

AUGUST 2018 | VOLUME 23 | NUMBER 3 | ISSUE 265

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## Better Business ..... 30-33

Wherever your salon/spa is in its business life cycle, the most important question you must be able to answer is, "What is my business worth?" Unfortunately, most entrepreneurial owners don't even ask the question until it's too late.

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# STYLIST

& SALON NEWSPAPERS

THE BUSINESS OF: HAIR | NAILS | SKINCARE

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E-mail: [lisa@californiastylist.com](mailto:lisa@californiastylist.com)

Web site: [www.californiastylist.com](http://www.californiastylist.com)

Mailing Address: P.O. Box 657 • Banks, OR 97106

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**Publisher** ..... Holland Graphics, Inc.

**Managing Editor** ..... Lisa Kind

**Production Manager** ..... Joel Holland

**Advertising Director** ..... Lisa Kind

**Copy Editor** ..... Linda Holland

### Contributing Writers:

Elizabeth Morris, Neil Ducoff, Jayne Morehouse, Marco Pelusi, Fred Jones,  
Natasha Bhalla, Jon Gonzales, Ali Davidson, Heather Murray,  
Tina Alberino, Jaime Schraback

### California Board of Barbering and Cosmetology

Kristy Underwood, Executive Officer

Kevin Flanagan, Regulations & Contract Analyst

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# Getting Involved: Government Advocacy

There are a number of opportunities for people to stay informed about Board policies and actions and to make their voices heard. Here are some of them:

**Visit the Board's Web site:** A good place to learn about the Board's activities is the Board's Web site at [www.barbercosmo.ca.gov](http://www.barbercosmo.ca.gov). There are a number of fact sheets, bulletins and other materials relating to Board rules and policies. There is also a link to Board meetings past and future, complete with minutes, background materials and Webcast recordings. You can also visit the Board's Facebook page and follow the Board on Twitter.

**Sign up for the Interested Parties List:** The list is updated regularly and used to notify the public about pending regulatory actions, upcoming Board meetings, policy changes and other matters regarding the industry. Sign up for the email list at [https://www.dca.ca.gov/webapps/barber/subscribe\\_email.php](https://www.dca.ca.gov/webapps/barber/subscribe_email.php)

**Attend Board meetings:** Board meetings are typically held once per quarter, with the venue alternating between Northern California and Southern California. The Board urges the public to attend these meetings when possible. There is an opportunity for public comment before every

## California Board News

### Board of Barbering and Cosmetology



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Board vote, and also a period for public comment at the beginning and end of each open session for matters that are not on the meeting agenda. This is where members of the public can bring up matters that are important to them, or that they would like to see addressed by the Board. Keep in mind that while the Board will listen to your concerns during the public comment periods, it is legally prohibited from discussing issues or taking action if the matter is not listed on the agenda. Board meeting listings can be found at [http://www.barbercosmo.ca.gov/about\\_us/meetings/index.shtml](http://www.barbercosmo.ca.gov/about_us/meetings/index.shtml)

**Monitor Legislative Actions:** It's important to remember that while the Board is responsible for making of many of the decisions affecting the beauty industry, those decisions have to conform to the statutes passed by the Legislature. In fact, a number of changes can only be made through legislative action. The Legislative process offers many opportunities for the public to be heard. You can also visit <http://leginfo.legislature.ca.gov/> for information on bills before the Legislature.



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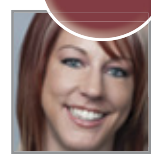
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## He's Just Not that Into You

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Mission: Business Beautiful Ali Davidson

The male grooming market seems to be all the rage in the salon industry right now. Everywhere hair professionals turn, manufacturers are telling them men come in more often, will invest in take-home, tip better, stay loyal, bring puppies with them.

The claims are substantial (even if puppies are a stretch) and the market appealing. So you've done your due diligence, decided the male market fits your business plan, and you've begun your masculine marketing campaign, yet you find yourself complaining to your BF at happy hour, "These guys

just ain't loyal!" No matter what you try he's just not that into you. What gives?

Before you start blaming it on the fact that you're a female, that excuse is old and tired and just plain false. According to the Priority Male Study conducted by *Modern Salon*, 30 percent of the men surveyed actually prefer to have their hair cut by a female and 43 percent have no preference at all. In fact, when a man is choosing where to get his hair cut, the convenience of the location is the number-one factor. If he comes in to your salon you're probably convenient, so why isn't he coming back?

While you're so worried he's just not that into

you, let's turn the tables: What have you done that proves you're really into him? Sure, you did something to make him comfortable entering your salon or barbershop and maybe you even went out of your way to offer some local brews and talk sports, or something else stereotypically "manly" during his haircut. Gold star for you but every other stylist and barber trying to pull in male clientele has checked those boxes, as well. That's not how you prove to a male client that you're into him.

News flash: 72 percent of the men in the Priority Male Study cared more about getting a good haircut than the experience. 78 percent said it is harder to find a good cut than finding good customer service.

*Be that good haircut provider they're searching for. What have you done to improve your haircuts? With the male demographic it is your craft that will keep your client. Plain and simple, men just want a good haircut.*

When was the last time you attended some real male focused advanced education? There are tons of barbering classes available online and off. Look to your local barber school. If there aren't any affordable classes in your area, find a reputable

barber shop and ask if you can shadow a pro. Make him/her your mentor. Practice on friends, family, and mannequins. All those exercises you performed to become a proficient colorist, up-do specialist, texture artist, etc., apply the same effort to master barbering.

The trickier part is deciphering what qualifies a "good haircut" for your male client. It's a personal preference with no over-ruling answer but certainly you want to make sure you have honed the techniques necessary for creating any requested style, stick to the client's desired length, ensure the hairstyle fits the client's features, and master the art of blending. A class specific to consultations would elevate your ability to give your male clients exactly what they want just by knowing the right questions to ask and key words to listen for. As with any client, communication is key. With the male market communication can be trickier yet even more crucial as they are more invested in the haircut than the experience.

It isn't fair to expect men to invest in your professional craft if you haven't done anything to hone your craft for them. Hanging a masculine shingle outside your salon to say you're accepting male clients might bring one or two inside but they just won't be that into you until you give them what they're into — a good haircut.

---

Ali Davidson is the Director of Associated Hair Professionals (AHP), which provides advanced education, business resources, marketing materials, career support, and liability insurance to hairstylists and barbers. For more information visit [www.associatedhairprofessionals.com](http://www.associatedhairprofessionals.com) or email [ali@associatedhairprofessionals.com](mailto:ali@associatedhairprofessionals.com).

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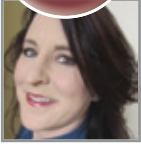
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# The Future of Beauty Is Gender-Neutral

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The Nail Extension Nail Tech Reality Check

In a past column when I addressed the topic of services for men, I questioned the logic of catering primarily to female clients:

*In the beauty business, which depends on attracting and retaining clients, why would any salon ignore half of its potential clients? It's not intentional. Most salon owners would claim that men are welcome in their salons, but let's be real. From the salon environment to the services offered to the products used, most salons presume that their clients will be female. And thus they are, not surprisingly. While the predominance of female clients may be the norm, it also represents a substantial opportunity. Attracting more male clients should be part of a larger strategy to appeal to a broader demographic: young and old, male and female.*

For the most part, I stand by what I wrote. Engaging with a more diversified clientele makes financial sense. So what about those salons that do just the opposite and cater to men? Though they think they're special, they are no better. How do sports and beauty services connect in the first place? Don't women play and enjoy sports?

Upon further reflection, I realized my statement did not go far enough because it perpetuates the

gender binary (the classification of a person as either male or female). Every person, whether they identify as male, female, non-binary or any other descriptor, "should feel comfortable, respected and pampered in your salon. No one should be made to feel awkward for having any service your salon offers. Overcoming this may be the biggest challenge your salon faces."

Rather than approaching this issue as merely a financial opportunity or business challenge, we should take the lead as beauty professionals and accept this as a moral and ethical obligation. After all, our industry prides itself on being inclusive and making people feel better about themselves. What better way to promote inclusion than to abandon our assumptions about what our clients want and need based on gender?

Progress in our greater society can be influenced by the choices and standards we establish in our individual businesses. As a licensed manicurist in the state of California, the scope of practice of my license, as described in the Business and Professions Code, serves as a reminder of the focus of my work:

"Nail care is the practice of cutting, trimming, polishing, coloring, tinting, cleansing, manicuring, or pedicuring the nails of any person or massaging, cleansing, or beautifying from the elbow to the fingertips or the knee to the toes of any person."

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Every licensee should know their scope of practice in their respective state. Ours is not a perfect description. One could argue the list of actions is not comprehensive; let's add shaping, decorating, enhancing, extending, moisturizing, exfoliating, etc. The object of these actions, however, needs no further clarification: "any person." Granted, the restriction of "elbow to the fingertips" and "knee to the toes" limits where we can touch people, which seems more than appropriate given our training. As far as I'm concerned, everything that may, or may not be, between the elbows and the knees is none of my business anyways.

Going forward, let's move beyond our outdated notions of the ideal client: "she's a 30-40 year-old upwardly mobile professional with 1.2 children and a passion for the environment, blah, blah, blah..." Returning to what I wrote previously, let's also reject "the assumption only women get their nails done, and all women want their nails polished.

Besides, if you think in terms of masculine versus feminine, you've missed the point. Instead, consider making choices that are gender neutral. The service names and descriptions should not refer to gender, as that has nothing to do with the quality of the service, or the products used. And the pricing should be based on the service provided, not on who's receiving it. The best analogy would be restaurants, which do not portion, describe or price dishes according to gender. A menu presents choices that are left for the diners to make. Likewise, your salon brochure should present choices your clients will make."

And those choices will be judgment-free. Anything you offer should be available to any person, with very few exceptions. Of course, a legitimate exception could be based on a contraindicated medical condition or the age of the client, but that's when your professional judgment comes in. Gender identity would never be a legitimate reason to refuse service or charge differently. We don't need permission to do the right thing by our clients, nor should we wait for legislation or court decisions to instruct us. We have the ability and responsibility to make gender irrelevant within the context of beauty, and instead celebrate the individual without stereotyping.

---

Nail Tech Reality Check was founded by licensed nail professionals and leading educators Jaime Schraback and Tina Alberino, bringing credible, product-neutral education to professional nail technicians and salon owners. Our specialist educators have the benefit of being entirely independent. Together, we tackle questions and complaints submitted by professionals, students and salon owners by sharing our opinions and discussing solutions based on our extensive experience. [www.nailtechrealitycheck.com](http://www.nailtechrealitycheck.com)



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# Dual License Success: Get Back to Barber School!

## Advance Your Career With Savvy New Barbering Techniques

by Jenny Hogan

Angel del Solar, co-founder of 18.21 Man Made Grooming has been in the professional beauty industry for over 35 years. He has recently gone back to school to develop his career one step further – as a professional barber.

Del Solar has had many roles in his seasoned career, while enjoying many success stories. He has been a high end hairstylist since the age of 15 in his native Spain; owned salons; been a distributor, manufacturer and worked as a platform artist as well as an educator for the largest hair shows in the salon industry.

He has done photography sessions, been published in major beauty trade and consumer magazines as well as being featured on television shows worldwide. He has styled hair for Hollywood celebrities at the Oscars and Emmys. Still, del Solar felt he needed to go back to school to refine his skills and experiences.

Del Solar's company is now launching their professional shaving line and he felt his education was incomplete without learning all he could learn about barbering. "I need to have my barber license to use tools like the straight razor," he said, "having a dual license is a great way for

hairstylists to grow their business an additional 30 percent by adding barbering services. Without barbering credentials they feel like they don't have the talent to perform the services."

"Expectations are high with barbering looks today," he went on, "and you need to know how to use the equipment barbers use. The advocate program we are launching, to partner with schools and salons provides opportunities for hairstylists to become dual licensed through crossover programs for barbering. The best salons have a niche opportunity for anyone with barbering skills that allow working in high end salons for both women's and men's services allowing the opportunity of making a great income."

"I still want to learn and stay current," Del Solar said, "so I am able to authentically speak about barbering. With young hairstylists and barbers just starting in the industry, I get fresh perspectives from their experiences and viewpoints which is a great way to keep in touch with the reality in the world."

What Del Solar enjoys about barbering vs. hairstyling is using different tools. He was a barber in the military a long time ago, but now he gets to learn how to use clippers for very creative looks that are trending now. Being able to offer male clients a proper shave is like a woman getting

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a luxurious facial. The client finds being in your chair for an hour is very relaxing. Del Solar likes to make the experience extra special with touches like head massage and application of a hot towel, performed at the shampoo bowl. With a spritz of 18.21's Sweet Tobacco Spirits Cologne applied at nose level, the guest gets a treat of aromatherapy to add to the luxury.

Hairstylists thinking about a dual license should do some research and find what the interest level is and how much they can increase their business. Talk to salon owners and ask what their male business is and whether they are willing to promote more for men. Look into your local laws and licensing and find what crossover programs are avail-

able for you. Del Solar found a good match for his needs with the Brighton Barber Institute in Hurst, Texas offering a 300 hour crossover program.

One way to promote your new services is by telling all your female clients to bring in their spouses and male friends and by hosting fun events twice a month catering to men. With new skills you can take care of your client's entire family instead of just one person. Fashionable beards and facial hair continue to be popular so now is a good time to learn those barber skills.

For more information on 18.21 Man Made Grooming, call 469-230-9494 or visit [www.1821ManMade.com](http://www.1821ManMade.com). Jenny Hogan is the Media Director at Marketing Solutions, a full-service marketing, advertising and PR agency specializing in the professional beauty and spa businesses. For more information, contact 407-395-9007, visit [www.MktgSols.com](http://www.MktgSols.com) or send an email to [MktgSols@MktgSols.com](mailto:MktgSols@MktgSols.com).

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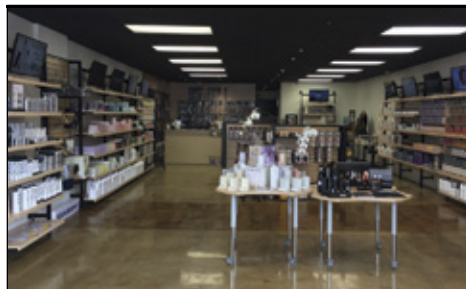
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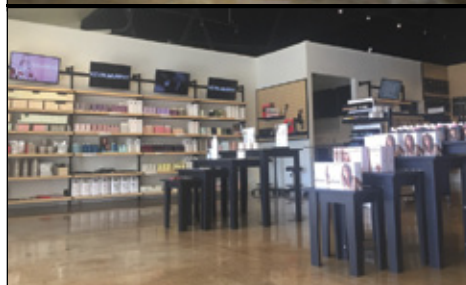
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# How Salons Can Attract the Male Clientele



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The Mane Objective Marco Pelusi

The Men's Grooming category continues to skyrocket in 2018 and has grown to become a multi-billion dollar industry. Barbers and stylists should be pulling out all the stops to take advantage of this lucrative business opportunity.

Barbershops have long provided the lion's share of haircut services for men, however, traditional hair salons are realizing more and more men are willing to spend their disposable income on polishing up their outward appearance. Men are also recognizing salons offer a wider variety of specialized services including haircut, permanent haircolor, demi-permanent color (gradually fades in 6-8 weeks with no line of demarcation), grey coverage, scalp massage and more.

So, how do hair salons do a better job of luring in these droves of men who are willing to spend more money than ever on their grooming needs? Here are a few tips:

- Offer men's services in your salon, and make sure they are included on the salon menu and website.
- Include men's styles and cuts on all of your social media channels to advertise specializing in men's services.
- Encourage your female clients to tell their male

friends and family you offer men's services and to refer them to you.

- Incentivize your female clients with a free "a la carte" service or retail product for every referral that books an appointment.
- Offer incentives to first-time male clients such as discounts or a free "a la carte" service (scalp massage, etc.) with their first cut.
- Advertise in your local paper for those random male clients looking for a first-time change.

Men's grooming, once thought to be a trendy fad, has proven over time to be a legitimate category that is forever growing and here to stay. So, be sure to focus on attracting your man, and then take good care of him so he keeps coming back for more.

*Editor's Note: Celebrity haircolorist Marco Pelusi offers private haircolor courses at his studio in West Hollywood, California: Plan a vacation to LA and learn a new color technique to bring back to your clients. A technique that's utilized on A-list celebs! Marco can teach you his Signature Highlighting Strategy; secrets to brilliant reds; how to do a sombre; gray coverage; or, he can cater the curriculum to suit your needs. Reach out to Marco at [info@marcopelusi.com](mailto:info@marcopelusi.com) and check out [www.marcopelusi.com](http://www.marcopelusi.com).*

Marco Pelusi is globally recognized as a leading haircolor authority, platform artist and educator, celebrity haircolorist and consultant. Pelusi created the Marco Collagen Color Guard HairCare System, the collagen system developed for color and chemically treated hair. Marco is available for one-on-one intensive color training at Marco Pelusi Hair Studio. For information, visit [www.marcopelusi.com](http://www.marcopelusi.com), follow him at [www.instagram.com/marcopelusi](http://www.instagram.com/marcopelusi) and [www.facebook.com/marcopelusi.studio](http://www.facebook.com/marcopelusi.studio).

# Barber Shops: A Trend that Will Not Fade Away

By Denise Prichard

There's no denying the popularity of barber shops has skyrocketed over the last few years. In fact, the cultural resurgence of men getting professionally coiffed is expected to become a \$26 billion industry by the year 2020. And with numbers like that, barbering could become the fastest-growing profession in the U.S.

There are numerous reasons contributing to the resurrection of the men's grooming industry -- including the introduction of several professional haircare products being targeted specifically towards

men as well as men becoming more interested in self-care.

However, the main reason barber shops have taken the industry by storm is due to men focusing on establishing a strong identity and sense of masculinity through professional grooming.

Another thing to consider is the way men are being marketed to when it comes to taking care



Arrow barbershop  
North Carolina



Boardroom Salon for Men

of their hair -- they are being pitched a *lifestyle*. Let's just say the barber shops currently popping up all over the country aren't the type of barber shops your grandfather remembers. Now men are treated to the full, luxurious experience of receiving high-end services while being

offered a glass of beer or whiskey.

Something else different is the evolution of interior design within the barber shop space. It would be rare to come across a sterile, white-



walled barbershop with plain black chairs lined up along the walls -- instead, you'll see spaces with a more industrial vibe like Booker customer, Arrow barbershop.

You'll also find sleek, ultra-modern spaces with eclectic style that caters to the masculine senses. Just take a look at how a Booker customer Boardroom, carved out their own style reminiscent of a speak-easy by giving their space a billiards theme with wood-paneled walls.

It's almost as if the barbershops of today are aiming to redefine a *man's space* within the hair care industry by infusing these once drab spaces with the ultimate experience. It would be hard to come by one of these hip locations that didn't sport a lounge, TVs or the option to have a beverage or two. Entrepreneurs in this space are dead-set on creating a barbershop that men *want* to associate themselves with.

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With over seven years of experience, Denise Prichard is an experienced content marketing professional with a penchant for writing compelling copy and content within the health, wellness and beauty industries. She currently serves as the Content + Copy Editor at Booker Software. [www.blog.booker.com/smb-insights/barber-shops-a-trend-that-will-not-fade-away](http://www.blog.booker.com/smb-insights/barber-shops-a-trend-that-will-not-fade-away)

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## Elevate Your Men's Services and Gain a Loyal Client

By Jenny Hogan

You can significantly boost your revenue and build your business by focusing on creating the ideal client – and he is a man.

Men are notoriously loyal clients and once they trust your services they will be coming back for years to come. They also regularly buy retail products and you can grow your retail in a completely new sector. Brothers Angel and David del Solar and partner Aston LaFon founded 18.21 Man Made as a brand dedicated to luxury men's grooming. The brand offers a unique prohibition-era American theme with retro packaging and masculine images.

They offer advice to salons on building their clientele and bringing in new male clients to boost business. "The salon and barber industry tries to treat men as if we are a trend," LaFon said, "Yet men have always been here! Now the industry is recognizing how important men's grooming services are to them."

### Use The Ladies

LaFon advises salons with mainly female clients to use their ladies to bring in more men. Plan around your slowest days; typically Monday, Tuesday and Wednesday and create happy hour events on those days. Host a Man Day Monday or Men's

Day Wednesday; a half hour event with food, drink and goodies to help promote your services and products. Invite your female clients to buy two men's care products to take home; then they receive a complimentary service when they bring in their man for your gentlemen's event. A local craft cocktail company could be included or a local store sharing men's bow ties or hats. Now you've created a new client who is a haircut and retail client, created new money on slow days and boosted referrals.

### **The Noble Experience**

Elevate men's services by providing the Noble Experience. By improving the salon visit with simple personal touches that take no additional skill or cost, businesses can significantly improve male client retention. Salon and barber clients may not always remember the haircut they received, but they will remember the greeting they got, the firm handshake, feeling honored and respected with a full-service experience. By offering men additional services like head, neck or hand massage, a hot neck shave or additional upgrades, you could grow your price point while guests will also be inspired to keep coming back and tell their friends.

### **Salon Consultations**

Focus on coaching your male clients on how to reproduce their looks at home. Hairstylist Angel del Solar got up to 50 referrals per month in his first year working in the United States by simply showing his clients how to reproduce their looks

at home. Del Solar said, "When you get a new male client, look at that person as a potential five new clients in the future. Take the time to teach him how to recreate his look. Give him the product to hold and show him the tools. For instance, if you are using a pomade, put it in his hands before you show him how to warm it in the palms, where to

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By improving the salon visit with simple personal touches that take no additional skill or cost, businesses can significantly improve male client retention.

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apply on the hair and how much. Show him how to hold the hair brush when styling, what attachments to use on the blow dryer. The key is to make sure he doesn't forget to take home the tools that you used. Walk him to the retail area and pick out the products for him personally."

### **Added Touches**

There are many additional ways to make male clients feel special to provide a personalized touch. Using a hot towel is easy to do and brings a whole new experience. A lot of men have facial hair. Offer to shape it. Teach them how to elevate their appearance by trimming their eyebrows and nose hair. Offer if they come back they get free cleanup on their nape. It's a great complimentary service and doesn't take a lot of time. Upgrades are a great

way to increase your men's salon service tickets while providing added value. Waxing hair removal services are some of the best upgrades you can offer. Eyebrow waxing can change the way men look and feel and if it is offered to them consistently, men will take you up on it. Always have waxing available at your station for a quick service. At \$10 to \$15 per visit it can boost your revenue significantly over time and male clients will appreciate the treatment.

### **Retail Success**

Men's products can also add an important new revenue stream in the form of retail. The industry standard for retail sales is that 80 percent of salon revenue should come from services with 20 percent from retail yet most salons lag behind. LaFon adds, "Finding someone who is at a standard of 20 percent retail to service dollar sales ratio is like finding a unicorn! PBA and the industry statistics report that the average retail percentage only hovers around 6 percent. There is a pretty big disconnect between 6 percent and 20 percent. Salons want to increase their retail sales for profit, yet that's just the icing on the cake. The real reasons for retail are client retention and referrals, so that clients can recreate their looks at home." Retail will also provide much needed financial help for salon owners. "It is difficult to make money as salon or barbershop owner. With commission splits, taxes and overhead; money is tight. Retail gives an additional source of revenue to ensure you stay in business."

### **Special Occasions**

Market your services for male clientele with upscale offerings for weddings, proms, graduation, Father's Day and more. Encourage your female clients to bring in their men for these occasions and include the news in all your client communications and social media posts. Include plenty of photographs of your men's looks, so clients can see your great special occasion looks and ideas! Consider attending wedding fairs to attract male clients. While brides will be the main consumers at most wedding shows, they will want to include their men while planning their own services. Chances are you may be the only vendor offering men's grooming and hairstyling, so you have the advantage. Increase your referrals by making sure all your female clients are aware of your men's services and offer them discounts or products for each male client they bring in. Boost male referrals by offering free or discounted services for the groom, if he brings in three or four of his groomsmen.

Your perfect client is just waiting for you to find him and spoil him. Offer him elevated men's services and products he will take pride in owning. He'll become a loyal client for years to come and tell all his friends.

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For more information on 18.21 Man Made Grooming, call 469-230-9494 or visit [www.1821ManMade.com](http://www.1821ManMade.com). Jenny Hogan is the Media Director at Marketing Solutions., a full-service marketing, advertising and PR agency specializing in the professional beauty and spa businesses. For more information, contact 407-395-9007, visit [www.MktgSols.com](http://www.MktgSols.com) or send an email to [MktgSols@MktgSols.com](mailto:MktgSols@MktgSols.com).

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# Defending Licensure With Proactive Reforms



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The Beauty Professional Fred Jones

In May I wrote a column about the growing, nationwide effort to either deregulate our industry or chip away at our regulated scope of licensure. I informed *Stylist* readers about a California effort to do the latter (by removing shampooing and non-cut/color hairstyling).

Even though we were able to defeat that legislation — only after it overwhelmingly passed one house of our legislature, that fight served as a needed wake-up call.

If such an effort can gain legs in a blue state like mine, it can take hold in any of the other 49 states, as six states have already witnessed in the shampooing arena. So this is a very real threat to anyone who's played by the rules and are now earning an honest living in the barbering and beauty industry.

As I explained in May, this movement isn't limited to just far-right, libertarian policymakers; it has caught on with some on the left, who see costly (time/money) barriers to entry into the workforce as disproportionately impacting those on the lower end of the socioeconomic spectrum.

I'm pleased to report that our State Board of Barbering & Cosmetology has received the message loud-and-clear and are in real-time seeking

reforms aimed at answering licensure critics and those concerned about unreasonable "barriers to entry." They are deliberating on how to responsibly offer a freelance permit (a so-called "personal service permit") for licensees operating outside a licensed salon, considering the creation of more sub-licenses (e.g., hairstyling, waxing and even makeup) that have much less schooling requirements, and expanding Externships to students pursuing all licensed categories. Here's a link to a recent article acknowledging their reform efforts:

<http://www.caprado.org/articles/2018/07/23/new-permit-would-legalize-professional-hair-styling-at-weddings/>

My organization wants to go further, including: elongating Externships (sooner/longer) and allowing salons at their option to pay them (so they can *earn while they learn*); and reinstating aggregate scoring of the two-part licensure exam (to remove the inaccurate perception the practical and written exams are two, separate licensing hurdles).

While we balk at establishing a plethora of sub-licensed categories, most especially a makeup artist license (for fear of inviting further unlicensed activity in salons by those holding minor permits), we have embraced a hairstylist license with an abbreviated schooling requirement (given over 90 percent of our Cosmetologists surveyed say they only do hair services, anyway).

By proactively offering policymakers such reform initiatives, we hope to blunt this growing de-licensure movement and help control the policy deliberations. Next year, our State Board is up for its five-year Sunset Review, in which Legislators could decide not to extend its operations, or even if they do, impose all sorts of new statutory reforms upon our industry and its regulatory body. So the stakes for the most populous state in the Union (with over a half-million licensees and nearly 55,000 salons) couldn't be higher.

As we will continue to explain to our policymakers, the barbering and beauty industry has a long history of relying upon licensure to protect consumers, inform employers of a potential employee's capabilities, and regulate safe standards in salons. Ours is an industry that has been built on a system of formal education and apprenticeship -- which have historically been regulated by state agencies to protect the interest of students and apprentices.

We should be asking policymakers tempted by this movement what are the real-world consequences of eroding regulatory oversight of our industry? And we should shift the burden back to them to explain why perceived barriers haven't prevented millions from entering this vibrant industry.

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However, while it's important for our industry to be united against delicensure and deregulation policy reform initiatives, we also need to consider what we might do to lessen its building inertia.

This movement is a clear and present danger to our industry. Arm yourself with the knowledge to resist it, and then get active in your state's policy setting arena to help guide the debate in a more favorable direction.

Fred Jones serves as Legal Counsel to the *Professional Beauty Federation of California*, a trade association singularly dedicated to raising the professionalism of the beauty industry. To learn more about the PBFC and receive further details about the subjects contained in his column, go to [www.beautyfederation.org](http://www.beautyfederation.org).

# A New Era in Men's Grooming

By Celeste Trapp

It's no surprise men do not want the same salon experience as women and luckily for men, many salons have taken note and started customizing an experience within their salon for the male clientele.

However, the majority of salons have yet to do so. True, women's services cost more and they buy more product, but men's services offer higher frequency, stronger loyalty and appointments that are perfect for squeezing into gaps or double booking. What does a salon need to do to attract more male clients?

**Provide Advanced Education:** As our chain of high-end men's salons go into our 15th year it still amazes me how hairstylists can go through one to two years of training in school and learn very little about how to use a clipper, do a fade or give a man an experience he would appreciate.

Providing our teams with advanced training on men's cuts, color and shaves has been necessary to offer men's cuts in the \$40-\$70 price point. If your team is focused on women's hair you will need to bring in education to help them fine tune their men's cutting skills, including beard shaping. Don't think the education your team received in school is ad-



equate for them to offer a quality haircut to a man.

Often people assume men's cuts are easy; actually they are *more* difficult because a mistake on a fade or poor blending are more noticeable on a shortcut than on a women's cut. Get some models or doll heads and have your team practice men's cuts to the point they are competent and efficient.

**Convince Your Team Men's Services Are Worth it:** Many times stylists feel they would rather do women's services thinking it is more profitable and more creative than men's services. Here are just a few of the advantages of male clients:

- Men's services can bring in just as much revenue as women's services.
- When a man cancels at the last minute or is a "no show" it hurts a lot less than when a woman does the same thing since their appointments are generally two -- four hours whereas a men's service is only 30-45 minutes.
- Men book at the last minute and can help fill those last minute openings.
- Although men buy less retail, a stylist can see



six male clients in about the same time they see one woman client. This leaves time for a bigger opportunity to sell retail.

- Men's appointments are the perfect fit for filling gaps and double booking during processing time.
- Men book a hair service more often every three to six weeks compared to 8 plus weeks for women clients.

Men don't want to walk into a salon and feel out of place. This has encouraged hipster barbershops showing up all over. Small changes to decor and music can go a long way to make men comfortable. Building confidence in your stylists that they understand men's hair, including cowlicks and thinning/balding. Men traditionally appreciate timeliness. Manage your booking times and team efficiencies so stylists are never over five minutes late for appointments.

And don't forget the scalp massage. Every client loves their time at the bowl with a killer shampoo. Don't skimp here. Add some hot towels and a tingly product like Tea Tree Scalp Therapy to give the ultimate experience.

When men feel they are being considered well taken care of, and confident they are getting expert service, they are willing and happy to pay for it.

Celeste Trapp is President and Founder of the MWY family of salons and barbershops including Hair M, Hair W and Y-Chrome. Before founding Hair M in 2003, Celeste was VP of Business Development for a marketing agency. She completed her MBA in 2000 and has always had a passion for business. With five salons and 70 employees in the Portland Metro area Celeste has learned much about what to do, and not to do, to be successful. Celeste can be reached at [celeste@hairm-w.com](mailto:celeste@hairm-w.com).



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# Be More than “A Shave and a Haircut – Two Bits”

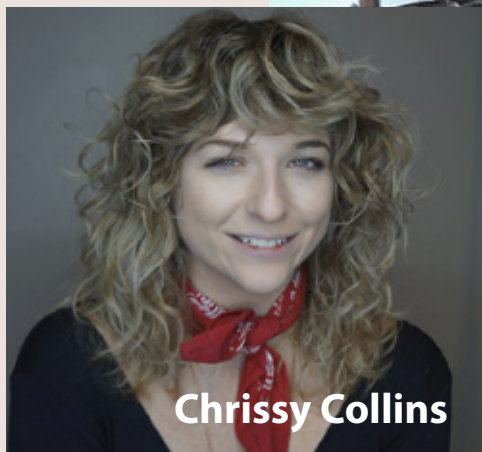
The traditional barbershop is experiencing a renewed energy that has not been seen over the last three decades by providing a modern take on an old-world-experience. What needs to come along with this resurgence is real barbering skills, which have not kept up with this widespread growth.

Chrissy Collins, a cosmetologist and barber for eight years and stylist at Harrison’s, The Gentleman’s Solution, sees a need for trained barbers. “Men today are more interested in their personal appearance and seek skilled and knowledgeable barber’s in an environment that is masculine and suited to them,” noted Collins. “Also, they want products made for men and advice regarding their hair, beards, shaving and skincare.

With this demand, it is a great opportunity for stylists to expand their abilities and income by not limiting themselves to being a stylist for women only. But according to Collins, this means education. She sees too many stylists doing men’s



Harrison’s — Oakland, California



Chrissy Collins

services without being properly trained or not using products that are specifically developed to address men’s needs and problems. “Something as simple as recognizing that men produce more sweat making a difference in their scalp and skin care, is very important,” she explained.

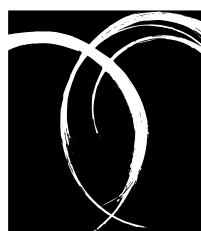
There are areas of education she encourages



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stylist to study and become proficient in to better serve their male customers.

**The right tools:** From clippers to combs to shears, know how to properly use and understand how they work. Remember – the cut and style must be masculine so know the difference in technique to ensure the results is not feminine.

**Know and understand men's concerns and have answers:** Men can be apprehensive discussing hair loss, breakouts on face/body or

services normal to women such as waxing, Botox or fillers. Handling these in a delicate yet knowledgeable manner will gain credibility and loyalty.

**Be familiar with the latest trends:** Men want to stay current. Some of the latest styles in hair, mustaches and beards require a skillful use of clippers and shaving equipment to achieve. Men looking for this will seek barber's shop and trained barbers' and are willing to pay for these specialized services and talent.

**Manly Products:** Men are used to purchasing shampoo at the drugstore without consideration



of anything more than it cleans their hair. Instructing them on the value of the right shampoo, conditioner and other products is as important as the haircut and/or shave. Since buying a specific type product is possibly a new concept to your clients, do not overwhelm with too much information, too many products or ones that are too costly. If at all possible offer two product lines that have different price points. I also highly

recommend one that is fragrance-free. Keep in mind, it is a learning curve for many men to purchase what they may consider a "luxury item."

Barbering is not going away anytime soon from what Collins has observed with her growing clientele, new men's products and barbershops opening nationwide. She says to those interested in entering the industry, "Be prepared for some hand-holding, some cajoling but most of all have fun with this booming market."

---

Harrison's Gentlemen's Solution opened July 2016 and is owned by stylist Eryn Harrison who also owns Calm, A Salon, which opened in 2005. Both are located in Oakland, CA. [www.harrisonman.com](http://www.harrisonman.com); [www.calmsalon.com](http://www.calmsalon.com)

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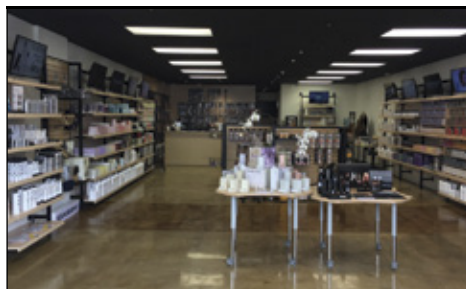
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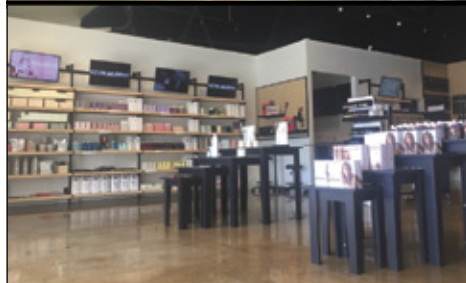
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# Do You Know What Your Salon Is Worth?

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Better Business Neil Ducoff

Wherever your salon/spa is in its business life cycle, the most important question you must be able to answer is, “What is my business worth?” Unfortunately, most entrepreneurial owners don’t even ask the question until it’s too late.

*Too late* typically means one of two things: Your salon/spa isn’t doing well, you’re getting beat up and want to get out or you’re at or near retirement age and recognize the time to sell is near.

The fact is salons and spas earned a reputation for dismally low selling price because owners never focused on growing the value of their companies.

Being *busy* doesn’t necessarily translate into company value. Doing \$1 million or more a year in revenue doesn’t mean the business is making money. Neither does doing \$1 million or more a year in revenue mean it’s worth \$1 million or more when it’s time to sell.

As an owner, you’re busy pushing to grow sales, keep people productive, pay the bills, solve problems and generally keep things heading in the right direction. It’s natural to assume all of that hard work will translate into creating value for your salon/spa. But, are you focusing on the right outcomes that

create value? After all is said and done, you probably have no idea what your company is worth.

Here are some leadership thoughts on how to dramatically improve the way you play the salon/spa business game and understand what your company is worth:

**Create Value from Day One:** The day you open your salon/spa you are an entrepreneur -- business owner first and hairstylist, colorist, esthetician, etc. second. Your salon/spa company is an investment and an asset. Your goal is to make it worth significantly more when it’s time to sell. Working hard does not translate into value. Working hard on the right aspects of your company does create value.

**Profit and Equity Equals Value:** I’ve been coaching owners long enough to know salon/spa owners, financial reports and cash-flow plans don’t mix well. If you’re one of them, answer this question; *which of the following salons/spas will sell for a premium price and which one will be the equivalent of a fire sale?*

A.) Profit and Loss Statement shows a history of high payroll costs and little to no Net Profit. Balance Sheet shows little operating cash for the size of the company, no cash reserves, high Accounts Payable, four credit cards with high balances, two loans (one bank and one private), negative Retained Earnings and negative Equity.

B.) Profit and Loss Statement shows manageable payroll percentages and years of consistent Net Profit (after owner's salary) averaging 10 percent to 15 percent. Balance Sheet shows ample cash in the operating account and three to four months of cash reserve in a money market account. Balance Sheet also shows the company is debt free, with positive Retained Earnings and positive Equity.

**Simple Math Meets Reality:** There are simple valuation multipliers like 1 to 1.5 x annual revenue, or 3 to 4 x earnings (annual Net Profit). Of the two, 3 to 4 x earnings will typically be the more realistic number. In the previous bullet point, scenario A describes a dire financial situation where the seller has no profit to multiply. Scenario B's financial situation is strong, which could justify using a blend of the two valuation multipliers. If the location, lease, critical numbers, brand, systems, culture and other factors are impressive, the sale price could likely move above 4 x earnings and closer to 1 x revenue.

*FACT: This is why it is essential for salon/spa owners to master leadership, financial literacy, cash-flow management, productivity, client retention, systems, culture and other business growth disciplines.*

**Business Physical:** You get an annual physical to ensure that you're healthy, so why not get your business appraised every five years to make sure it's healthy? Professional appraisers charge \$3,500 to \$5,000 plus. The fee will vary based on the size and complexity of your company. The American

Society of Appraisers website, [appraisers.org](http://appraisers.org), has a "Find an Appraiser" page where you can search by expertise, state and zip code. There are also business brokers who will appraise your company with the goal of selling it; find one through the International Business Brokers Association ([ibba.org](http://ibba.org)).

**Power of Knowing:** If you're selling your home, you want to do everything you can to maximize its curb appeal by painting, landscaping, polishing things up and buying new appliances. It's very much the same in business. Once you begin monitoring and assessing the value of your salon/spa, you'll know where its weak points are. You may need to focus on making your Balance Sheet healthier by clearing up debt. The same goes for your Profit and Loss Statement. Other factors might be operational systems that need refining or reinventing, or physical space that needs a facelift. *The fact is there is power in knowing.*

**How Owners Decrease Value:** If you are an owner that generates a significant percentage of your company's revenue, it could have a negative impact on its value. For example, if your hands generate 15 percent to 30 percent of your company's total revenue, a potential buyer could use the potential for lost revenue to justify a lower purchase price. If you have been taking cash and/or paying employees cash, the unreported income means your financial reports are not accurate. More importantly, it signals to the potential buyer





the company is subject to the potential back taxes and severe penalties and interest by the IRS.

**Beware Playing Bank:** Selling your business for the best price in a cash deal is as sweet as it gets. When buyers can't get financing, you may have to be the bank and hold the loan on the sale of your business. A good rule of thumb is that cash gets the best sale price. If you have to be the bank, you're assuming the risk if the buyer defaults, you get to take over the mess. Like a bank, you should demand the loan be collateralized with real property, such as the buyer's home. Lawsuits and foreclosing can be ugly, with no guarantee that you'll ever see all of your money.

When it comes to business ownership, the harder

you work at understanding and building value to your salon/spa, the better your chances to sell at a premium price. Use this article to estimate what your company is worth if you decided to sell it today. Be brutally honest with your assessment and what needs to be addressed. The last thing any business owner wants is to realize it's time to sell but their business isn't worth what it can, and should, be.

If your opening day was decades ago and you have no clue what your business is worth, email me at [neil@strategies.com](mailto:neil@strategies.com) and I'll guide you to the right coaching program.

Neil Ducoff, founder of Strategies and author of the upcoming book "No-Compromise Leadership," developed the team-based pay concept more than 30 years ago and developed a company that trains and coaches to ensure businesses implement the program successfully. For more information, e-mail [neil@strategies.com](mailto:neil@strategies.com) or visit [www.strategies.com](http://www.strategies.com).

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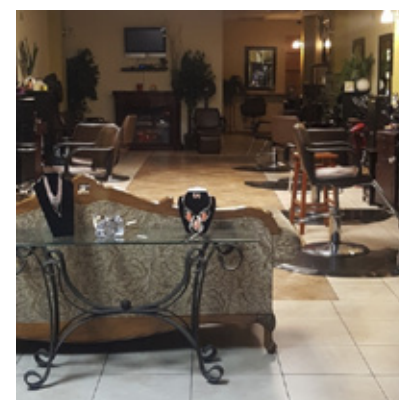
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- 13: National Aesthetic Spa Overland Park, KS [www.nasnbiz.com](http://www.nasnbiz.com)
- 26: ABCH Exam for Certification, Boston, MA [www.haircolorist.com](http://www.haircolorist.com)
- 26-28: Face & Body Northern California San Jose, CA 630-653-2155, [www.faceandbody.com/california](http://www.faceandbody.com/california)

### September 2018

- 8-9: International Make-up Artist Trade Show Toronto 360-882-3488, [www.imats.net](http://www.imats.net)
- 8-9: Beauty Expo Sydney, Australia [beautyexpoaustralia.com.au](http://beautyexpoaustralia.com.au)
- 9-10: Armstrong McCall's World's Fair Austin, TX [www.worldsfairhairshow.com](http://www.worldsfairhairshow.com)
- 15-16: The Makeup Show Orlando, FL [www.themakeupshow.com](http://www.themakeupshow.com)
- 16-19: Strategies Incubator, Centerbrook, CT [www.strategies.com](http://www.strategies.com)
- 23: NailPro Sacramento, CA [www.nailprosacramento.com](http://www.nailprosacramento.com)
- 23-24: The Intl Congress of Esthetics and Spa, Long Beach, CA 1-800-471-0229 [www.LNEONLINE.com](http://www.LNEONLINE.com)
- 23-24: Premiere Philadelphia [www.premierephiladelphishow.biz](http://www.premierephiladelphishow.biz)
- 23-25: HAIR+ Summit, Atlanta, GA [www.HairPlusSummit.com](http://www.HairPlusSummit.com)
- 30-10/1: Cleveland Fashion Focus Cleveland, OH [fashion-focus.net](http://fashion-focus.net)

### October 2018

- 1-2: All About Color Las Vegas, co-hosts David Velasco and Tom Dispenza [www.WWHCA.org](http://www.WWHCA.org)
- 7: ABCH Exam for Certification, Washington DC [www.haircolorist.com](http://www.haircolorist.com)
- 7-8: Premiere Beauty Classic Columbus, OH 800-335-7469 [www.beautyclassicshow.biz](http://www.beautyclassicshow.biz)
- 7-8: Professional Beauty Dublin, Ireland [professionalbeauty.co.uk](http://professionalbeauty.co.uk)
- 7-9: Face & Body SE, Atlanta [www.faceandbody.com/southeast](http://www.faceandbody.com/southeast)
- 7-10: Salon & Spa Exchange, Boca Rotan, FL [www.SalonAndSpaExchange.com](http://www.SalonAndSpaExchange.com)
- 13-14: The Makeup Show Chicago, IL [www.themakeupshow.com](http://www.themakeupshow.com)
- 14-15: San Juan Beauty Show San Juan, PR [sanjuanbeautyshow.net](http://sanjuanbeautyshow.net)
- 14-15: Glendale Fashion Focus Glendale, AZ [fashion-focus.net](http://fashion-focus.net)
- 15-17: BeautyWorld Osaka, Japan [www.beautyworldjapan.com](http://www.beautyworldjapan.com)
- 19-22: AACS Annual Convention, Orlando, FL [beautyschools.org](http://beautyschools.org)
- 20-21: International Make-up Artist Trade Show (IMATS) Vancouver, BC 360-882-3488, [www.imats.net](http://www.imats.net)

- 21-22: Strategies Team Based Pay Conference, San Antonio, TX [www.strategies.com](http://www.strategies.com)
- 21-22: Int'l Esthetics, Cosmetics Spa Conference IECSC Florida, [www.iecsc.com](http://www.iecsc.com)
- 21-22: Premiere Birmingham [www.premierebirminghamshow.biz](http://www.premierebirminghamshow.biz)
- 21-22: Charlotte Fashion Focus Charlotte, NC [fashion-focus.net](http://fashion-focus.net)
- 21-22: Professional Beauty, Manchester [professionalbeauty.co.uk](http://professionalbeauty.co.uk)
- 27-29 Intercoiffure Fall Atelier New York, NY [www.intercoiffure.com](http://www.intercoiffure.com)
- 28-29: The Intl Congress of Esthetics and Spa, Miami, FL 1-800-471-0229 [www.LNEONLINE.com](http://www.LNEONLINE.com)

### November 2018

- 4: ABCH Exam for Certification, Atlanta, GA [www.haircolorist.com](http://www.haircolorist.com)
- 10-11: The Makeup Show LA [www.themakeupshow.com](http://www.themakeupshow.com)
- 13-15: Cosmoprof Asia Hong Kong [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)
- 17-18: International Make-up Artist Trade Show (IMATS) Atlanta, GA 360-882-3488, [www.imats.net](http://www.imats.net)

### JANUARY 2019

- 11-13: International Make-up Artist Trade Show (IMATS) Los Angeles [www.imats.net](http://www.imats.net)
- 20-21: International Beauty Exposition (Formerly WBC) Las Vegas, NV 201-489-8096, [www.internationalbeautyexposition.com/](http://www.internationalbeautyexposition.com/)
- 26-28: Long Beach International Salon & Spa Expo, Long Beach Convention Center [www.probeauty.org/isselb](http://www.probeauty.org/isselb)

### FEBRUARY 2019

- 4-5: BeautyWorld Fukuoka, Japan [www.beautyworldjapan.com](http://www.beautyworldjapan.com)
- 24-25: Prof. Beauty London, [www.professionalbeauty.co.uk/london](http://www.professionalbeauty.co.uk/london)
- 24-27: Global Beauty & Wellness Exchange, Bluffton, SC [www.GlobalBeautyExchange.com](http://www.GlobalBeautyExchange.com)

### March 2019

- 3-10: Jon Gonzales presents Salon Owners SUMMIT CONFERENCE 7 Night Eastern Caribbean Cruise [www.hcds4you.com](http://www.hcds4you.com)
- 10-12: IBS New York, Jacob Javits Center [www.ibsnewyork.com](http://www.ibsnewyork.com)
- 10-12: Int'l Esthetics, Cosmetics Spa Conference IECSC New York, [www.iecsc.com](http://www.iecsc.com)
- 15-18: Cosmoprof Bologna, Italy [www.cosmoprof.com](http://www.cosmoprof.com)
- 17-18: Face & Body Atlanta [www.faceandbody.com/southeast](http://www.faceandbody.com/southeast)
- 23-24: The Makeup Shop Houston, TX [www.themakeupshow.com](http://www.themakeupshow.com)
- 30 - 4/1: America's Beauty Show, Chicago, IL [www.americasbeautyshow.com](http://www.americasbeautyshow.com)

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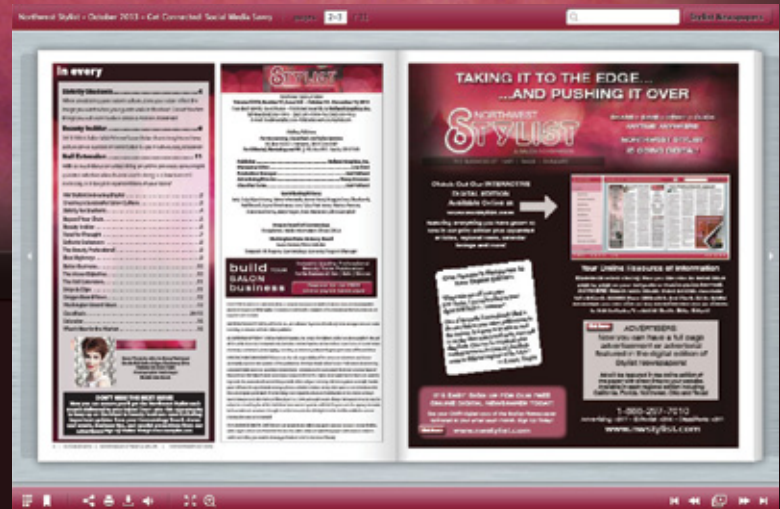
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