

AMERICAN SALON

March 2015



WELLA PROFESSIONALS' ERIC LINDSEY AND MICHAEL HAASE KICK THE PASTEL TREND INTO HIGH GEAR

**The Barbers of Instagram • SHINE ENHANCERS • Remembering Skincare Legend Christine Valmy
SITE SEEING • Ted Talk Sensation Brené Brown on Gratitude and Vulnerability
RAMIREZ-TRAN SALON • Charlie Price Has the Last Word**



MOVING FORWARD

Moving, rated one of the top stressful life events, might seem to be a major setback for a small (or large) business, but for **Dominic Bertani**, owner of two salons near St. Louis, it was a blessing in disguise. After 32 years in the same building, Dominic Michael Salon transitioned into a 3,400-square-foot space with no plumbing and no concrete floor. Although he was under a lot of pressure, Bertani turned the situation into an opportunity to rethink his floor plan and grow his business. Key features of the new salon layout include custom-built cabinetry to fit the tools needed—“nothing more, nothing less,” he says; a color bar with equipment suspended from the ceiling, adjacent to a custom-built dispensary with storage and mixing areas; a retail space separating reception from the front entrance; and a downsized waiting area, to discourage long wait times. The result? “We ended up with a 20 percent increase in the first year,” he says. —K.H.

WORDS OF WISDOM

Celebrated hairdresser and motivational speaker Arnold Zegarelli and his son Gregg have reimagined Aesop’s Fables to provide advice that can help reconcile important life questions in *The Essential Aesop* (OUG Press, 2013). Intended for business professionals, writers and speakers, the fables provide easy points of reference. “There is no college course for wisdom, only tools,” says Zegarelli, who believes that this kind of abstract wisdom can help hairdressers develop important people skills. “Philosophy may be thought to be abstract, but it reduces to life.” aesopbook.com —M.D.



Make the Cut

The new Android- and Apple-friendly free app from **Wahl Professional** brings the basics of clipper artistry straight to stylists’ fingertips. The platform offers useful tips, from understanding the dynamics of clippers to tutorials about executing flawless cuts. Currently, the app features 15 styles and cuts, including the all-in-one five-point cut, the modified pixie and tattoo design. The video tutorials demonstrate cuts on everyday people to address challenges that may be faced daily in a salon. —K.M.



SAVING FACE

Pinnacle Award-winning salons—a selection of 20 top performers from respondents to *American Salon’s* 2014 Salon Better Business Survey—have a lot in common, one thing being that they offer a broad range of services, such as skincare. This sector is proving to be one of the most lucrative and fastest growing in the salon and spa business, with Pinnacle winners reporting an average of \$43,162



annual income from skincare services. Here are a few ways these salons introduced skincare to traditional service menus and successfully compete with local day spas: Expand the physical space, including building specialized rooms or additions to the building; introduce services that don’t require expanding, like facial waxing or express facial treatments; promote spa services more heavily—many clients don’t consider them as necessary as hair services; and focus on the quality of services, rather than discount pricing. —K.H.