



SALON SERVICES

Jan/Feb  
2009

# VIEWPOINT

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*Cover image courtesy of Eufora. Learn more about the new Eufora line on page 5.*

## CHANGES

“ The best day of your life is the one on which you decide your life is your own. No apologies or excuses. No one to lean on, rely on, or blame. The gift of life is yours—it is an amazing journey—and you alone are responsible for the quality of it. This is the day your life begins. ” -Abraham Maslow

**The “Economy”! The media is browbeating us with their continual feed of dread and doom!** It seems as though the media believes that like the Rip Van Winkle fairy tale, we could just stop our lives and we reawaken when the financial malaise is over. While this is definitely an event that will define this century, it does not mean that we should stop living our lives personally or professionally. How we communicate and respond to the events as they occur, is our legacy!

We need to develop an engaging environment by involving our staff in understanding the needs of the salon. As a leader we must first “walk the walk and talk the talk.” What we do as owners and how we behave sets the tone for employee engagement. The first lesson is that workers model their leaders’ behavior. Owners must model the level of engagement they seek. If the owners are not communicating the vision, fully engaged and the value each staff member brings to the salon, your stylists will not be either. Your outlook and guidance is imperative. Addressing their fears with open dialogue and directing their actions with a plan, will empower your staff. Your role is to serve as coach and every element of your organization needs to be reconsidered for how much it fosters engagement.

**What can we do to mitigate and steer the course of our business through these challenging times? Several ideas:**

**Economic Impact:** Your salon business is strong due to the value perception of your client, which creates a loyal client base. What areas within our salon can we build a stronger interaction with our staff? Is it in training, processes, technical issues with our staff? What is your marketing outreach? How are you building new client awareness of the services that you provide? What are you initiating for 2009 to maintain your retention and referral opportunities?

**Cash Position:** Make sales forecasts for your salon, goals for your staff to achieve and anticipate your cash needs. Aggressive management of your cash flow will be critical.

**Cost-saving Efforts:** Involve your staff in developing cost saving ideas within your salon. Reviewing your inventory turns, cross-training staff, reducing staff levels and cutting back on overtime.

**Incentives:** What incentives are you offering to your clients? Some ideas are complimentary gift cards with a gift card purchase, providing clients with free products upon completion of service, and value added services of the unexpected, special weekday rates as a way to increase bookings, and reward cards to loyal clients with such offers as “buy five services, get one free”. Client loyalty is always accomplished by offering the highest level of service. Be creative with your team in developing events which energize your staff and build awareness of your salon. Assess your measurable outcome of the event, whether it is to gain new clients, salon visibility, raising charitable funds, increasing your retail and service levels. Then share the news, the media loves the submission your successes!

As we embark on a new year with anticipation and trepidation as to what will unfold as the economy sways with contractions, “what we know for sure” is that our respective businesses will need to adjust in implementation as to how our businesses will provide the value ultimately for the consumer’s loyalty and dollars.

**At Salon Services we are making alterations to strengthen our ability to respond as the economy shifts.** One of our immediate changes will be in discontinuation of the printed publication of our magazine, Viewpoint. We will be posting the magazine on our website. We are, additionally, developing a more user friendly website. Secondly, we will be launching online shopping to be operational by the spring of 2009 for the professional only. The SalonBrief and your E-blast will continue to be sent to you on a rotational weekly basis with a new look, as well, as it coincides with our technology changes. We believe that the sustainability of our planet and our company’s resources are best utilized in the creation of our online presence for your 24/7 accessibility. As a business owner, we understand that you are working at all hours and your ability to review your promotional opportunities, new product lines and business resources is an important feature for Salon Services to support. We will continue to host educational opportunities, both technical and business classes, to support your salon. Whatever shifts we create, YOUR needs are our ultimate litmus test, in the value that we provide for your salon. It is our commitment to you!

  
**Sydney Berry**  
Owner, Salon Services




 benniefactor®

## Flat Iron Savings



### BaByliss

Nano Titanium 1¼" straightening iron in pretty pink! It maintains stability in ultra-high temperatures and emits negative ions in their most beneficial form for faster straightening, locking in the hair's own natural moisture.

Item # 5152



### Helix Convertible Crimping & Flat Iron

**Now half the price!**

Four tools in one! The Helix Convertible has 1" and 2" interchangeable straightening and crimping plates, a soft-grip rubberized handle and heats to 430°.

Item #2177



### KWOF Flat Iron

Unlike most flat irons, the heating plate features an innovative 30° angle that protects the wrist of the user. This allows you and your client to straighten the hair with less effort.

Item # KWOF098

## BennieFactor Sprays



### B Confident Styling Spray

This versatile styling spray is great for updos. It has a medium hold and is good for all hair types.

Item # 300340

### B Proud Holding Spray—Now with 25% more hold!

New and improved! B Proud holding spray offers an extra-firm hold that will maintain your style from morning to night and will quickly become one of your favorite styling tools. Great for achieving lasting hold and volume.

# PBA Symposium

BEAUTY IS MY BUSINESS

July 18-21, 2009

consumer  
culture

Mandalay Bay Resort  
and Casino | Las Vegas

in conjunction with  and 

[probeauty.org/symposium](http://probeauty.org/symposium)

## KEVIN.MURPHY

### Session Stylist Belt

Purchase one of each:  
 Angel Wash 250ml  
 Angel Rinse 250ml  
 Anti-Gravity 150ml  
 Easy Rider 110g  
 Get a free Session Belt!

Item # 100080

Just want the Session Belt?  
 Item # 100081



**NEW!**

KEVIN.MURPHY

### Salon Rewards Program

Do you spend more than \$650 per month on Kevin Murphy products? Do you represent the entire range? Use KM on backbar and at stations? If so, you are eligible for the rewards program! You could be getting up to 10% back for reward products. Ask your Consultant to find out more.

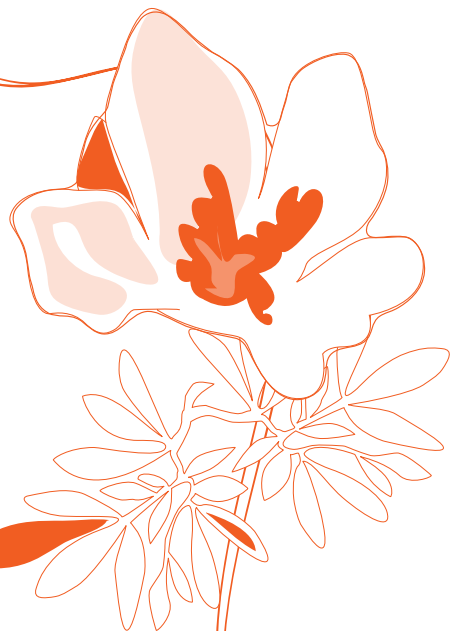


### Davines Glorifying

Glorifying is a new line of anti-aging products from Davines, created to protect and add shine into your client's colored and sensitized hair. Jojoba and sunflower adds moisture, and maize helps to maintain color. With three new treatments, you can create an anti-aging add-on to your color services. Want to learn more? Call your Consultant or Customer Care representative today.



**NEW!**



#### Glorifying Large Intro

- Purchase:
- 1 Pre-color Scalp Protective
  - 1 Post-color Treatment
  - 3 Elixir Anti-Age
  - 6 Shimmering Shampoo
  - 6 Shimmering Pak
  - 6 Leave-in Treatment
  - 6 Shine Serum
- Get Free:
- 24 consumer brochures
  - 1 salon brochure
  - 1 technical dossier
  - 1 Shimmering Shampoo 900ml
  - 6 250ml pumps
  - 1 900ml pump
  - 1 1000ml pump

#67091

#### Glorifying Small Intro

- Purchase:
- 1 Pre-color Scalp Protective
  - 1 Post-color Treatment
  - 2 Elixir Anti-Age
  - 3 Shimmering Shampoo
  - 1 Shimmering Shampoo 900ml
  - 3 Shimmering Pak
  - 1 Shimmering Pak 1000ml
  - 3 Leave-in Treatment
  - 3 Shine Serum
- Get Free:
- 24 consumer brochures
  - 1 salon brochure
  - 1 technical dossier
  - 3 250ml pumps
  - 1 900ml pump
  - 1 1000ml pump

#67090

## Are you getting the Eufora treatment?

### Beauty Without Compromise

From New York to Los Angeles, Eufora gets rave reviews. Eufora products are simple and safe—as well as people and planet friendly. They utilize advanced technology and botanical extracts that have been scientifically proven to benefit the hair, scalp and skin. You can count on Eufora to deliver substance without hype, because when it comes to quality, there are no compromises.

### All Scents Are Not Created Equal

Eufora insists on the highest-grade essential oils for their product aromas. Complex blends of pure plant and flower extracts, built on the time-honored tradition of aromatherapy deliver a pleasant, uplifting and memorable Eufora experience that's healthful and positive.

### The Eufora Difference

Eufora products are true professional products. From the cleansing and conditioning systems to performance styling and finishing solutions, each product is designed to provide a distinct benefit and result. A professional recommendation is important to help your client achieve their desired results.

### Salon Services is Your Beauty Partner

Want to learn more about Eufora organic products, salon rewards and educational opportunities? Contact your Salon Services Consultant, visit your nearest showroom or call your Customer Care representative today.



### Stylist Experience Kit

Hydrating Shampoo	10oz
Urgent Repair Replenishing Treatment	6oz
Sculpture Styling Glaze	10oz
Illuminate Shine Mist	4oz
Elevate Finishing Spray	2oz
Eufora Brochure	

Item # 9400



### Salon Intro I

Urgent Repair Shampoo	2	10oz
	1	32oz
Pure Cleanse Shampoo	2	10oz
	1	25oz
Moisture Cleanse Shampoo	2	10oz
Hydrating Shampoo	2	10oz
Volumizing Shampoo	2	10oz
Daily Balance Conditioner	2	10oz
Moisture Solution Conditioner	2	10oz
Urgent Repair Replenishing Treatment	3	6oz
Hydration Leave-in Conditioner	2	10oz
Fortifi Strengthening Solution	2	10oz
Sculpture Styling Glaze	4	10oz
Solidifi Firm Hold Gel	2	6oz
Smooth'n Straightening Balm	2	10oz
Volume Fusion Spray	2	4oz
Formation Whipped Styling Solution	2	8oz
Curl'n Defining Solution	2	6oz
Curl'n Spray Revitalizer	2	10oz
Illuminate Shine Mist	4	4oz
Pure Polish Finishing Drops	2	4oz
Fixation Styling Wax	2	2.5oz
Formatte Styling Creme	2	2oz
Firm Mist Finishing Spray	1	10oz
Elevate Finishing Spray	3	10oz
Body Blends Moisturizer	2	6oz
	1	16.9oz
Atmosphere Air Spray (1 of each scent)	2	2oz



#### You get free:

Eufora brochure, PhD, 10 retail bags, 10 guest consultation brochures, 1 You School brochure, 1 salon agreement, 1 set of three posters.  
 1-32oz backbar of each: Hydrating, Volumizing and Moisture Cleanse Shampoos;  
 1-32 oz of each: Daily Balance and Moisturizing Conditioner, Urgent Repair Treatment; and 6 liter pumps.

Item # 9401

PROFESSIONAL  
**SEBASTIAN**

**Showroom exclusive savings!**



## Cellophanes

In 1976, Cellophanes was the first temporary color introduced to the professional stylist. Not only does it give you transparent color to enhance any natural hair color and revive any tint, but also provides radiant shine and deep conditioning.

Cellophanes uses pure, natural pigments that are safely deposited on the hair. Several weeks after a Cellophanes treatment, the color fades away naturally, leaving no regrowth.



## Shaper and Shaper Plus—In Stock Now!

Shaper and Shaper Plus are designed to style with hold and control during and after blow drying. They are the must-have professional tool for creating any shape, anytime, anywhere.

**Shaper** #9132N  
**Shaper Plus** #9122N



## Blondor—Purchase 3, Get 1 Free

BLONDOR Lightening Powder offers high lift and versatility—and is the ideal choice for colorists to achieve multiple blonde effects.

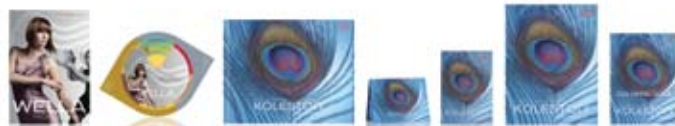


**NEW!**

## Koleston Perfect New Shade Kit

- Purchase:**
- Koleston Perfect 6/03
  - Koleston Perfect 7/17
  - Koleston Perfect 9/17
  - Koleston Perfect 7/38
  - Koleston Perfect 8/38
  - Koleston Perfect 9/38
  - Koleston Perfect 10/38
  - Koleston Perfect 12/22

- Get the collateral toolbox free:**
- Swatchbook
  - Swatchcards
  - Koleston Perfect inspiration guide
  - Discontinued shade chart
  - Koleston Perfect client lookbook





## NEW! DV8 Texture Spray

DV8 is AG's incredible new spray texturizer. It can be used on wet or dry hair and works great on fine hair. It provides a weightless firm hold, shine and separation—for limitless styling—and restyling—options.

### DV8 Texture Spray Offer

Purchase 6 5oz bottles, get one free—and a POP display  
#30357

Purchase a case of 24 5oz bottles  
#30356

## Liter Duo Savings up to 43% on AG Favorites!



Tech Two  
Conditioner Light

Peppermint Wash  
Stim Balm

Xtramoist  
Ultraoist

Re:coil Shampoo  
Re:coil Conditioner

Colour Savour Shampoo  
Colour Savour Conditioner

## Beauty Editor Picks Tote



Tech Two	8oz
Fast Food	6oz
Re:Coil	6oz
Infrastructure	3oz
Foam	5oz

Packaged in a stylish  
designer bag!  
#34208

## The MoroccanOil Collection



NEW!



### Morccanoil Bag

Purchase:  
Hydrating Styling Cream 500 ml  
Intense Curl Cream 500 ml  
Intense Hydrating Mask 500 ml  
MoroccanOil Treatment 200 ml

Get Free:  
1 Tote Bag  
1 Hydrating Styling Cream 500 ml  
1 Intense Curl Cream 500 ml  
1 Intense Hydrating Mask 500 ml  
1 MoroccanOil Treatment 200 ml

### Purchase Retail, Get Backbar free

Purchase 1 box (6) of 300ml Hydrating  
Styling Cream and get one 500ml free.

Purchase 1 box (6) of 300ml Intense Curl  
Cream and get one 500ml Intense Curl  
Cream free.

Purchase 1 box (6) of 250ml Intense  
Hydrating Mask and get one 500ml  
Intense Hydrating Mask free.

# Loma



**Fortifying Repairative Serum**

The Pearatin best seller, with all new packaging. The Fortifying Repairative Serum protects and locks in color, works as a thermal protector and helps to repair dry and damaged hair. Buy 12 - 3.4oz bottles and get the POP and 25 samples free.

#34208

**Daily Reconstruct Duo**

Save 48%. 12oz. Daily Hydrating Reconstructor and 4.25oz. Fortifying Repairative Serum with sleeve.

#21022

**Fortifying Repairative Serum Duo**

Save 32%. 12 & 4.25 oz. Fortifying Repairative Serums in a sleeve.

#21009

**2 for \$25 Retail Liter Duo—Save 57%**

Simplicity Moisturizing Shampoo and Intensity Deep Conditioner.

#22009

## Retail Top Sellers on Sale

- Glide Detangling Conditioner** 11oz  
#20508
- Simplicity Moisturizing Shampoo** 11oz  
#20308
- Intensity Deep Conditioner** 11oz  
#20708
- Intent Volumizing Cream** 11oz  
#21208
- Maximum Volumizing Solution** 12oz  
#21087

## Liter Savings

- Daily Hydrating Reconstructor** #21023
- Daily Hydrating Conditioner** #21052

**Repair and Hydrate Back Bar System**

- 1 Hydrating Crème Shampoo 32oz
  - 1 Fortifying Shampoo 32oz
  - 1 Restoration Pack 32oz
  - 1 Daily Hydrating Reconstructor 32oz
  - 4 32oz. Pumps
- #21153

## Keratin Complex smoothing therapy by COPPOLA



## New From Keratin Complex

**Keratin Complex Infusion Therapy  
Vanilla Bean Deep Conditioner**

This deep conditioning treatment features bio-nutrient spheres of vanilla beans that provide renewed shine and optimum nourishment.

# 80024

**Keratin Complex Infusion Therapy  
Shine**

A unique blend of precious oils and keratin proteins to enhance hair quality and add vibrant shine, with long-lasting silky protection that doesn't evaporate.

# 80027

**Keratin Complex Infusion Therapy  
Infusion Keratin Replenisher**

This high Ph replenisher automatically opens the cuticle to infuse keratin proteins and emollients into the hair. Its deep penetrating action repairs and revitalizes hair during bow drying or ironing and closes the cuticle to entrap nourishment. Great for use as daily maintenance for your Keratin Smoothing Treatment clients.

# 80025

# 80026



## Brocato Jan/Feb Promotions



### Retail Duo Savings

#### Splash Retail Duo

32oz Splash Shampoo with 8.5oz Splash Conditioner banded with pump  
#510487

#### Peppermint Scrub Retail Duo

32oz Peppermint Scrub Shampoo with 6oz Peppermint Scrub Masque banded with pump  
#510488

#### Swell Volume Retail Duo

32oz Swell Volume Shampoo with 5.25 oz Swell Volume Treatment banded with pump  
#510490

#### Saturate Retail Duo

32oz Saturate Shampoo with 5.25oz Saturate Treatment banded with pump  
#510489

#### Vibracolor Retail Duo

32oz Vibracolor Shampoo with 8.5oz Vibracolor Conditioner banded with pump  
#510491

#### Cloud 9 Retail Duo

32oz Cloud 9 Shampoo with 5.25oz Cloud 9 Treatment banded with pump  
#510492

### Liter Duo Offers

#### Splash Liter Duo

Splash Shampoo & Conditioner, 2 pumps & bag  
#510060

#### Saturate Liter Duo

Saturate Shampoo & Treatment, 2 pumps in a bag  
#510064

#### Swell Volume Liter Duo

Swell Volume Shampoo & Treatment, 2 pumps in a bag  
#510065

#### Vibracolor Liter Duo

Vibracolor Shampoo & Conditioner, 2 pumps & bag  
#510061


#### Cloud 9 Liter Duo

Cloud 9 Shampoo & Treatment, 2 pumps & bag  
#510066



#### Maximum Hold Gel

4oz. Buy 5, get 1 free with easel card and PK sheet  
#510486



### Product Club

**Eyeglass Guards**  
Purchase two boxes of 100 count eyeglass guards in black, get one free.

**Thermal Color Wraps**  
Purchase three boxes Thermal Color Wraps and get one free.





### Aerogel

**January only!**  
Purchase a case (12) of 10.5oz Aerogel at \$96 and get 12 - 2oz bottles at the special price of \$18

### Covert Control

**Purchase five, get one free.**

## dermalogica®

**14 to a Dozen Sale! January only, act fast!**



### 12+2= 14 to a Dozen Savings

January only- Purchase any 12 of the same Dermalogica product, get two of the same product free. This only happens once a year, so stock up your spa for the new year with this great Dermalogica promotion!

**Try some Dermalogica favorites!** Beauty LaunchPad magazine and top industry professionals rated eight Dermalogica products award-worthy in the December 2008 issue. The top eight were:

- Best Cleanser:** Special Cleansing Gel
- Best Eye Care Product:** MultiVitamin Power Firm
- Best Acne Product:** Clearing Mattifier
- Best Moisturizer:** Skin Smoothing Cream
- Best Men's Product:** Pre-Shave Guard
- Best Exfoliant:** Daily Microfoliant
- Best Anti-Aging Product/Best New Launch:** AgeSmart System

### Clean Start—Coming in February



Dermalogica takes on teens with this great new line of eight easy-to-use products. Ask your Sales Consultant about the Clean Start intro offers and how you can get started with the Clean Start line.



### Satin Smooth Waxing System



#### Double Wax Warmer Kit

Your kit includes: Double Wax Warmer, Deluxe Cream Wax 14 oz., Honey Wax 14 oz., 40 pieces assorted Muslin and Non-Woven cloth strips, 40 pieces assorted wooden applicators, 20 protective collars, Satin Cleanse cleanser 16 oz., Satin Release wax residue remover 16 oz., Satin Cool cooling gel 16 oz., Satin Hydrate moisturizing lotion 16 oz. and a Professional Waxing DVD. Comes with Res-Q Spray and Res-Q Cream free.

Item #826

#### Single Wax Warmer Kit

Complete kit comes with: Single Wax Warmer, 14 oz. Deluxe Cream Wax, 4 oz. Satin Cleanser 4 oz., Satin Release calming oil, 4 oz., Satin Cool cooling gel, 4 oz., Satin Hydrate lotion and 30 pieces of muslin cloth. Buy the kit, get a free Zinc Oxide wax.

Item #823

#### Open Stock Pot Wax-Buy Two, Get One Free

Choose from Deluxe Cream, Lavender, Tea Tree, Zinc Oxide or Wild Cherry Waxes.



## Japonesque Brush Sets on Sale

# JAPONESQUE®



### Mineral Brush Set with Case

The Mineral Brush Collection incorporates anti-bacterial technology that helps to eliminate bacteria. The anti-bacterial treatment protects each brush fiber from dangerous bacterial growth. The brushes are non-toxic and non-allergenic.

This kit comes with: Mineral Concealer/Foundation brush, Mineral Shadow brush, Mineral Blush brush, Mineral Face brush, Mineral Smudger/Detailer brush, a 4oz. bottle of Brush Cleaner spray and a Brush Case.

Item #918



### Silhouette Brush Set

The complete go-anywhere brush set and cosmetic bag is the perfect complement to Japonesque professional brushes. A stylish cosmetic bag wraps each brush in its own protective sleeve with extra space for all your makeup essentials.

Item #445

## 1+1 Deluxe Studio Display

# YOUNGBLOOD®

MINERAL COSMETICS



### 1+1 Deluxe Studio Display

Want to bring Youngblood Mineral Cosmetics into your salon or spa? Start with the beautiful Youngblood Deluxe Studio Display (P1, P2, P3, P4 and P5—as shown). It comes with a complete set of applicators, cosmetic testers and a set of retail backup applicators and cosmetics. Contact your Sales Consultant or Customer Care Representative to find out more today.

#3330306

### January only

**Loose Eyeshadow** in shades of Alabaster, Coco, and Golden Beryl. Buy three retail pieces of each shade and receive one tester free.

### February only

**Bliss Lipstick**—Purchase three retail pieces and receive one tester free.



## Salon Services & Supplies

740 SW 34<sup>th</sup> Street, Renton, WA 98057

PRST STD  
US Postage  
PAID  
Seattle, WA  
Permit 315

## The Viewpoint is Going Digital!



Starting with our March 2009 issue, the Viewpoint will no longer be delivered in its usual printed form; it will be available anytime on our website, or via email. We will still have all of the same great offers and savings available, just online! Make sure you are signed up for our SalonBrief e-newsletter, so you get the Viewpoint delivered to your inbox automatically every other month. Additionally, we will have special email only promotions, offers and tips.

It's easy to sign up. Ask your Consultant or Customer Care representative to add you to our SalonBrief email list or go to [www.SalonServicesNW.com](http://www.SalonServicesNW.com) and enter your email in the "Subscribe to our weekly salon news" box. It's that easy!

## Salon Services Showrooms

### WASHINGTON:

#### Bellevue

13112 NE 20<sup>th</sup> Street  
Bellevue, WA 98005  
425-861-7825  
M-F: 9am-5pm (closed 1-1:30)

#### Olympia

4444 Lacey Blvd., Ste. B  
Olympia, WA 98503  
360-923-9494  
M-F: 9am-5pm (closed 1-1:30)

#### Renton

740 SW 34<sup>th</sup> Street  
Renton, WA 98057  
425-251-8840  
M-F: 8am-5pm  
Sat: 9am-2pm

#### Seattle

2201 6<sup>th</sup> Ave., Ste 102  
Seattle, WA 98121  
206-448-6292  
M-F: 9am-5pm (closed 1-1:30)

#### Spokane

303 E. 2<sup>nd</sup> Ave., Ste 2  
Spokane, WA 99202  
509-455-6368  
M-F: 8am-5pm  
Sat: 9am-2pm

#### Tacoma

3702 S. Fife St., Ste. B-104  
Tacoma, WA 98409  
253-471-1881  
M-F: 8am-5pm  
Sat: 9am-2pm

### OREGON:

#### Beaverton

9242 Beaverton-Hillsdale Hwy.  
Beaverton, OR 97005  
503-203-8676  
M-F: 9am-5pm  
Sat: 9am-2pm

#### Portland

5059 NE 122<sup>nd</sup> Ave  
Portland, OR 97230  
503-408-1556  
M-F: 9am-5pm  
Sat: 9am-2pm

### IDAHO:

#### Boise

6855 W. Fairview St., Ste. 160  
Boise, ID 83704  
208-323-5380  
M-F: 9am-5pm (closed 1-1:30)

## New Salon Services Website

### Coming in February 2009

We want to continue to be the best partner to you and your business. One of the ways we are focusing our efforts, is a new website.

Available in early 2009, [SalonServicesNW.com](http://SalonServicesNW.com) will have a new look with streamlined navigation and enhanced features. We will also have more online promotional offers, a new blog so you can link up with other salon owners and professionals, more information about our product lines, full educational calendars and tons of links to online resources you can use on a daily basis.

This spring, we will be taking this one step further—by giving you and your staff the ability to place your order quickly and easily—online.

Sign up for our SalonBrief, so you can stay linked in while we make these exciting new changes!