

# Beauty Store Business

February 2010 \$7.50  
beautystorebusiness.com

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# Clean As A Whistle

There are shampoos and conditioners for every hair type and problem. Meet customers' needs with a variety of hair solutions.

**by Heather Larson**

Product photography by Hannah Ross

**E**veryone needs shampoo and most everyone recognizes the value of hair conditioners. Whether someone has limp, flat hair; dry, brittle hair; has a child with a tendency toward head lice; likes their shampoo and conditioner to smell like flowers or vanilla or has some other hair problem, your store should provide the solution for them. Here are a number of wet lines you may want to stock your shelves with according to your customers' needs.

The only Patented  
Hourglass Shaped Brush  
the authentic one.



14 unique, high performance brushes  
designed by and for hair professionals!

- Adds control and shine to any type of hair. Faster results.
- Patented hourglass shape follows the contour of your head.
- 100% Natural bristles close the cuticle of each hair strand adding extra shine.
- "First Cut" Boar bristles distribute the oils throughout the hair strand.
- Used by top celebrity stylists and on set of TV and movies worldwide.
- Longer handle and hourglass shape helps prevent carpal tunnel syndrome.
- Featured in *Glamour*, *Town & Country*, *Luxaholics*, *Flare* and more!

Call today for your  
complimentary blow dry video!  
(Quantities Limited)

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Tabatha's Salon Takeover,  
Bravo TV, Season 2.

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the Be-Gorgeous brush!

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#### Conditioner

Not Today Leave-In Conditioner/  
Detangler smoothes hair cuticles  
and removes knots, snarls and  
tangles from thick, curly hair.  
This creamy herbal conditioner  
is infused with botanical extracts,  
including mango.

SRP: \$12, 8 ounces

#### Merchandising

Stand-alone products

#### Suggestive Selling

Spiral Spritz, a styling serum;  
Curling Custard, Gloss Pomade  
and Midnight Miracle can all be  
suggested to customers who buy  
the shampoo and conditioner.

For more information, visit  
kinky-curly.com.

### PERFECT RESULTS

Ten years ago Perfect Results  
products were placed in a few  
stores in Michigan. Because of their  
popularity with professional stylists  
and their clients, these products are  
now available across the country.



#### Shampoo

Perfect Results Triple Silk Moisturizing  
Shampoo contains aloe vera, silk  
proteins and rosemary. It cleanses  
both hair and scalp while moisturizing  
and softening the hair. The  
conditioners in this shampoo remain  
in the hair after rinsing, giving it a  
smoother, healthier look.

SRP: \$5.99, 8 ounces

#### Conditioner

All hair types benefit from using  
Perfect Results Triple Silk Deep  
Penetrating Conditioner. Key  
ingredients include panthenol  
to fill cracks in hair shafts,  
reduce split ends and aid moisture  
retention; and silicone for shine,  
color, retention and protection  
from heat damage.

SRP: \$5.99, 8 ounces

#### Suggestive Selling

Perfect Results Hair & Body Oil,  
Non-Aerosol Oil Sheen, Premium  
Curling Spritz and Foaming Mousse  
can all be used in conjunction with  
the Triple Silk Shampoo and  
Conditioner.

For more information, call 800.323.4252  
or visit perfect-results.com.

### JANE CARTER SOLUTION

Jane Carter, an expert in treating  
diverse hair types, has created the  
Jane Carter Solution, a collection  
of healthy hair products for all  
hair types and textures, including  
straight, coarse, curly, wavy and  
fine. Carter began her line by  
creating Hair Nourishing Serum  
to smooth the hair shaft and restore  
shine and softness.



#### Shampoo

Hydrating Invigorating Shampoo  
is free of sodium lauryl sulfate. It  
keeps the hair moisturized, healthy  
and strong, while preventing breakage  
and encouraging growth. The fresh  
lemon verbena scent leaves hair  
smelling clean and fresh.

SRP: \$10, 8 ounces

#### Merchandising

All packaging material is recyclable.

#### Suggestive Selling

Jane Carter Solution recommends  
the Hydrating Invigorating Shampoo  
with Nutrient Replenishing Conditioner,  
Revitalizing Leave-In Conditioner  
and Hair Nourishing Cream.

For more information, call 877.424.7227  
or visit jancartersolution.com.

### BOSLEY PROFESSIONAL

Bosley Professional Strength  
products include hair-regrowth  
treatments and styling items that  
contain more D.H.T. inhibitors  
than most other lines.



#### Shampoo and Conditioner

The Bos•Defense Kit features  
nourishing shampoo, volumizing  
conditioner and thickening treat-  
ments. It's available for both color-  
treated and noncolor-treated hair.

#### Suggestive Selling

The kit works in tandem with Bosley's  
comprehensive program for clients  
experiencing all phases of hair thinning.

For more information, call 800.  
BOSLEY.1 or visit bosleypro.com.

### L'ORÉAL TECHNIQUE

The Mega Moisture line deep  
conditions, nurtures and detangles  
the hair with natural oils that  
include almond, avocado, safflower,  
sesame and mango.



#### Shampoo

Mega Moisture Nurturing Shampoo  
gently cleans hair while restoring  
its moisture balance and smoothing  
roughened hair cuticles.

SRP: \$7.79, 12 ounces

#### Conditioner

Mega Moisture Nurturing Crème  
is an intense, deep-moisturizing  
treatment that zeroes in on the  
most damaged areas of hair to  
restore manageability.

SRPs: \$2.39, 1 ounce; \$9.99,  
8 ounces; \$12.79, 16 ounces

For more information, visit  
lorealtechnique.com.