

MODERN

SALON

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New Year New Looks

Baker takes real women from drab to fab.



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THIN IS

NOZ



Hair loss was once solely a medical issue, while fine and thinning hair was primarily treated as cosmetic. With Rogaine

going over the counter, DHT (Dihydrotestosterone) blocking products gaining credence, and the mainstreaming of hair extensions, that's all changed. Today's dual market involves everything from wigs and lasers to clip-in extensions and Propecia. In the U.S. alone, it encompasses 90 million people who are experiencing some sort of hair loss; an estimated 40 percent of those are women.

Additionally, nearly 60 percent of women say they have fine hair—a belief that surpasses reality.

While stores benefit mostly from minoxidil-based products, salons' best op-

portunities lie in hair extensions/additions, thickeners and thinning-hair treatments. New are laser treatments. The FDA first approved hair-loss claims for a specific low-level or red wavelength "cold" laser in 2007.

Traditionally, the target has been baby

singles aged 25-34 are most interested, and they tend to have significant disposable incomes.

Target marketing and list-building is easy. Fine-hair styling nights, hair-extension specialization and introductory deals on thinning hair systems have all proven successful for salons. The best bet: train stylists to open the conversation with sensitive positivism. "You'd be a great candidate for..." and "We have a great new solution..." are just two easy door-openers to this estimated \$5 billion market.

MODERN has researched and collected data for dozens of companies involved in this market. Use this guide to get your salon started. Boost profits and increase retail revenue just by addressing this category of hair care that is often overlooked. >>

“Boost profits and increase retail revenue just by addressing this category of hair care that is often overlooked.”

boomers, but Mintel International's December 2008 *Hair Loss Remedies-US Report* notes that shifting focus from the middle-aged to those under 35 may be the best way to grow the business, because

Thin... Thinning... Lost...?



LeMetric Hair Center



This is a rising issue, what's your approach to client's questions concerning Hair Loss?

- Expand your Services and add a Specialty to your Salon Menu
- Attract a whole new market you were never able to help before
- Dramatically increase your revenue and extend your profitability

This has truly become a necessary service that clients MUST have and cannot go without!



Elline Surianello is the "International Spokesperson on Women's Hair Issues".

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January 17th Philadelphia
January 24th Texas
February 7th New York City
February 21st Virginia
February 28th Atlanta
March 21st New York City

1.800.217.9052 www.lemetric.com

MODERN RESOURCE

Klix Hair Inc.

Products: Hair Extensions

Founded: 2006

877-289-5549; Fax: 248-723-4939

klixhair.com

PerfecTress

Products: Hair Extensions

Founded: 2004

888-220-8520

perfectress.us

Pure Hair Inc

Products: Eco-Friendly Hair Extensions, Pure Radicals Wild Color Extensions

Founded: 2008

310-295-9800

pureextensions.com; pureradicals.com

SO.CAP. USA Hair Extensions

Products: Hair Extensions

Founded: 2001

877-855-4247

socapusa.com

▶ Ultratress

(a division of the On Rite Company)

Products: UltraTress II, UltraStrands and UltraLinks Hair Extensions.

Founded: 1975

800-573-3044

ultratress.com



SPECIALIZED THICKENING PRODUCTS FOR THINNING HAIR

Respondents to a major survey defined a bad hair day as flat (63%) or limp (58%) hair, making retailing volumizers and thickeners a no-brainer. Invite your fine-haired clients to try and test these products during a special evening session.

Thickeners and volumizers are part of the fastest-growing retail category, specialty products, and the newest approach is the complete system, from shampoo and conditioner to thickening mousses and crèmes. At James Joseph Salon in Boston, owner William George offers an organic-based, hair-loss, treatment line, volumizing hair care and a non-chemical, in-salon treatment that can create volume or texture.

"We've always done very well with these products," he says, "they're an important part of the market."

▶ Bosley Professional Strength

Products: Bos-Defense, Bos-Revive, Healthy Hair Treatments and Volumizing and Thickening Styling

Founded: 2009

800-BOSLEY-1

bosleypro.com >>

