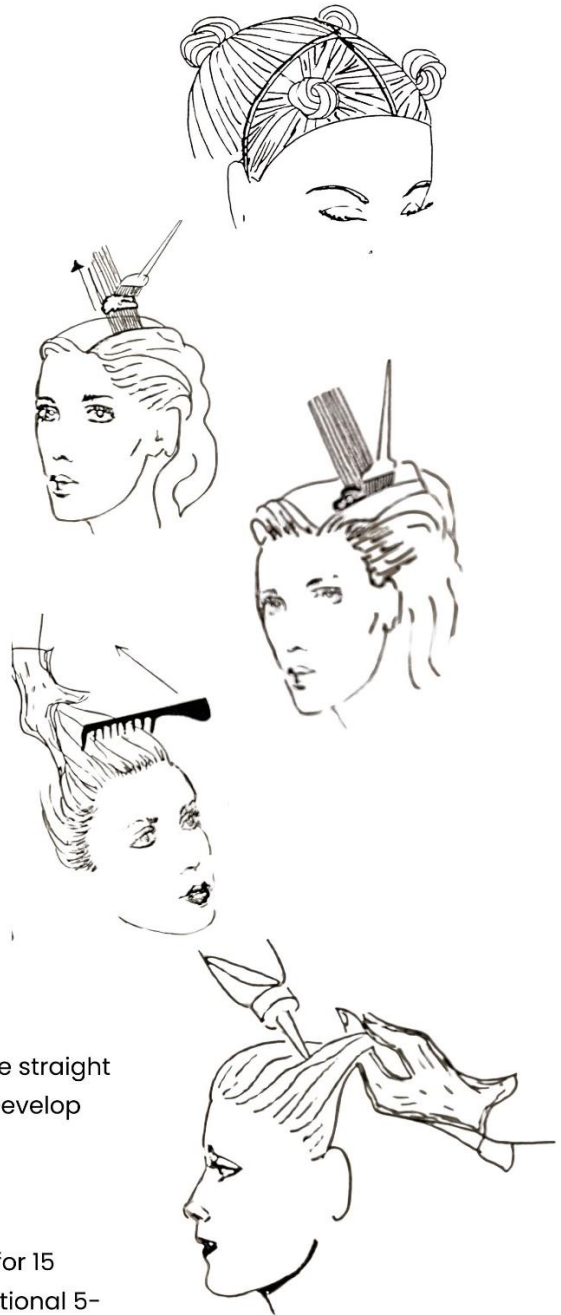
6. Hair is now ready for toning with Color.

First Time Toner Application

Start at the back of the head, apply Color Toner mixture straight through from roots to ends making 1/4 inch partings. Develop 25 minutes.

IMPORTANT

If shaft or ends are overly porous, apply toner to roots for 15 minutes and then apply remaining mixture for an additional 5-10 minutes depending on the porosity of the hair.



Hair Color System: Retouching

COLOR



1. Part hair into four equal sections and apply to new growth only. Do not overlap. Keep hair strands separated and make 1/4 inch partings for an even application.
2. If the previous toner needs to be removed from the lengths of the hair due to the client's desire to change shades, apply bleach mixture through the ends of the hair for the last 5-15 minutes of the processing time. The processing time is to be determined by your strand test.



3. Check the hair frequently during the processing for degree of lightness to avoid possible damage or breakage.
4. Total bleaching time depends on the natural hair color, the degree of lightness required, and the product being used.
5. When even lightness has been achieved, rinse well and shampoo.
6. Towel dry well to prepare hair for toner application.

RETOUCH TONER APPLICATION

Start at the back of the head, apply color and Toner mixture to root area making 1/4 inch partings. Develop 25 minutes.

IMPORTANT

If it is necessary to balance or freshen color on the shaft or ends, apply remaining mixture for the last 2-10 minutes, as indicated by your strand test. Check frequently.

After Care Treatment - At the end of the development time, rinse thoroughly with lukewarm water. Shampoo gently, remove residue of peroxide and alkaline from the hair, bring it back to its natural acid balance.



SCRUNCHING

To add random touches of color, apply color or bleach onto a gloved hand and scrunch the formula onto the ends of the hair. Continue applying color in this manner throughout the head according to your planned design.



Hair Color System: Correcting Color

Occasionally, you do not get the desired color when treating a client's hair. The most important thing to remember is NOT TO GET UPSET! There are really only four things that can be wrong: the color is too dark, too light, too ash, or too warm. Though the Consultation System should prepare you for the limitations of your client's hair, in the cases of surprises, the following guide can be consulted to correct the problem.

THINGS TO KEEP IN MIND

1. Do not get upset.
2. Always perform a strand test to check for accuracy.
3. Identify the problem: too dark, too light, etc.
4. Identify the source of the problem, i.e. porosity, etc.
5. Take the correction one step at a time, calmly and without panic.
6. Do not alarm the client.

TOO DARK

POSSIBLE CAUSES:

1. Incorrect Analysis of Hair Texture.

Remember: fine hair is more receptive to color. Fine hair has a tendency to go darker than average or thicker hair. With fine hair, choose a lighter color or mix the target color with the next lighter shade.

2. Incorrect Analysis of the Natural Level.

By reading the natural level lighter than the true reading, the color formulation would be incorrect as it is the natural level that determines the amount of lift required to achieve the target color.

3. Incorrect Analysis of Porosity.

Hair that is Porous (Stage IV) or Overly Porous (Stage V) and is not treated as such will absorb too much product too fast.

4. Incorrect Color Selection.

Think light. You can always go darker, but it is hard to lighten.

5. Too Many Applications.

If the ends of the hair are not faded, do not deposit more color on the ends. Only apply more color to the ends if needed. Too much color on top of color will create darker than desired looks.

6. Incorrect Application.

Use the color generously. Using the product sparingly will only interfere with the color produced.

REMEDIES:

Depending on the amount of color that needs to be removed, use one of the artificial color remover formulas listed below.

1. Slight or Minimal Removal

2 ½ oz clear 20 volume developer

1 color remover activator

1 oz shampoo

1 oz water

2. Moderate Removal

2 ½ oz clear 20 volume developer

1 color remover activator

1 oz shampoo

3. Maximum Removal

2 ½ oz clear 20 volume developer

1 color remover activator

TOO LIGHT

POSSIBLE CAUSES:

1. Incorrect Analysis of Hair Texture.

Fine hair will take color faster and coarse hair will take longer. When lifting fine hair, the color will go lighter. If the texture is coarse and you are depositing, it will not go as dark as average-textured hair.

2. Incorrect Analysis of the Natural Level.

The proper reading of the natural level is the key as it is the natural level that determines the amount of lift needed. By reading the natural level to dark, the formulation will be for more lift than needed.

3. Incorrect Analysis of Porosity.

Hair that is Slight Resistant (Stage II), Resistant (Stage III), or Damaged (Stage VI) can result in hair color that is too light.

4. Incorrect Color Selection.

The Consultation is the key. Most clients do not know what light blonde actually looks like with their skin tone. Take time to ask important questions and color test to find out exactly what the client wants.

5. Incorrect Developer or Oxidizing Lotion Strength.

If a developer is used that is a higher volume than is necessary, the color will go lighter.

6. Incorrect Application.

Apply a generous amount of color to the hair. If you do not use enough, you will not achieve the desired color.

REMEDY:

Recolor with a darker shade.

When pre-lightened or high-lift tinted hair is going to be recolored to the client's natural level, use a color that is one or two shades lighter to prefill the hair. Use a filler. Tints are designed to work on pigmented hair. When natural pigment is missing, a filler is used to replace the necessary warm pigments.

TOO ASH

POSSIBLE CAUSES:

1. Incorrect Color Formulation.

Artificial hair color is designed to work on pigmented hair. If the hair does not have pigment, then it must be replaced. Use a chart to determine what pigment needs to be replaced. Find the color the client desires, then go to the lightening results side. The hair will be true to tone if the pigment base is correct.

2. Incorrect Timing.

This only applies if it is a retouch and color is pulled through the ends.

3. Incorrect Analysis of Porosity.

Hair that is Porous (Stage IV), Overly Porous (Stage V), or Damaged (Stage VI) have a tendency to produce too much ash.

4. Incorrect Analysis of Natural Level.

It is the reading of the natural level that determines the amount of lift that is needed and the exposed contributing pigment that will be produced. If this is not correct, and too much of a modifier is used for the intensity of the exposed contributing pigment that is produced, the result will be ashen.

5. Incorrect Application

Use precaution when using an ash color to minimize the ends from turning too ash.

6. Incorrect Mixing.

Mixing the color/developer incorrectly or adding too much modifier can result in an ash color.

REMEDIES:

Use one of the two following spot-lifting formulas to correct too much ash:

1. Powder Bleach

- 1 oz 20 volume liquid developer
- 1 scoop powder bleach
- 1 oz diluted shampoo

2. Crème Bleach

- 2 oz 20 volume liquid developer
- 1 activator
- 1 oz oil
- 1 oz diluted shampoo

If the ash tone has been removed, the hair should have a warm tone.

TOO WARM

POSSIBLE CAUSES:

1. Incorrect Color Formulation.

All permanent hair color produces warmth. Choose an ash color to minimize this warmth. If more muting is needed, add a modifier of blue or violet to the color formula.

2. Incorrect Timing.

Always follow the manufacturer's recommended time to complete processing.

3. Incorrect Analysis of Texture.

Coarse hair is not as receptive to hair color, and as a result is resistant to lightening. If the texture is not determined correctly and the formula adjusted to compensate, then the natural pigment will not be properly decolorized, leaving the warmth too strong to be muted by formula.

4. Incorrect Analysis of Natural Level.

Read the natural level correctly or the result can be a formula that does not have enough lift. As a result, the contributing pigments will be too strong for the color to mute.

5. Incorrect Application

Apply color generously. Too little color can result in too much warm.

6. Incorrect Mixing.

Mixing too much or not enough developer with the color can result in too much warmth.

REMEDIES:

Use an ash-based color to mute warmth. If the warmth is too strong, then using a modifier with an ash color will help to mute unwanted undertones. When a high-lift color is used on hair that is too dark, it produces strong warm undertones. To tone down these undertones, a color wash may be used.

Color Wash Formula

$\frac{3}{4}$ oz appropriate modifier

$\frac{3}{4}$ oz volume developer

$\frac{3}{4}$ oz distilled water

If hair is Overly Porous (Stage V) or Damaged (Stage VI), this method should not be used.

Hair Color System: Challenges

Here are a few challenges that can occur during hair coloring services.

1. Unexpected Color Results: Despite careful planning, factors like underlying hair color can influence the final outcome.
2. Color Bleeding: During highlighting, improper technique may cause color transfer onto adjacent hair sections.
3. Uneven Color Application: Ensuring consistent saturation can be difficult, leading to patchy results.
4. Color Blindness: Stylists with color blindness may struggle to distinguish between red and green shades.

Addressing these challenges requires technical expertise, problem-solving skills, and effective communication with clients. To overcome them, stylists must troubleshoot and adjust their approach as needed to achieve the desired result while maintaining client satisfaction.

“You can change your whole attitude by changing your hair color.”

-Ryam's Barber

What are your greatest challenges with hair coloring? How do you think you can overcome them? How do you think this system can help?

Chapter 8 – Permanent Hair Waving System

For Movement

WHY OFFER PERMS?

The Permanent Hair Waving System represents a holistic approach to hairstyling that goes beyond traditional perming techniques. By considering various factors such as facial features, body type, lifestyle, and hair care needs, stylists can tailor the perm to suit each client individually. This personalized approach ensures that the style not only enhances the client's appearance but also aligns with their preferences and maintenance routine. Ultimately, the Permanent Hair Waving System enables stylists to deliver results that are both beautiful and practical, meeting the evolving expectations of today's salon clients.

In this chapter, you'll explore the Permanent Hair Waving System, gaining the expertise to achieve excellent perming results for your clients. Here's what you'll cover:

1. Hair Analysis: Understand how to analyze hair texture, density, and condition for perming.
2. Perm Menu: Learn about various perm techniques and their suitability for different hair designs.
3. Selecting Perm Technique: Assess client's hair design to choose the appropriate perm technique.
4. Hair Preparation: Discover essential steps for preparing hair before perming to minimize damage.
5. Choosing Perm Rods: Master selecting the right perm rod size and type for desired curl patterns.
6. Design Perm Wraps: Acquire techniques for creating customized perm wraps tailored to clients' preferences.
7. In-Process Test Curl: Learn to monitor perm progress and make adjustments as needed.
8. Following Procedures: Understand step-by-step procedures for executing a design perm with precision and consistency.

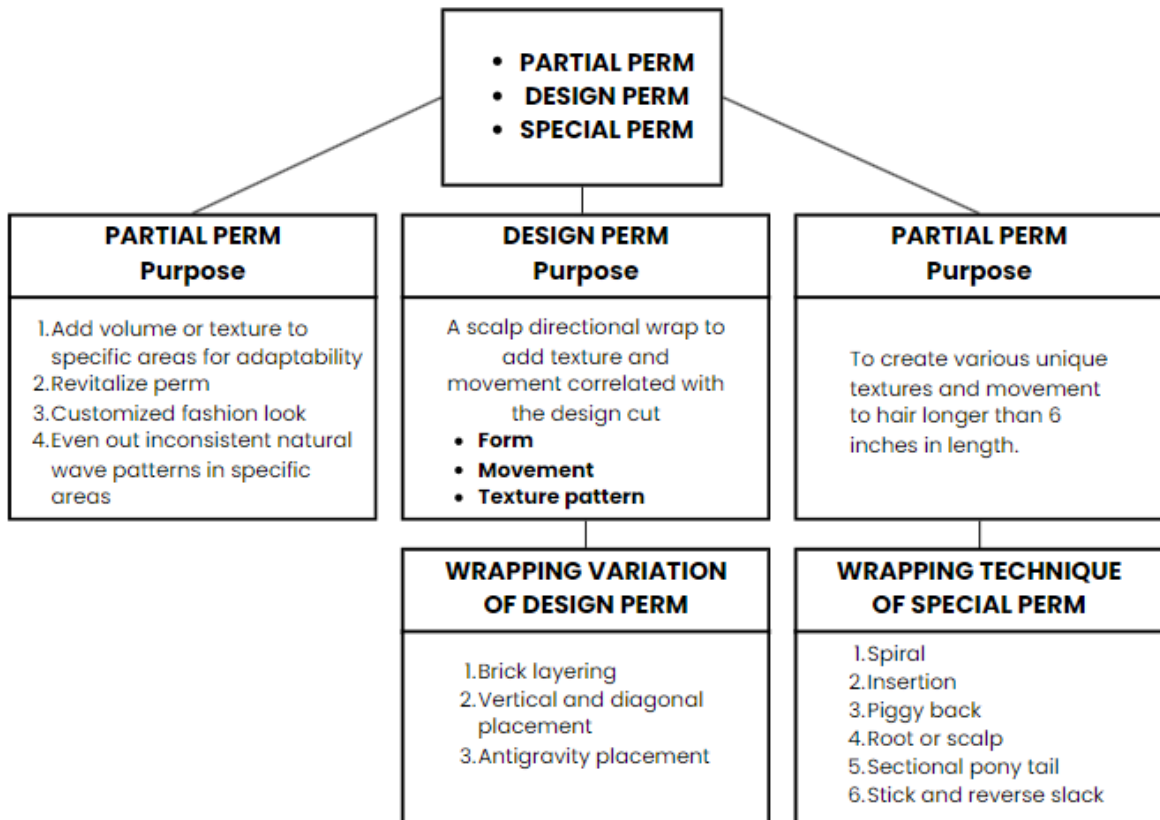
Permanent Hair Waving System: Consultation

When consulting with clients about perms, simplicity and clarity in communication are key. Avoid overwhelming them with technical terms and focus on the end result they desire. Here's a breakdown of key points to consider during the consultation:

1. **Client's Desires:** Listen attentively to the client's preferences and goals for their hairstyle. Consider factors such as the desired form, movement, texture, and level of wave or fullness.
2. **Design Elements:** Highlight the three main elements of a perm design:
 - **Form and length:** Discuss how the perm will shape and define the hair.
 - **Movement and direction:** Explore how the curls will flow and interact with the client's natural hair movement.
 - **Texture and pattern:** Determine the desired texture and curl pattern to achieve the desired look.
3. **Physical Characteristics of the Hair:** Assess the hair's unique attributes to tailor the perm technique accordingly. Look for:
 - **Hair texture:** Fine, medium, or coarse.
 - **Elasticity:** Evaluate the hair's ability to stretch and return to its original shape.
 - **Porosity:** Determine how well the hair absorbs and retains moisture.
 - **Hair density:** Assess the thickness and abundance of hair strands.
 - **Growth direction:** Consider the natural growth pattern of the hair.
 - **Natural body or volume:** Determine the existing level of body or volume in the hair.
4. **Documentation:** Take detailed notes of the client's design preferences and hair characteristics. Record this information on the Consultation Form for easy reference during the perm service.

By focusing on these key aspects during the consultation, you can ensure clear communication and alignment between the client's expectations and the perm outcome.

Permanent Hair Waving System: Perm Menu



Approximate Hair Length: 3 1/2" x 6"
Texture Pattern: Curly omit bangs and side perimeters.



Recommended Wrap: Partial Perm Bricklay
Finishing Technique: comb into place; air or lamp dry.

PARTIAL PERMS



Approximate Hair Length: 4" x 10"
Texture Pattern: Wavy
Recommended Wrap: Partial Perm



Finishing Technique: Top; comb into place, air or lamp dry. Crown to nape; air form with hand held dryer and plastic dryer and plastic bristled brush.

Permanent Hair Waving System

Design Perm Wraps

On-The-Scalp Directional Wrap

Results Achieved:

Conventional S-Curl formation

Directional wrapping incorporates horizontal, diagonal and vertical movements. There are six basic directions in which hair can be wrapped. By using the correct combination of basic wrapping directions, you will be able to create the most intricate designs.

HORIZONTAL MOVEMENTS

VERTICAL MOVEMENTS

DIAGONAL MOVEMENTS

Alternating Wrap

Results Achieved:

A natural wave formation produced by an alternating pattern of large and small rod diameter.

Especially desirable wrapping technique for wash-and-wear designs.



Approximate Hair Length: 4 1/2" (before perm); 3 1/2" (after cut).
Texture Pattern: Curly
Recommended Wrap: Alternating
Finishing Technique: Air or lap dry with forward and side finger movement, or air form using a plastic-bristled brush.



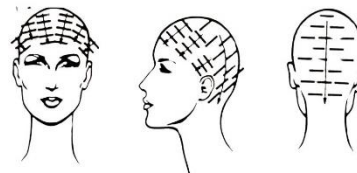
Bricklay Wrap

Results Achieved:

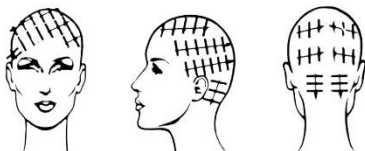
Bricklaying helps to de-emphasize parting lines in a final design, to give a more natural looking wave pattern.



Approximate Hair Length: 2 1/2"-5
Texture Pattern: Wavy Curly
Recommended Wrap: Directional/Bricklay
Technique: Lamp dry and lightly air form crown



Approximate Hair Length: 3" 5"
Texture Pattern: Curly
Recommended Wrap: Alternating/Directional
Finishing Technique: Air for with hand-held dryer plastic-bristled brush; finish with curling iron.



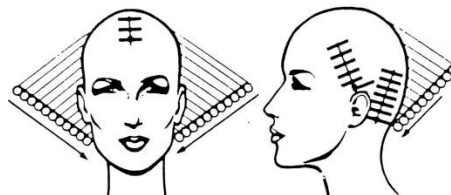
Approximate Hair Length: 4"-6"
Texture Pattern: Curly
Recommended Wrap: Directional.
Finishing Technique: Air form with hand-held dryer plastic-bristled brush. Smooth crown. Feather sides



Permanent Hair Waving System: Special Perms

STACK WRAPPING

Upblending Stack



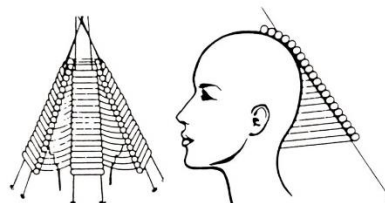
Approximate Hair Length: 8"-12"

Texture Pattern: Wavy

Recommended Wrap: Upblended Stack Wrap.

Finishing Technique: Comb into place lightly spray with styling aid, air or lamp dry.

Downblended Stack



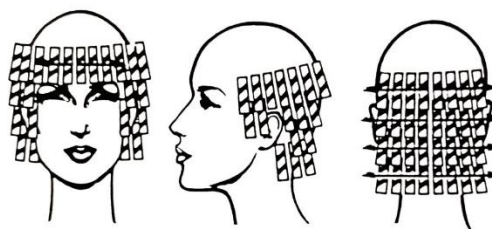
Approximate Hair Lengths: 3"-14"

Texture Pattern: Wavy Curly

Recommended Wrap: Stack Wrap

Finishing Technique: Comb into place, air or lamp dry.

Spiral Wrap



Approximate Hair Length: 16"-18"

Texture Pattern: Curly

Recommended Wrap: Spiral

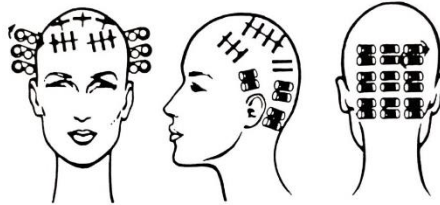
Finishing Technique: Clip into place, lamp dry and pick.

Piggyback Wrap



Results Achieved:

Curl from scalp to ends on hair 6" or longer.



Approximate Hair Length: 8" - 16"

Texture Pattern: Wavy/Curly

Recommended Wrap: Piggyback. Wrap on scalp in bank area.

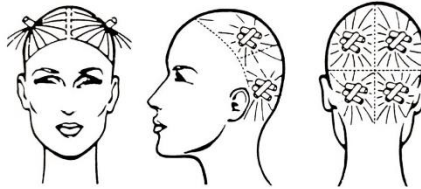
Finishing Technique: Comb hair into place, lamp or air dry.
Pick with large tooth comb.

Pony Tail Wrap



Results Achieved:

No scalp wave or volume on very long hair. A pony tail wrap gives only end curl and may be used on all or part of the headform.



Approximate Hair Lengths: 8" - 16"

Texture Pattern: Wavy

Recommended Wrap: Ponytail Wrap, Piggyback lengths over 8".

Finishing Technique: Air form with hand-held dryer and plastic-bristled brush. Set with electric rollers; brush to a free-form design.

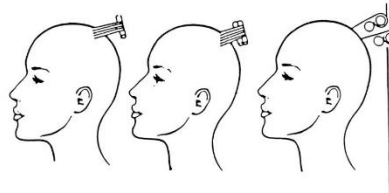
Oval Wrap or Insertion



1. Using 1/4" partings wrap ends of hair to midshaft

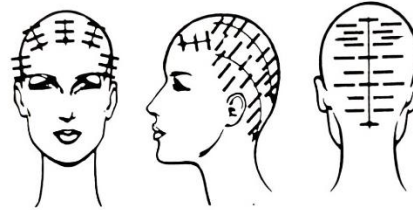
2. Insert rod next to first rod and wrap the rods to scalp.

3. Bands in both rods are open while wrapping. Results Achieved:



Results Achieved: The slightest amount of movement at the scalp, changing to curl or wave on the ends. An oval wrap does not give wave or curl at the scalp as does a standard croquinoile wrap or a piggyback wrap procedure. Oval wrapping gives a wide loose movement from midshaft to scalp.

FOIL "ROOT" PERM TECHNIQUE



Approximate Hair Length: 4"-7" after perm.

Texture Pattern: Volume at scalp

Recommended Wrap: Foil Root Perm

Finishing Technique:

Air dry with hand held dryer and finders.

OTHER VARIATIONS OF WRAPPING

SHORT TO MEDIUM



MEDIUM TO LONG



Permanent Hair Waving System: Preparation

To achieve the best results when perming, follow these essential steps:

1. Proper Shampooing:

- Use a shampoo with a higher pH to thoroughly clean the hair and remove any residue.
- Shampoo twice. Lather the shampoo, massage lightly, and rinse thoroughly to ensure the hair is free of any foreign material that could interfere with the perming process.
- Providing extra attention during shampooing demonstrates care and attention to detail, which clients appreciate.

2. Rod Selection:

- Choose the appropriate rod size based on the desired amount of curl.
- The rod size determines the outcome of the perm, so it's crucial to select the right size for the desired effect.
- Ensure an adequate number of rods are used to achieve the desired curl pattern. Insufficient rods can lead to unsatisfactory results.
- Maintain a correlation between hair thickness and rod size to ensure compatibility and optimal results. The width of the section should not exceed the diameter of the rod to avoid compromising the final outcome.

3. Rod Stays:

- Modern wrapping techniques often require unconventional rod placements, such as diagonal, vertical, or long hair wraps.
- Utilize rod stays, flexible plastic picks secured under the elastic, to support these wrapping techniques and maintain the desired wrapping direction.
- Rod stays should not be relied upon to compensate for sloppy wrapping techniques but rather used to enhance precision and control during the perming process.

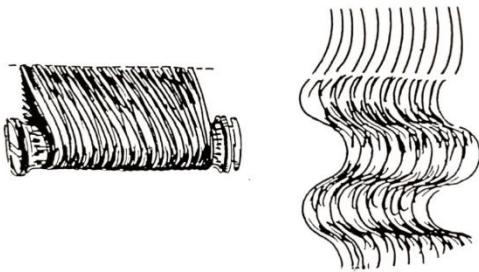
Following these steps diligently ensures proper preparation and execution of the perming process, resulting in optimal and satisfactory outcomes for clients.

HAIR PRO SOLUTIONS

PHYSICAL WRAPPING CONSIDERATIONS

The most difficult part of the perm process is the wrapping. No matter what product is used, if the technique is not executed properly, the perm will be less than perfect. Some of the common errors in wrapping techniques are as follows:

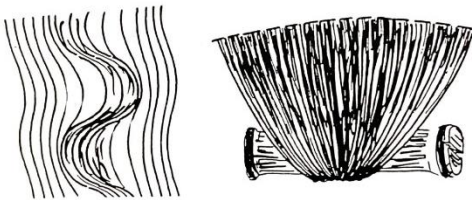
TOO WIDE OF A SECTION



Problem: The cause of uneven curl pattern is using too wide of sections and trying to secure the hair onto the rod to make the section fit.

Solution: Comb the hair flat before winding and make the sections no wider than the size of the perm rod.

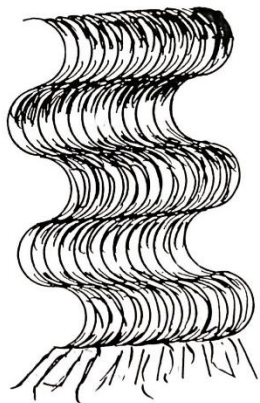
TOO THICK OF A SECTION



Problem: A section too thick creates little curl at the base with curl at the ends.

Solution: The length of the rod is the desired thickness.

FISH HOOKS



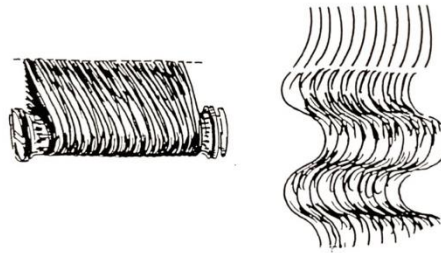
Problem: Bending the hair inside the end paper will create fish hooks.

Solution: Leave a space at the end of the end paper and make sure the hair is smooth inside the end paper.

BAND TENSION

Problem: Too much band tension can cause breakage and hair damage.

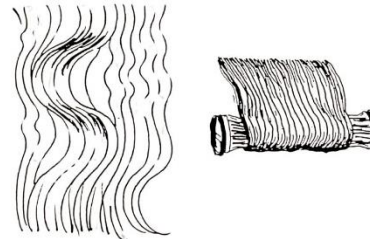
Solution: Use a pick to release the tension underneath the band.



TOO LOOSE TENSION

Problem: When a section of hair is wrapped loosely, it creates an uneven curl pattern.

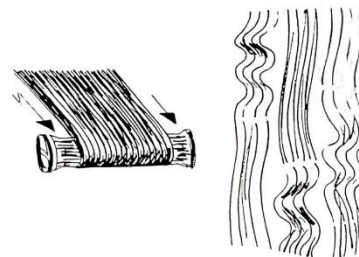
Solution: With even tension hold the rod with two hands and keep the perm rod parallel to the partings.



BAND TENSION

Problem: Too much tension when wrapping causes the hair to stretch and will result in an uneven curl pattern.

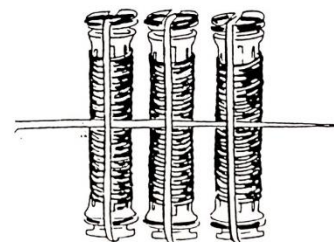
Solution: Relax your hands so that the tension from the grip on the rod is not transferred to tension in the wrap.



BAND TENSION

Use a pick properly, in order to prevent damage to the hair. Solutions:

- No more than 3 rods with one rod.
- Do not use the pick to force the rod in right.



HAIR PRO SOLUTIONS

ROD SELECTOR GUIDE

FINE TO MEDIUM	SHORT 1-4 IN	MEDIUM 4-7 IN	LONG 7-12 IN
WAVY	GREY/WHITE	PURPLE	BEIGE
CURLY	BLUE/PINK	GREY	PURPLE
VERY CURLY	YELLOW/BLUE	PINK	GREY
MEDIUM TO COARSE	SHORT 1-4 IN	MEDIUM 4-7 IN	LONG 7-12 IN
WAVY	GREY/PURPLE	PURPLE/BEIGE	BEIGE/ORANGE
CURLY	PINK/GREY	GREY/PURPLE	PURPLE/BEIGE
VERY CURLY	BLUE/PINK	PINK/GREY	GREY

Remember these things:

1. The smaller the diameter of the rod, the smaller the curl size.
2. Use different rod sizes in different sections of the head, depending on hair length or wave desired.
3. On narrow scalp areas, use short rods in the diameter. The curl will be more uniform.
4. On long hair (more than 9") use a stack or piggyback wrap.
5. Use one flexible pick per two rods placed at center of rod (2 ¼" length).
6. Stays are used to support rods and allow movement. Never interlock rods with stays.
7. Incorrect usage of stays may result in weak or spotty wave results. Attention must be given to application procedures to ensure thorough application of solution to top and underside of each rod, as well as rinsing and towel blotting.

HAIR LENGTH

In wrapping hair on a perm rod, each turn of the rod creates an increase of bulk and decrease of physical tension. Too much or too little of either can create uneven distribution of the waving lotion and uneven curls.

As a rule, hair that has an average density and texture, up to 6", can be wrapped from ends to scalp on a single rod 2 ½ times to create a completed wave pattern. Use the correct rod size to ensure curl.

POINTERS FOR A SUCCESSFUL PERM

1. Consultation.

Understand what your client desires when performing your initial consult. Perform a complete pre-perm analysis to determine if you can achieve the desired results.

2. Choose appropriate products.

The importance of using the right products for the hair type, condition, and final design choice cannot be understated.

3. Choose correct rod size.

4. Perform the perm with technical proficiency.

Block the perm accurately. Wrap directionally and specifically for the chosen design.

5. Use enough product.

Always use enough waving lotion to thoroughly saturate each curl.

6. Perform a test curl.

If the product requires a test curl, test a different curl each time until a firm, definite “S” shape is formed.

7. Water rinse.

Rinse with water for at least 5 minutes. For long hair, rinse 5 minutes plus 1 minute per inch below the shoulders.

8. Blot each curl individually.

Towel blot the hair thoroughly until most of the water has been removed.

9. Use all of the neutralizer.

The neutralizer will lock in the curled results.

10. Finish the perm.

Wait 5 minutes, remove the rods, then apply any remaining neutralizer and work through the hair twice. Rinse with warm water and blot dry.

Permanent Hair Waving System: Test Curls

During the processing time, peak (optimum) wave development is only reached once. The ability to recognize proper wave development and read a test curl's "S" formation will help avoid the most common problem in perming: over-processing.

Over-processed test curls can be detected as follows:

1. When taking test curls, if hair between the wave ridges begins to "buckle" or "rope" over, and does not conform to a smooth wave pattern.
2. When hair is curly while wet.
3. When hair is limp, lifeless, or straight when dry.
4. When hair won't hold a set.
5. When hair is dry, frizzy, or unmanageable after the wave.

TAKING A TEST CURL

Regardless of what you have seen or heard, we don't know of a single product that is capable of sensing the thousands of different hair types to provide automatic processing. Reading a test curl is one area that requires human judgment. Doing it well is what makes you professional. The test curl appears in three stages; study the illustrations carefully. Remember: when using acid balanced perms, the test curl is not as definite. One of the most common causes of long processing time with an acid-balanced perm is not properly reading the test curl.



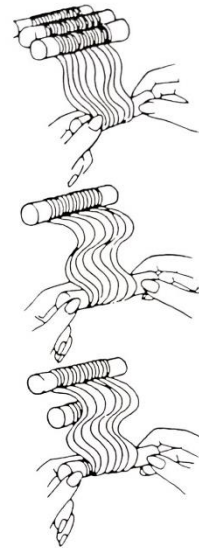
1. Unfasten rod and carefully unwind curl about 1½ turns of the rod. Do not allow hair to become loose or unravel.

2. Hold the hair firmly by placing a thumb at each end of the rod.

3. Move rod toward the scalp so that hair falls loosely into the wave pattern.

4. Slight wave formation on the very first reading indicates the hair will wave easily and rather quickly.

5. Test a different curl each time until a firm and definite "S" is formed.



SPECIAL CONSIDERATIONS:

Please note: Different textures of hair with varying degrees of hair with varying degrees of elasticity will appear different and must be carefully evaluated.

Fine, thin hair is generally softer and has less "bulk." The wave ridge may be less pronounced and more difficult to read. Coarse, thick hair has better elasticity and seems to reinforce self, falling into the wave pattern more readily. The wave ridge will be stronger, better defined.

NOTE: If hair is difficult to classify as Normal-Resistant: Fine, Limp, or "Lifeless," or shows any unusual condition, take a pre-perm test curl to help you determine whether the hair can be safely permed.

Permanent Hair Waving System: Proper Procedures

PERM SELECTION

1. Acid- Balanced Perm.

This type of perm refers to neutral or acid PH. Processing is activated in one or two ways:

- Chemically generated heat within the product
- An outside heat source

Generally, acid-balanced perms require longer processing time than conventional alkaline perms. They are often used for perming Porous (Stage II), fine, or delicate hair.

2. Buffered Conventional Perm.

This type of perm is usually water or wrapping lotion wrapped. Generally it provides milder processing conditions than offered by a conventional perm.

3. Conventional Perm.

This type of perm is usually lotion wrapped, and processes comparatively quickly. It is usually used for resistant, hard-to-perm hair, and is available in different formulas or exact hair type selections.

PERM LOTION SATURATION

Open perm solution bottle with a push pin for consistent application. Apply solution to the top of the rod and then to the underside. Reapply remaining solution to the top of rods. Cover if recommended by the manufacturer and process per the manufacturer's directions. Use all the solution until the hair is saturated.

WATER RINSING AND NEUTRALIZE

When processing time is completed and the desired wave formation achieved, water rinse immediately for at least 5 minutes or (up to 7 minutes on long hair) to be sure all the waving lotion has been removed from the hair. Only thorough rinsing enables the hair to receive the full benefits of the neutralizer. Use warm water for a more efficient rinse. Being careful not to disturb the rod placement.



Carefully blot the wound curls with a clean towel.

IMPORTANT: Remove excess water from the hair so neutralizer can penetrate thoroughly and "go to work immediately.

Hair is now ready to accept neutralizer.

HOW TO NEUTRALIZE

Thorough and complete neutralizing is your "insurance" that the wave you have just given will last until it is cut off the hair. Follow the manufactures directions completely. Don't be tempted to take "shortcuts."

Always shake neutralizer thoroughly before applying. Neutralize by starting at crown area. Apply neutralizer to top and bottom of all curls. Lift each rod and tip it gently, as shown. Apply again to the top of all curls, making certain each rod is thoroughly

WAIT 5 MINUTES

Remove rods without stretching hair.

Gently work neutralizer into all the hair for one minute. Finally, rinse hair thoroughly with warm water Style as desired.

PERMING LONG HAIR

Test Curl

When a test curl is taken on short hair, unwind the rod 1 1/2 turns. However, in perming hair over six inches, unwind curl about two full turns of the rod. Test a different curl in key areas at the end of the recommended processing time. If S pattern is not firm and developed, it is possible that the lotion did not sufficiently penetrate all the way to the ends.

Causes:

1. Taking too large a section
2. Not enough wave lotion is used. Be sure to use all of your Wave Lotion.
3. Wave lotion is not equally distributed during application.

Water Rinsing

This is a very important step for a successful perm. Thorough rinsing of wave lotion from the hair is necessary or neutralizer will not be able to perform its important function of locking in the wave pattern. Long hair should be thoroughly rinsed for at least five minutes, and one minute per every 1 inch below the shoulders.

Towel Blotting

Long hair will retain water from the water rinse. Carefully blot the wound curls with clean towels then with paper towels to remove the excess water. Optional, air neutralize then blot again with paper towels before applying neutralizer.

Neutralizing

Always shake neutralizer thoroughly before applying. Always begin application in crown area. Apply neutralizer to the top of the rod and then to the underside. Reapply remaining neutralizer to top of curls. Neutralize according to instructions for five minutes. At the end of five minutes, some perms are rinsed on rods, gently remove each rod without pulling or stretching the hair. Work neutralizer through all hair for 1 minute (as per directions). Rinse thoroughly.

Permanent Hair Waving System: Challenges

Some challenges stylists have had when offering perming are as follows:

1. Inconsistent Curl Patterns: Difficulty achieving uniform curls due to variations in rod placement, tension or processing time.
2. Scalp Sensitivity: Some clients may experience discomfort, necessitating careful attention and potential alternative solutions.
3. Uneven Processing: Inadequate saturation with perming solution can lead to patchy results.
4. Hair Damage: Improper application may cause dryness, breakage, or loss of elasticity.
5. Client Expectations: Managing unrealistic expectations or resistance to aftercare instructions can be challenging.
6. Chemical Interactions: Previous treatments can impact perm outcomes, requiring careful assessment to avoid adverse reactions.

Addressing these challenges requires thorough training, experience, and attention to detail to ensure successful perming outcomes and client satisfaction.

“Love your curls and they will love you back.”

-Toni and Guy

What are your challenges with perming? How do you think this system can help you resolve your challenges?

[illegible]

**“Curly girl:
it’s more than just hair, it’s an attitude.”
-Lorraine Massey**

Chapter 9 – Hair Smoothing and Straightening System

For Flow

WHAT IS A HAIR SMOOTHING SERVICE?

A smoothing treatment is a chemical process that alters the structure of the hair to achieve a straighter and smoother texture. One common example of this type of service is a keratin smoothing treatment. During the treatment, a keratin-based formula is applied to the hair, which helps to relax the natural curl pattern, reduce frizz, and create a sleeker appearance. The process typically involves several steps, including cleansing the hair, applying the smoothing solution, and then using heat to seal the product into the hair cuticle. The result is hair that is more manageable, easier to style, and has a smoother overall appearance.

“There is nothing like straight hair to make you feel confident and beautiful.”
-thesalonbusiness.com

In this chapter, you will learn the following:

1. Conducting a thorough consultation for chemical services, specifically focusing on smoothing treatments.
2. Preparing the client and setting up the treatment area for a smoothing service, ensuring all necessary materials and equipment are readily available.
3. Implementing best practices for applying smoothing treatments, including proper application techniques, timing, and product selection.
4. Understanding and utilizing different hair smoothing systems available in the market, considering factors such as client hair type, desired results, and treatment longevity.

Hair Smoothing and Straightening System: Chemical Service Consultation

A proper consultation is crucial for selecting the right product and achieving the desired results for your client's hair. Here are five steps to follow:

Step 1: Assess the hair.

Evaluate the client's hair texture, porosity, condition, chemical history, lifestyle, and medical history to determine suitability for the treatment.

Step 2: Evaluate the degree of curl.

Examine the client's hair to assess whether the desired level of curl reduction can be achieved with the chosen treatment.

Step 3: Choose the desired finish.

Discuss with the client the finish they desire, whether it's straightening, smoothing, or reducing frizz.

Step 4: Review post-treatment and home maintenance protocols.

Inform the client about the recommended post-treatment care and home maintenance routines to prolong the effects of the treatment.

Step 5: Provide a quote.

Offer a price estimate based on the client's hair length, texture, and condition, ensuring transparency and clarity in pricing.

Hair Smoothing and Straightening Systems: Client Prep and Treatment Setup

Application Tools:

- Cape
- Gloves
- Towels
- Bowl
- Application brush with firm bristles
- Heat-resistant fine tooth wire tail comb
- Clips
- Blow dryer
- Vent brush
- Round brush
- Flat iron
- Plastic cap for processing (if doing the Monthly treatment)
- Manufacturer's clarifying shampoo (brand of choice)
- Smoothing product

BEST PRACTICES FOR ALL TREATMENTS

1. Always patch test prior to treatment.
2. Use professional judgment when selecting a flat iron temperature. The temperature should be adjusted based on the client's hair type and chemical processing history. Example: highly processed or chemically damaged hair should not be flat ironed above 380° F (193° C).

Hair Smoothing and Straightening Systems:

Hair Smoothing System 1

WEEKLY WEAR KERATIN SMOOTHING TREATMENT

This treatment is for all types of hair, from the quick de-frizzing of bangs to problem areas to the full head. This is also a great add-on service to seal color when using the Hair Color System.

- **Benefits:** reduces frizz, cuts drying time, seals color
- **Application:** can be applied the same day as color
- **Function:** gives up to 3 levels of curl and frizz reduction, lasts up to 6 weeks
- **Follow Up:** use home care keratin products to hold style for desired time
- **Warnings:** Do not get wet, clip, or tie back hair for 8 hours. Doing so can reduce the length of wear and put marks in the hair.

APPLICATION

Step 1: Shake. Measure based on hair length and density, then pour desired amount of treatment product into bowl. Aerate 10-15 minutes.

Step 2: Shampoo hair twice with manufacturer's clarifying shampoo.

Step 3: Thoroughly towel hair dry.

Step 4: Divide hair into 6 sections.

Step 5: Apply treatment evenly, beginning ¼" (0.6cm) from scalp.

Step 6: Comb through each section to remove excess product.

Step 7: After application, dry hair 80% with fingers.

Step 8: Divide again in 6 sections and blow dry completely using a round brush.

Step 9: Flat iron ½" (2.5-5cm) subsections, using a temperature ranging from 380°-400° F (193°-204° C) with 2-4 passes from base to ends.

Hair Smoothing and Straightening Systems:

Hair Smoothing System 2

MONTHLY WEAR KERATIN SMOOTHING TREATMENT

This treatment is for all types of hair, especially very frizzy hair. This service can be applied after color service to seal color.

- **Benefits:** reduces frizz, reduces curl, increases softness and shine, cuts drying time, seals color
- **Application:** can be applied the same day as color
- **Function:** gives up to 3 levels of curl and frizz reduction, lasts up to 5 months
- **Follow Up:** use manufacturer's recommended home care keratin products to hold style for desired time
- **Warnings:** Do not get wet, clip, or tie back hair for 72 hours. Doing so can reduce the length of wear and put marks in the hair.

APPLICATION

Step 1: Shake. Measure based on hair length and density, then pour desired amount of treatment product into bowl. Aerate 10-15 minutes.

Step 2: Shampoo hair twice with manufacturer's clarifying shampoo.

Step 3: Thoroughly towel hair dry.

Step 4: Divide hair into 6 sections.

Step 5: Apply treatment evenly, beginning ¼" (.6cm) from scalp.

Step 6: Comb through each section to remove excess product.

Step 7: Cover with plastic cap and allow treatment to absorb for 30 minutes.

Step 8: Divide hair into 6 sections and blow dry hair 80% with fingers.

Step 8: Divide again in 6 sections and blow dry using a vent brush.

Step 9: Flat iron 1/8" (0.3cm) subsections, using a temperature ranging from 380°-400° F (193°-204° C) with 7-10 passes from base to ends for coarse, virgin, or resistant hair.

Hair Smoothing and Straightening System: Challenges

Challenges can arise during any service. Some of the challenges that can occur during hair smoothing or straightening are as follows:

1. Incorrect application of the product.
2. Client complaints about the treatment not achieving the desired level of smoothness or straightness.
3. Client dissatisfaction with the hair becoming too straight.
4. The stylist selected the wrong product for the client's hair type.
5. Uneven application leading to inconsistent results.
6. Over-processing causes damage or breakage to the hair.
7. Difficulty in managing frizz or humidity after the treatment.
8. Sensitivity or allergic reactions to the chemicals in the smoothing products.
9. Incompatibility with previous chemical treatments or color services.
10. Client expectations exceeding the capabilities of the smoothing treatment.
11. Inadequate client preparation or aftercare leading to diminished results.
12. Limited availability or access to high-quality smoothing products.

“My hair makes me feel beautiful.”

-thesalonbusiness.com

What are your greatest challenges during hair smoothing treatments? How do you think you can overcome them?

[illegible]

**“Straight hair is the epitome of elegance.”
-Unknown**

Chapter 10 – Hair Finishing System

The Final Touch

WHAT IS THE CREATIVE FINISHING PROCESS?



The Creative Finishing process marks the culmination of the hair design journey. During this phase, stylists wield their expertise to manipulate volume, direct hair flow, and enhance texture to achieve the desired look. Whether it's adding volume for a voluminous style or taming curls for a sleek finish, this stage empowers stylists to demonstrate to clients how they can maintain and recreate their hairstyle at home. Additionally, it serves as a moment to perfect the cut, ensuring every detail aligns with the client's preferences and individual style. Ultimately, the Creative Finishing process not only delivers a personalized style but also showcases the versatility and adaptability of the chosen hairstyle.

In this chapter, you will learn how to:

1. Apply the Air Forming Technique
2. Perform finishing Techniques for a variety of styles
3. Understand different styling tool options
4. Perform drying and curling iron techniques
5. Use hair accessories for versatility
6. Apply finishing techniques for formal and complex designs

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Hair Finishing System: Beautiful Finished Hair Design Examples

FOR STRAIGHT AND CURVED HAIR DESIGNS



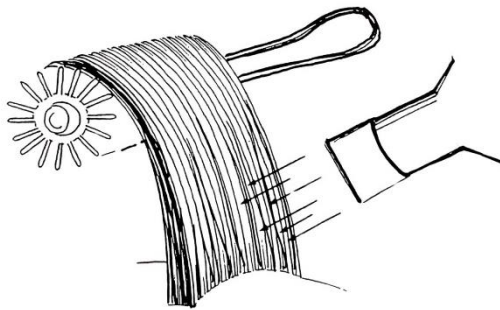
FOR WAVY AND CURLY HAIR DESIGNS



Hair Finishing System: Air Forming

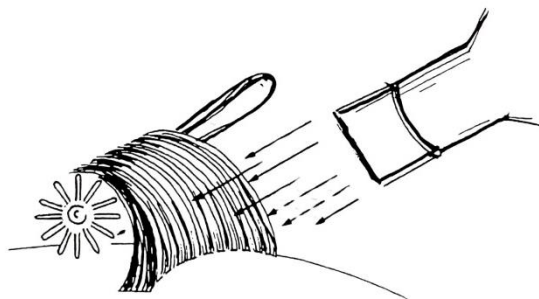
To straighten or smooth hair, choose a large round brush that allows the hair to go around twice. Apply style lotion or gel to protect and control the hair. Begin at the nape, combing or clipping the rest of the hair out of the way.

Put the brush underneath the hair and pull out with tension, moving from the base toward the ends as you apply heat. Roll the hair smoothly around the brush and roll toward the scalp. Continue until you have finished the whole head. Finish by using gloss or a product that enhances shine.



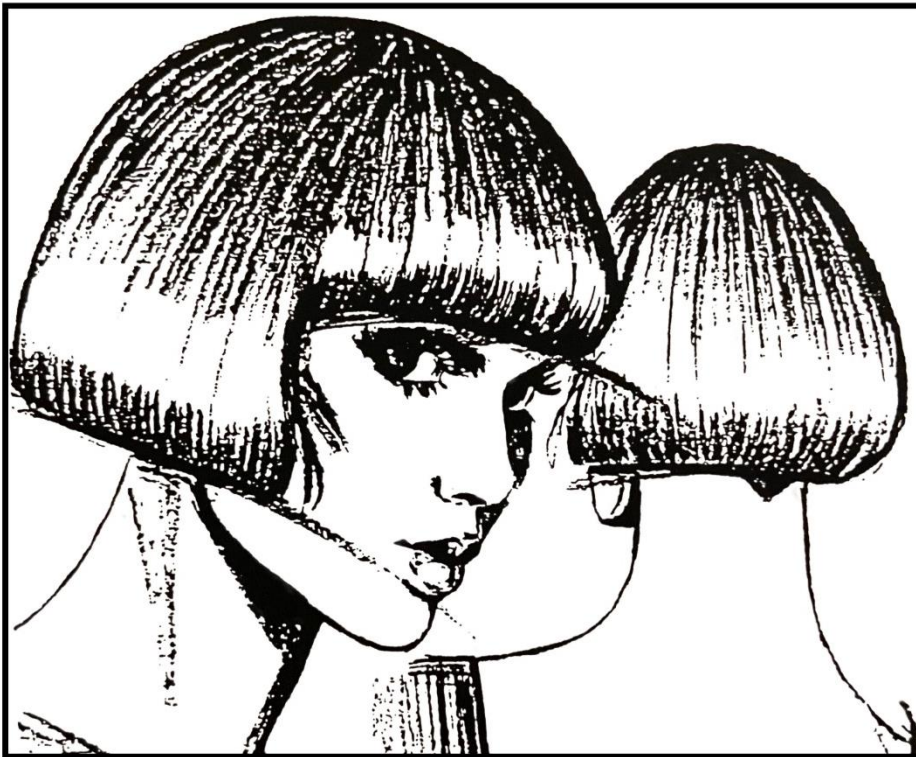
If you want to add curl, use a smaller brush and take small sections while wrapping around the brush. Apply tension as you wrap the ends and rotate the brush toward the scalp. Apply heat. Allow the hair to cool before unrolling.

You can create directional movement by using a vent brush or wider tooth brush while applying heat.



Hair Finishing System: Finishing Tips from Professionals

1. Choose the right protecting and styling products (“wet tools”) for the desired effect.
2. Choose the right brush and styling tools.
3. Apply products and distribute properly in hair.
4. Pre-dry the base and shaft, twisting the hair until 80% dry. The exception is super curly hair, which must be dried from wet for smoothing; scrunch-dried; or air dried for those that wish to wear their natural curls.
5. Finish the style with hands or bristle brush. Apply a light finishing or holding spray. This step is optional based on client preference.



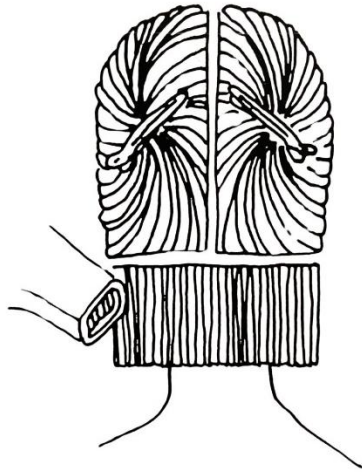
Hair Finishing System: Styling Tool Options

THE TOOL	WHAT IT DOES	BEST FOR
Pointed Comb	Teeth smooth and style; tail lifts and places hair.	Short to medium length hair Of up to medium texture. Not enough teeth for longer, thicker or curly hair.
Wide-Tooth Comb	Grooms and detangles with minimum stress and breakage	All hair types for post-shampoo comb-outs. Also grooms coarse, thick or curly hair.
Large Tooth	Wide teeth groom/ detangle hair.	All types and textures are very coarse, thick, or curly.
Flatback Brush	Effective for straight and curved looks	For shorter hair, Won't grip and shape hair as well as larger sizes.
Round Brush	Used for blow-dry styling only. Not enough bristle surface for grooming and shaping.	Larger sizes work on longer, thick or blunt-cut hair; create large curls and smooth styles; Will also straighten waves. Use smaller sizes for finer, thinner shorter or layered hair; produce tighter curls.
Quill Brush: Flexible or firm nylon prongs in a rubber	Adds volume by penetrating and separating hair strands. Detangles	Fine, thin or limp hair, because it encourages fullness. Fragile hair, since it's gentler than bristles. Will detangle thick or curly hair.

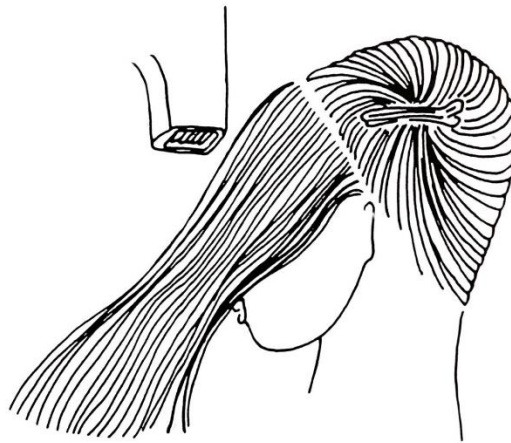
DEBRAH ENGLERT

Hair Finishing System: Drying Techniques

FOR VARIOUS HAIR TEXTURES USING A BLOW DRYER



Coarse Hair: Towel dry. Air
Form nape, start at the back
and work to front.



Fine Hair: Towel dry. Start Air
Forming Hair from the front,
working to the back to increase
volume.



Drying sides: To avoid flatness
lean sideways, air form over
head, shake back into place.



Hair Finishing System: Curling Iron Techniques

Make sure the hair is completely dry before using a curling iron. A light hair spray or spritz should be applied from the base through the ends to add support to the hair. For best results, use small sections, start at the nape and work up toward the front hairline.

There are two approaches when using a curling iron: the hair may either be rolled from the base to the ends or from the ends to the base.

BASE TO ENDS

To produce more volume at the base, begin your rotation at the scalp. Position the iron close to the head and rotate the iron as you feed the ends inside. Be sure you open and close the iron so you do not burn the hair. Tuck the ends smoothly into the iron. Hold for a moment, then gently unwrap.

You can also use this procedure to create spiral curls. For this type of curl, position the iron vertically at the scalp. Take small partings and wrap the hair around the curling iron beginning at the base area. Feed the ends inside as the hair rotates around the barrel.

ENDS TO BASE

To curl the hair from ends to base, smooth the ends around the barrel of the iron and wind down toward the base. Hold for a second, then slowly release. If you want to loosen the curl, use a brush by working them gently with your fingers. Finish with holding spray.

Hair Finishing System: Using Hair Accessories for Versatility

THE TOOL

WHAT IT DOES

BEST FOR

Ribbons

Stay with widths of 1 inch or less Grosgrain and velvet hold well without slipping.

Try a ribbon set for long hair. Slick setting gel Onto dry or slightly damp hair, brush into a ponytail and tie with a ribbon. Coil tail inside itself and secure again with another ribbon. Give hair enough time to set and then finish design.

Headbands

Fit them to head size. Too loose and they'll slip; too tight and they'll pinch and squeeze. Clients scalp.

Slick back the crown area, spritz top and Sides of hair with firm- Hold setting lotion; comb back. Slide on headband. Allow hair to dry. Brush gently.

Barrettes

Coarse, thick, curly hair: use. strong clasp-type barrette large enough to hold without popping open. Fine, thin hair: needs a barrette with a slide clamp rather one that snaps.

Create a side-of the forehead wave. Gel hair or dampen with setting lotion. Clip on barrette where you want The bend of the wave. Then allow hair to dry then comb through.

Combs

Coarse hair: almost any comb holds. Fine or thin hair: look For long, closely spaced teeth that widen slightly in the middle and narrow at the ends.

Mist with soft spray to slick down loose ends. Slip in comb; secure with a bobby pin, if necessary.

Hair Finishing System: Finishing Techniques for Formal Hair Designs



This can be done on wet or dry hair.

- Make a side parting.
- Part from ear to ear.
- Smooth down all hair.
- Remove tangles.
- Twist front over in a roll and secure with hair pins or barrette . Repeat on other side.

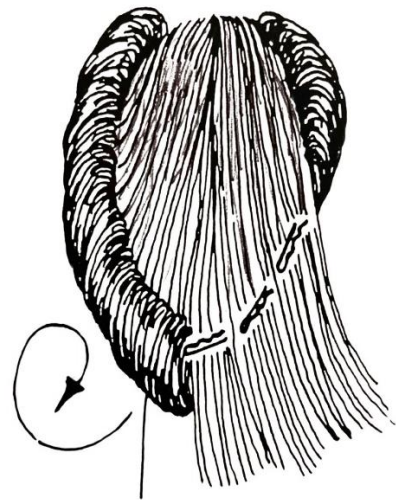
- Brush down back hair. Secure firmly at nape with a row of bobby pins.
- Roll over one side and fasten in place with bobby pins and hairpins. Repeat on opposite side
- Complete style by tucking in center back section.



Mist hair continually with water to keep wispy ends in place.... Or use initial light misting of hairspray. Be sure pins are well anchored in hair.

TOOLS AND APPLIANCES REQUIRED

Rattail comb
Long clips
Bobby pins
Hairpins
Flat-back brush
Mist bottle
Hair Spray





Let hair dry naturally or blow-dry. For a smaller, tighter effect, try on damp hair.

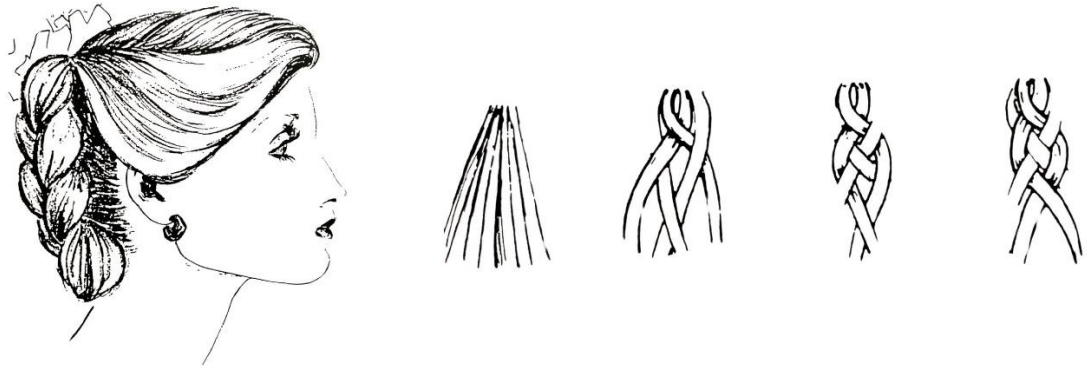
- Bend clients head forward, brushing all hair forward to remove tangles.
- Divide hair into two sections.
- Take both sections, one in each hand keeping them separate, and twist them in the same direction.
- Cross sections over each other in the direction opposite to that in which they are twisted.
- When crossed, both sections will roll together.
- Flick roll over head, securing at nape with bobby pins or hairpins.



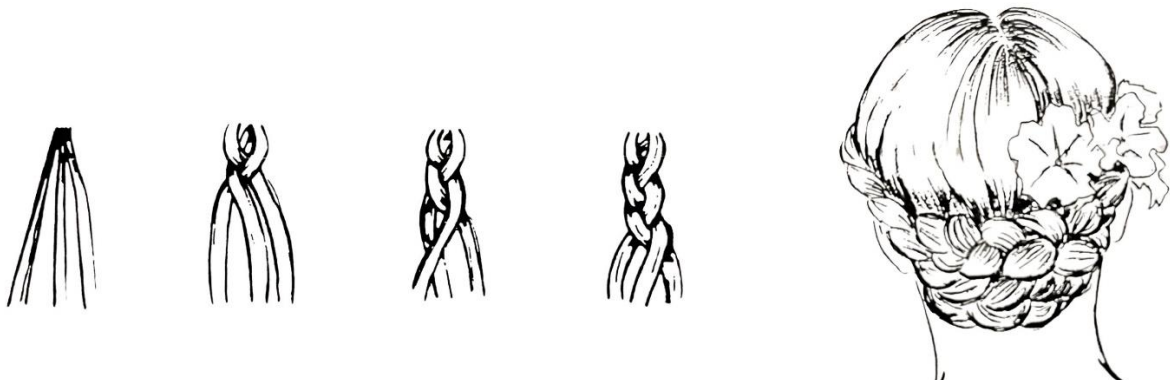
TOOLS AND APPLIANCES REQUIRED

Wide-tooth comb
Denman brush
Mist bottle
Bobby pins
Hairpins

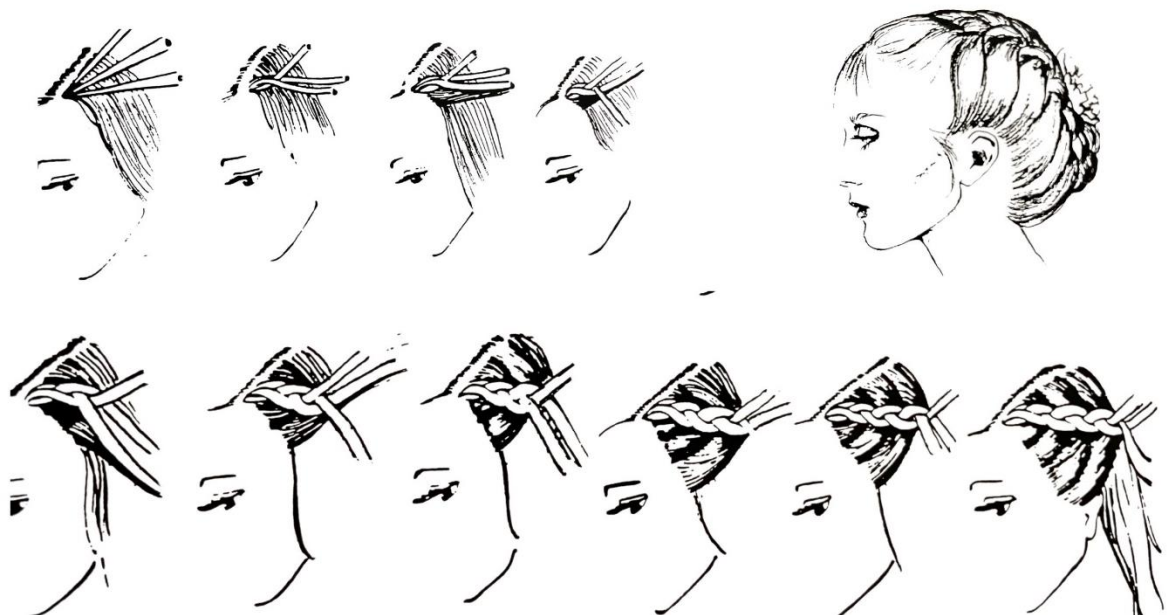
3-STRAND BRAID



4-STRAND BRAID



CORN ROW



FRENCH BRAID



NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Hair Finishing System: Challenges

Challenges are inevitable. When it comes to Hair Finishing, some common challenges that stylists may face include:

1. Results not meeting expectations: Final outcomes may not align with stylist or client visions, leading to dissatisfaction.
2. Incorrect product selection: Choosing the wrong product can result in subpar results and may require corrective measures.
3. Difficulty maintaining curls: Curls may not hold as expected, necessitating additional techniques or products for longevity.
4. Frizziness or flyaways: Managing frizz and flyaways, especially in challenging conditions, may require additional products or techniques.
5. Hair texture issues: Working with various hair textures can present challenges in achieving and maintaining desired styles.
6. Resistant hair: Some clients may have hair resistant to styling, requiring extra effort and product.
7. Time constraints: Styling within limited time frames, especially during busy salon periods, demands efficient techniques for quality results.

“Give a girl a new hairstyle and she will conquer the world.”

-thesalonbusiness.com

What are your greatest challenges when finishing hair? How do you think you can overcome them? How did this system help?

Chapter 11 – Successful Retailing

A Full Service Approach

WHAT IS SUCCESSFUL RETAILING?

Successful retailing involves a dedication to solving your customers' problems, understanding their needs, and providing quality products and services. Some argue that the most successful retailers are those who continuously improve, listen to their customers, and adjust their offerings accordingly. Others emphasize the importance of three key pillars: inventory management, store productivity, and minimizing friction at the point of sale. Achieving these goals often requires leveraging the latest technologies to gain insights into customer behavior and make informed decisions.

In my experience, I firmly believe that inventory management, store productivity, and minimizing friction at the point of sale are indeed crucial to retail success. However, what has truly made me successful as a retailer is my commitment to listening to my customers, adapting my offerings based on their feedback, delivering engaging and memorable experiences, and staying true to the core values that matter most to me and my customers.

“Nobody likes to be sold to, but everyone likes to buy.”

-Earl Taylor

In this chapter, you will learn how to:

1. Select the most suitable products for your clients and salon
2. Determine the optimal quantity of products and product lines to stock
3. Effectively display your products to attract buyers
4. Develop a four-step home-care package for clients
5. Focus on prescribing rather than simply selling products

Successful Retailing: Choosing the Right Products

Every structure that can withstand the forces of nature has a solid foundation. Retail is no different. Before you begin to retail, be sure you have these four building blocks in place:

1. Know your products.

This is the foundation for all retail recommendations and educated prescribing. All of the other building blocks rest upon this foundation.

2. Limit your inventory.

Carry only a manageable number of product lines, but choose great products and stock a complete assortment of each line. It is far better to believe strongly in a few products than to become a “supermarket” of personal care.

3. Manage your displays.

Merchandise properly and effectively. Display your inventory in or on a permanent fixture constructed of quality materials. Provide consistency and clarity in the arrangement of products.

4. Prescribe treatments instead of sales pitches.

Don't sell to your customers; instead recommend and prescribe. While most people are hesitant and uncertain about sales tactics, recommendations from an educated professional who has proven they have the customers best interests in mind are far more appreciated.

Successful Retailing: Home Care Packages

Prescribing a personalized 5-Step Home Care Package ensures clients have the tools to maintain their hair. Here's how to do it effectively:

1. **Cleansing:** Recommend a gentle shampoo suited to their hair type, explaining benefits and usage instructions.
2. **Conditioning:** Suggest a conditioner or treatment tailored to their needs, highlighting benefits and application instructions.
3. **Styling:** Recommend styling products like serums or mousses, explaining benefits and application techniques.
4. **Finishing:** Include a finishing product like hairspray, emphasizing benefits and usage guidance.
5. **Styling appliances:** Equip clients with proper hair tools for home styling, providing usage instructions.

Steps 1 and 2 are best recommended and demonstrated at the preparation area, while steps 3, 4, and 5 are best recommended and demonstrated at the styling chair. Explaining product benefits and usage empowers clients to care for their hair effectively at home.

Successful Retailing System: Challenges

In any industry, challenges are inevitable. Here are some of the challenges that can be faced in retailing:

1. Lack of product knowledge: Not knowing your products and their benefits can hinder your ability to effectively resolve a client's challenges and meet their needs.
2. Overextending product lines: Trying to cater to every possible need by carrying too many product lines can lead to confusion and dilution of your brand identity.
3. Poor product display: Inadequate or improper product displays can make it difficult for clients to find what they need and can detract from the overall shopping experience.
4. Maintenance issues: Keeping product shelves clean, dust-free, and properly stocked requires consistent attention to detail and organization.
5. Overselling: Clients may feel pressured or uncomfortable if they perceive that they are being aggressively sold to rather than receiving helpful recommendations.
6. Team member education: Ensuring that all team members, including stylists, understand their role as sales representatives for the products carried is essential for maximizing retail opportunities and client satisfaction.

“Sales are contingent upon the sales representative-
not the attitude of the customer.”

-William Clement Stone

What are your challenges with retailing? How do you think you can overcome them? How can this system help you?

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Chapter 12 – Resources

For Those Who Seek Success

“It’s not your lack of resources,
it’s your lack of resourcefulness that stops you.”
-Tony Robbins

HOW TO USE THESE RESOURCES

The forms provided in this section are downloadable samples that I have personally utilized to set goals, track progress, and enhance the efficiency of my business operations. I am confident that integrating these forms into your processes can yield similar benefits for you.

To download each form, simply follow the respective link provided on the following pages.

These are the resource forms included in this chapter:

1. Hair Pro Budget Worksheet
2. Hair Pro Notes Form
3. Hair Pro Designer Goals
4. Hair Pro Goal Tracking
5. Hair Pro Goal worksheet
6. Hair Pro Problem Solving Form
7. Hair Pro Daily Time Planner
8. Hair Pro Daily Service Schedule
9. Hair Pro Service Ticket
10. Hair Pro Retail Ticket
11. Hair Pro Quality Control Survey
12. Hair Pro Self or Other Review
13. Hair Pro Salon Inspection Form
14. Hair Pro Consultation Form
15. Hair Pro Peroxide Mixing Chart
16. Hair Pro Eight Steps of Success

1. Hair Pro Budget Worksheet

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2. Hair Pro Notes Form

debrahenglert.com/wp-content/uploads/2024/05/HairProNotes.pdf

3. Hair Pro Designer Goals

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4. Hair Pro Goal Tracking

debrahenglert.com/wp-content/uploads/2024/05/HairProGoalTracking.pdf

5. Hair Pro Goal Worksheet

debrahenglert.com/wp-content/uploads/2024/05/HairProGoalWorksheet.pdf

6. Hair Pro Problem Solving Form

debrahenglert.com/wp-content/uploads/2024/05/HairProProblemSolving.pdf

7. Hair Pro Daily Time Planner

debrahenglert.com/wp-content/uploads/2024/05/HairProDailyTimePlanner.pdf

8. Hair Pro Daily Service Schedule

debrahenglert.com/wp-content/uploads/2024/05/HairProDailyServiceSchedule.pdf

9. Hair Pro Service Ticket

debrahenglert.com/wp-content/uploads/2024/05/HairProServiceTicket.pdf

10. Hair Pro Retail Ticket

debrahenglert.com/wp-content/uploads/2024/05/HairProRetailTicket.pdf

11. Hair Pro Quality Control Survey

debrahenglert.com/wp-content/uploads/2024/05/HairProQualityControlSurvey.pdf

12. Hair Pro Self or Other Review

debrahenglert.com/wp-content/uploads/2024/05/HairProReview.pdf

13. Hair Pro Salon Inspection Form

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14. Hair Pro Consultation Form

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15. Hair Pro Peroxide Mixing Chart

debrahenglert.com/wp-content/uploads/2024/05/HairProPeroxideMixChart.pdf

16. Hair Pro Eight Steps of Success

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Chapter 13 – Glossary of Terms

For Professional Reference

“Be mindful when it comes to your words.”

-Rachel Wolchin

Understanding the language used in this book, our industry, and our "Hair Pro Solutions" Advanced Education Academy is crucial for several reasons:

1. **Effective Communication:** Being fluent in industry-specific terminology allows professionals to communicate clearly and effectively with colleagues, clients, and suppliers. It ensures that everyone understands each other's needs, preferences, and instructions.
2. **Professionalism:** Using the correct terminology demonstrates professionalism and expertise in the field. It instills confidence in clients and colleagues and enhances the professional image of the beauty industry as a whole.
3. **Knowledge Expansion:** Familiarizing oneself with industry language opens up opportunities for continuous learning and skill development. Professionals can stay updated on trends, techniques, and innovations within the beauty industry by understanding and discussing relevant terminology.
4. **Client Satisfaction:** Clients often feel more comfortable and reassured when interacting with professionals who speak their language. Understanding industry terms allows beauty professionals to provide accurate explanations, answer questions confidently, and address client concerns effectively, leading to higher levels of client satisfaction.
5. **Education and Training:** For professionals enrolled in educational programs like the "Hair Pro Solutions" Advanced Education Academy, mastering industry language is essential for comprehending course materials, participating in discussions, and completing assignments successfully.

Overall, fluency in industry-specific language is a cornerstone of professionalism, effective communication, and continuous learning in the beauty industry.

Terminology

- **BEAUTY BUSINESS** - The segment of the economy that meets consumer demands with professional beauty products and services; manufacturers, wholesalers, retailers, distributors, salons, barber shops, and other beauty service establishments.
- **BRANDING** - The process of creating brand identity of a company. This process also delivers materials that support the brand, like a logo, tagline, visual design, or tone of voice.
- **CANCELTION POLICY** -A written agreement between a service provider and a client that defines the consequences of cancelling an appointment at the last minute.
- **CLIENT** - One who engages the services of a professional person, such as a client who engages the services of a Hair Designer.
- **CLIENT RECRUITMENT** - The process of identifying, and attracting that right fit client.
- **CONSULTATION** - This is a two-way process between professional and client where you are communicating and listening to each other about the client's needs and desires, also known as a meeting of the minds.
- **CONSUMER** - Anyone who purchases goods and services, such as salon retail products and salon services.
- **CRITICAL THINKING** - The objective analysis and evaluation of an issue in order to form a judgment.
- **CUSTOMER** - One who purchases products (the salon owner is a customer of the supplier; a client purchasing products is a customer of the salon).
- **CUSTOMER SERVICE SCRIPT** - A tool used to give you the Hair Pro the opportunity to provide information to the client while managing time efficiently.
- **ECS: EXCEPTIONAL CUSTOMER SERVICE** - Goes beyond simply meeting expectations; it involves building meaningful connections with the consumer, anticipating their needs and delivering personalized experiences that leaves a lasting impression.
- **ELEVATOR SPEECH** - A brief was to introduce oneself, getting across a key point or two, and making a connection with someone.

HAIR PRO SOLUTIONS

- **GOAL** - Something that can help one focus on where they want to increase the time and effort spent on an activity. Goals can relate to any area of life such as finances, relationships, or housekeeping. They can help define priorities, establish direction, and gain clarity about what one wants to achieve.
- **GOAL SETTING** - The process of identifying what one wants to accomplish and developing specific, measurable objectives to achieve it. Goal setting can help develop strategies to achieve goals, stay on track, and measure progress.
- **HAIR PRO CONSULTANT** - A Hair Designer who is using the systematic approach taught in this book to provide the client with Exceptional Customer Service.
- **HAIR PRO SOLUTIONS CONSULTATION SYSTEM** - This system is designed to help the Hair Pro to understand and meet clients' needs and build healthy professional long lasting relationships with each client.
- **IMAGE** - a visual representation of something or someone.
- **MASTER HAIR PRO CONSULTANT** - A Hair Pro that has mastered the systems taught in this book serving every client with the highest level of Exceptional Customer Service.
- **MASTERY** - One with great skill or knowledge that makes them a master of a subject.
- **METHOD** - A systematic procedure or plan followed in accomplishing a task. A body of skills or techniques.
- **MINDSET** - The established set of attitudes held by someone.
- **MISSION STATEMENT** - A short statement of why an organization exists, what its overall goal is, the goal of its operation: what kind of products and services it provides, its primary customers or market and its geographical region of operation.
- **NETWORKING** - The cultivation of productive relationships for employment or business.
- **OBJECTIVE** - A thing aimed at or sought after; a goal.
- **PERSONAL VISION** - A description of one's desired future, including motivations, values, skills, and what one wants to achieve. It can help clarify goals, make decisions, and inspire one to give it their best.

- **PROFESSIONAL** - Has the conduct, skills, or qualities that characterize or mark a profession or a professional person. The representation of a service with the highest degree of ethics and greatest quality of craftsmanship.
- **RECEPTIONIST** - One who performs public relations functions, greets clients, takes appointments, assists in merchandising retail products, and coordinates services to the client in a highly professional manner.
- **RIGHT FIT CLIENT** - A client that one was meant to serve your products and services are a perfect match for the client's needs and desires.
- **SALON** - A place of business for the consumer to obtain professional hair design or other services and professional hair care products.
- **SELF-PROMOTION** - The act of furthering one's own growth, advancement, or prosperity: the promotion of oneself.
- **SEMINAR** - An educational event with a purpose.
- **SERVICE** - The result of the time, labor, commitment, knowledge, and ability of the Beauty Professional.
- **SERVICE PROVIDER** - Anyone providing a service to a client in a professional service establishment like a salon.
- **SIGNATURE TALK** - An authority stamp which when delivered expertly establishes one as an expert in their subject and builds likability, authority, trust, and connection with their audience.
- **SKILL** - The ability to do something well.
- **SUCCESS** - The accomplishment of one's goals.
- **SUCCESSFUL THINKING** - This is a mindset that combines critical, creative, analytical, and strategic thinking to identify problems and propose solutions efficiently. It also gives a person the mental discipline to create and achieve positive outcomes.
- **TARGET MARKET** - A particular group of consumers at which a product or service is aimed.
- **TECHNICAL ASSISTANT** - An individual of professional position that replaces a shampoo girl and assists the Hair Pros and Master Hair Pros in technical and other services to the client.
- **TECHNIQUE** - The manner in which details are treated or basic physical movements are used within a method.
- **THIRD PARTY ENDORSEMENT** - When someone other than a company or staff publicly supports one's product or services.

HAIR PRO SOLUTIONS

- **VISION BOARD** - A physical or digital poster with a visual collection of images, words, and affirmations that helps achieve goals and dreams.
- **WAITLIST** - List of clients waiting to get in if anyone cancels from a salon professional whose schedule is fully booked.
- **WEEKLY/ MONTHLY TRAINING CLASS** - A professional educational production with a purpose and system of teaching.

HAIRCUTTING SYSTEM

- **BODY POSITION** - The position in which you place your body that allows you to control the holding and cutting angles (ex. stand in front of the client when cutting bangs).
- **CLIPPER CUTTING** - Used to remove weight and create soft lines.
- **COMBINATION FORMS** - The use of two or three of the basic forms on the same head to create more creative hair designs, each having their own degree of lengths.
- **CONCAVE CUTTING** - Removes and distributes weight in the haircut.
- **CONVEX CUTTING** - Concentrates weight in the haircut.
- **CUTTING ANGLE** - The angle at which you cut the hair, from short to long or long to short.
- **DEGREE OF ANGLE** - The angle at which the hair is held out from the head.
- **DENSITY** - Amount of hair on the head: thick, medium or thin.
- **DOWN BLENDING** - Hair graduating from shorter lengths on top to longer lengths in the perimeter.
- **ELASTICITY** - Ability of the hair to stretch without breaking
- **EQUAL-BLENDING** - The same length being cut throughout the head form.
- **EXTERIOR DESIGN LINE** - A 1/2 parting completely around the head form at the hairline that is used as a guideline to determine the length of the haircut.
- **FLICKING TECHNIQUE** - Holding the hair out from the head and flicking the ends to break up a blunt line to create a softer texture.
- **FORM** - General shape and balance of design; the result of a selection of gradual lengths with degrees of angles cut into the hair to create a design.

- **GEOMETRIC CUTTING** - A geometric haircut describes any haircut. The word geometric refers to angles and all haircuts have angles within them since the head is round.
- **GROWTH-PATTERN** - The angle at which the hair shaft grows out of the head form (an example is a cowlick).
- **HAIR DESIGN LOOK BOOK** - A portfolio of hairstyle options used to showcase your work and give clients ideas of what might work best on them.
- **HOLDING ANGLE** - The angle at which the hair is held from the head form (examples are 0°, 45°, or 90°).
- **IMPRINTING CUTTING TECHNIQUE** - Breaking up the outer surface of the top of a cut with the shear blade to achieve an artichoke effect for texture and separation of the strands.
- **INTERIOR DESIGN LINE** - A guide that is used within the head form.
- **KEY SECTION** - Any section that is being used as a guide for blending.
- **MOVEMENT** - The overall direction of the design (back, forward, etc.).
- **NATURAL FALL LINE** - The motion, position, and direction hair assumes when allowed to fall naturally into place. It is affected by posture, growth, amount of curl, weight, etc.
- **NOTCHING TECHNIQUE** - Holding a section of hair out from the head then using the tips of the shears to remove small chunks of hair along that section creating uneven layers for texture.
- **ORIGIN OF MOVEMENT** - The point from which the design flows.
- **PERIMETER** - Outside line of the haircut that frames the face for adaptability, personalizing and body balancing.
- **PERSONALIZING** - Cutting the hair to enhance positive facial characteristics.
- **PHRENOLOGY** - The study of bumps, lumps and flat spots on the skull created at birth.
- **POINT CUTTING TECHNIQUE** - Using the tips of the shears to cut into a design line to break up a blunt edge.
- **POROSITY** - Ability of the hair to absorb moisture.
- **PRESSURE CUTTING** - When pressure is applied to the hair to hold it tight to the neck to undercut with the head tilted down with chin to chest.
- **RAZOR CUTTING** - Creates soft feathery lines.
- **RECESSION AREA** - Frontal hairline area above temple area.

HAIR PRO SOLUTIONS

- **RESISTANCE** - When two textures of hair are within the one hair design, one texture controls the other (permanent wave versus virgin hair).
- **SCISSOR CUTTING** - Created stronger, more blunt lines and precision in the haircut.
- **SCISSOR OVER COMB CUTTING TECHNIQUE** - Using a comb to lift the hair to cut and blend the hair from short to long in very short haircuts.
- **SCOOP CUTTING TECHNIQUE** - Scooping up the hair by combing hair up to a certain elevation and cutting, resulting in longer hair at the bottom and shorter hair where the hair is cut.
- **SCRATCH CUTTING TECHNIQUE** - Take a section of hair using one blade of the shear as a razor and scratch out the weight from roots or shaft to ends.
- **SECTIONING** - The dividing of the hair within the head form into equal parts for precision haircutting.
- **SLIDE CUTTING TECHNIQUE** - Using the blade of a sharp shear on lubricated hair to blend from short hair to long hair.
- **SUB SECTIONING** - ¼" to ½" partings within a section for precision haircutting.
- **TEXTURE** - The natural thickness and physical characteristics of the hair strand: fine, medium or coarse.
- **TEXTURE PATTERN** - The amount of curl in the hair (straight, wavy, curly, extremely curly).
- **TRIMMER CLIPPER** - Used to clean up and define the design line of the haircut.
- **TWIST AND CUT TECHNIQUE** - Twisting a section of hair in the direction you want the hair to go then use your shear to chip at the twist to create varied texture in that section.
- **UP-BLENDING** - Hair graduating from shorter lengths to longer lengths in the top and crown.
- **VOLUME BLENDING LINE** - The line where the short hair meets the long hair in the down blended haircut.
- **WEIGHT-CONTROL** - Arranging the density of the hair to achieve balance and adaptability.
- **WEIGHT LINE** - The weight line varies for versatility. It determines the distribution of weight between the crown and exterior design line.

HAIR FINISHING

- **AIR-FORMING** - The professional term for drying the hair in a finished designed direction.
- **BLOW DRYING** - A non-professional term to describe the general drying of hair with little thought of the design.
- **DIRECTIONAL DRYING** - A finishing technique using a blow dryer to create volume at the scalp.
- **FLAT IRON** - The professional term for the hot tool used to temporarily smooth the hair.
- **HANDCRAFTING** - Using a product plus tools like a hand dryer, curling iron, brush , etc. to create a beautifully finished hair design personalized for each client.
- **HAND DRYER** - The professional term for the tool used to dry the hair by heated, forced air.
- **MARCEL CURLING IRON** - The professional term for the hot tool used by the professional stylist to create temporary curl textures to the hair.
- **OVER DIRECTIONAL DRYING** - A finishing technique using a round brush to over direct a section of the hair with the brush then applying air from a hand dryer to create fullness at the scalp.
- **PALMING** - A finishing technique using the palm of your hand that creates lift at the scalp.
- **SCRUNCHING** - A finishing technique that creates volume and curl grouping from the ends to the scalp.
- **SQUEEZING** - A finishing technique that creates movement and texture in shorter hair.
- **WET TOOLS** - Professional products used to create varied texturing effects in the finished hair design.

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About the Author

Debrah is a renowned "Master Hair Pro Consultant," distinguished for her expertise as a Hair Design Colorist, Hair Restoration Specialist, and Multi-Entrepreneur. Additionally, she's an accomplished Author, Speaker, and "Your Dream Believer and Coach."

As the visionary CEO and Founder of Hair Pro Solutions Advanced Education Academy, situated in Cincinnati, Ohio, Debrah is dedicated to fostering the success of aspiring professionals. Her passion extends to empowering women through "Debrah Englert's Healthy Hair Healthy Body," where she helps them embrace their most beautiful and confident selves.

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"The future belongs to those that believe in the beauty of their dreams."

-Eleanor Roosevelt

