



MARKETING SOLUTIONS

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Healthy Hair Treatments For Spas & Salons

By: Kimberly Evering

Spas, salons and medical clinics need to be as up-to-date as possible on healthy hair and scalp treatments. Whether you are a hair designer, aesthetician or a medical professional; haircare treatments and services are essential to your client's happiness.

Everyone wants to have the healthy and lustrous hair of the models they see on television and in print ads. Spa and salon clients are always searching for something new and they rely on you to personally consult with them about which specific hair treatments are available to help them obtain their ideal hair condition.

According to Elie Gerdak, nationally known in the beauty industry as "Elie", owner and Creative Director of Elie.Elle Salon in Northern Virginia, "Hair that should normally be shiny and healthy today is often dry and damaged. Lack of sleep, exercise, poor nutrition, and bad haircare habits are often culprits." Elie notes, "Whether the sources of your client's hair challenges are environmental, genetic, from haircare chemical services, texture, design or any combination of these, you can help your client's hair reach its full potential by providing a more complete array of professional hair treatments. In the past there were limited types of professional hair conditioning, reconditioning and treatment products on the market, yet the beauty industry has access to an assortment of innovative new hair treatments for every haircare challenge."

Key Hair Treatment Ingredients

Elie offers, "There are various levels of hair conditioning treatments, containing key ingredients for specific problems. For example, Aloe based instant spray-on conditioners will quickly detangle the hair and offer a beautiful shine or luster. A combination of sulfur and essential amino acids are key hair conditioning treatment ingredients that will help to restore a client's healthy hair, because they are part of the hair's natural structure. Deep Conditioning Hair Treatments contain amino acids and sulfur that will help to restructure the hair base, giving the hair new life, shine and bounce." Elie highly recommends that you "test, test, test the various specialty professional hair treatment brands and products available on the marketplace and practice applying them, rather than to just open them up and use them. Learning about each of the various product ingredients and what they can do is important."

Elie continues, "Many people experience the same initial reaction to professional hair treatments after using them for the first time. Your hair is being allowed to breathe again. Hair that is abused by products with animal fats and silicones suffocate, causes it to become damaged. Treatments that are most effective contain high percentages of ingredients necessary to achieve proper protein-moisture balance in the hair and should be used accordingly. After having a hair treatment, clients should allow a 30-day adjustment period for their hair to settle into a healthier state, achieving increased shine and manageability."

Types Of Haircare Treatments

Aline Richardson of Aline's Salon, Spa and Wellness Centre of Prescott, Arizona notes that there are many types of hair and scalp treatments inclusive of instant spray-on conditioners, leave-in moisturizing conditioners, deep heat packs, reconditioning treatments and scalp massage therapies. She cautions that many clients do not understand all of the hot oil and deep conditioning treatments and that should offer them personalized consultations that explain the key benefits as solutions for their hair and scalp problems.

Richardson notes that most deep heat conditioning treatments really do not need the heat process. The heat process does help these special conditioning agents to process more quickly, yet often provide no tangible improved results. Hot oil treatments don't mix with water and sometimes only provide temporary benefits – not long-term benefits.

Thin, Thinning, Fine & Skinny Hair

Aline Richardson points out that, "Thin or fine hair is the number one challenge for both women and men today. Products that remove all impurities from the hair and give it volume without weighing the hair down are best for treating this condition. Soy and wheat are great ingredients for strengthening hair. Likewise, amino acids such as cystine help to fill

the hair with protein building bonds and give it a fuller appearance. There are numerous name brand professional products that temporarily swell the hair shaft to make the hair look thicker, fuller and richer. These usually come with a full complement of shampoos, conditioners and styling tools, all designed to fatten the hair shaft for a great visual improvement.”

Chemically -Treated Hair

Many women and men today utilize perms, waves, relaxers and haircolor to enhance their total image. These clients require specialty haircolor safe products, so the hair is not stripped of the artificially added hair color or the curl pattern. According to Aline Richardson, “Some of the newest haircolor-oriented shampoos and conditioners include the synergy of actual haircolor within the products, ensuring better hair condition and longer lasting rich haircolor. Some of the professional haircolor based products offer additional volume and texture to support the haircut designs.”

There are numerous specialty hair shampoos and conditioners for permed hair. Many of these contain special quarternary-based compound polymers, which help to condition the hair while also maintaining the natural or permed curl pattern in the client’s hair. They add a positive charge to the hair, which acts like a magnet to pull more intensive conditioning into the hair from both natural and mineral resources. It is best to recommend specific haircolor products. Whether the hair is chemically treated or not, it is important to use professional products that offer ultraviolet protection from the sun’s harmful rays.

Ian Gavet, a top salon industry platform artist and haircolorist from San Francisco notes, “Never lose sight of the fact that hair grows out of the scalp. The scalp is like a garden. The scalp needs to be fed with moisture treatments and other enrichments. There is often a natural lack of moisture, allowing for dry or porous skincare conditions, especially with professionally applied haircolor, highlights, bleaches and permanent tints. There are some more gentle haircolor products, like semi-permanent and ammonia-free haircolor processes, which offer haircolor options without some of the more damaging effects. This may need to be considered as part of the overall hair style and condition strategy for your clients.”

Some professional haircare and skincare companies offer chemical designs like ‘Triamine Molecular Complexes’. These highly effective conditioners and treatments systematically penetrate the hair shaft with varying sized molecules, so that they can improve the condition throughout the multiple inner layers of the hair shaft.

Dandruff & Dry Scalp Conditions

Aline Richardson points out that “Dandruff and dry scalp are the most common scalp conditions today, affecting more than 50% of the American population. Dandruff is usually worse in the winter than in the summer. Since dandruff is a natural process, it cannot be eliminated; it can only be controlled.”

Richardson continues, “Dry Scalp is characterized by small, dry flakes, tightness of the scalp and itchiness. There is also Seborrheic Sermatitis, which is characterized by heavy flaking, severe itchiness, redness and inflammation. These hair conditions usually need to be treated by a dermatologist. However, hair treatments for non-medical dandruff conditions can be taken care of with regular deep conditioning to help maintain the scalps normal balance.”

Hair Loss

Richardson shares, “A surprising 20% of women experience hair loss and the exact cause can be hard to diagnose. Many different factors such as physical or emotional stress, thyroid, hormones, medications, or Alopecia can be contributing factors. There are several treatments that may work to help halt and or help regrow hair lost to female pattern hair loss. Currently, the only FDA approved hair loss treatment for women is Rogaine, with 2% Minoxidil, although an extra strength Rogaine for women. A new and improved 5% Minoxidil, is expected to be FDA approved within the next year. “

Scalp therapy conditioning products for hair loss need to essentially avoid clogging the pores or leaving a heavy residue of waxes from the haircare products. The conditioners and styling products for hair loss clients need to be easily rinsed away as well as to allow the scalp to have a more natural absorption of oxygen and nourishing treatments. Numerous professional conditioning products offer special humectants that draw moisture to the hair from the natural humidity and the environment.

Current treatments for female pattern hair loss are available, yet still limited today. While there are some professional products for women that can halt or prevent additional hair loss ... with the possibility to regrow hair, there are often side effects associated with them as well as risks for those who are pregnant. Women are more likely to get nonsurgical hair replacement treatments such as wigs, hairpieces, and hair extensions. Some salons and spas capably sell wigs to clients who have thinning hair or lose their hair due to cancer. A growing number of salons and spas are now adding hair extension services to their menu, for thin and fine hair as well as for those women who want to add fashion or glamour excitement to their total image.

Curly & Frizzy Hair

Elie Gerdak is nationally recognized as a 'Curly Hair Expert!' He shares, "Curly hair is porous, fragile and it requires the nourishment of a deep conditioning treatment. Specialty hair treatments for curly hair are made of amino acids, sulfate, and protein with antioxidants to give curly hair its external molecular connection, allowing hair to bounce and not frizz. The most common problem for clients with curly hair is that the curls frizz, giving the client an unfinished and non-professional look. It is important that you teach your client to understand her hair and how to work with it. Knowing the difference between the texture of ethnic curly hair and Caucasian curly hair is also important. Curly hair requires treatment with a thick conditioner. You should only work on curly hair if you are experienced and comfortable. The lack of confidence and knowledge on how to deal with curly hair is 90% of the problem."

Elie explains, "A deep conditioning treatment along with the right cut allows the curl to look natural. Correct application of products is the key. New professional curly hair salon products are now making curly hair well defined, bouncy and smooth. Professional haircare products work from the inside out to fight frizz and restore shine. They strengthen curly hair instead of weighing it down."

Climate Control products protect curls from humidity by absorbing moisture from the air, hydrating each strand of hair and helping to prevent frizz.

Elie adds, "A really great way to help keep curly hair under control is to use the 'Carving and Slicing Method' developed by Ouidad, the salon industry's leading curly hair specialist from NYC. It is a haircutting and hairstyling method so unique, that it has been awarded a US Trademark. The procedure involves taking one section of the hair at a time and slicing lightly with the wave of the curl so the curls will cup gracefully into each other, instead of stacking on top of each other."

Oily Hair

Products for this type of hair are designed to remove and regulate oils from the hair and from the root. The root is where the hair grows but very few shampoos try to cleanse it. Hair products for oily hair should gently remove excess debris from the hair shaft.

Damaged Hair

Chemical treatments can dry out hair and remove vital nutrients leaving the hair dry and brittle. Richardson shares, "Color treated hair needs increased vital nutrients, vitamins and proteins found in botanicals, minerals and natural oils to extend the life of the treated hair. Hair requires periodic replenishing of protein and moisture at least once a month to maintain its healthy luster and shine. Most clients feel and see noticeable results from their first deep conditioning treatment, proving how beneficial the treatment is."

How Hair Treatments Can Increase Your Business

Elie points out, "Salon and spa clients are always searching for an amazing new haircut or hairstyle. However, their hair condition will often not properly support the look it's given, unless their hair is in excellent condition. As a hair designer or aesthetician, you should analyze your client's hair and recommend several treatments to help restructure their hair. Take into consideration the region of the country your salon is located in as well as the natural and artificial ingredients within your local water resources. When consulting a client about their hair and scalp condition, take time to really listen. It is vitally important that you must first earn their trust. It is essential that you demonstrate the use of hair treatments."

Elie also recommends "You must always perform a complete analysis on your client's hair and scalp, explaining how they can manage their haircare routines at home between salon visits. They may love the products you use on their hair at the salon, yet if they don't understand how the products work or how to use them; then they are not likely to enjoy all of the benefits of these products. If that happens, they will also not repurchase these products from you to keep up their homecare maintenance regime."

Moisture Balance

Ian Gavet concludes, "Everything we do in hair and scalp conditioning is about maintaining a proper moisture balance. For example, this provides the much needed elasticity and improves the tensile strength for hair. The cationic hair conditioners that are slightly acidic with a pH from 3.5 to 5.5 or even up to 6.0 will exhibit qualities that will help to close the cuticle layers of the hair in order to retain more moisture and shine. Most any chemical that effects the cuticle should be treated with silicone-based products as these will give your client's hair shine, better reflex and temporarily close the cuticle layers."

Education Is Power

Educate yourself and your staff on a continuous basis. Keep apprised of the newest technologies and state-of-the-art products to improve the condition of hair and scalp, while providing easy care. Work with your manufacturers and beauty supply distributors to take advantage of their seminars, workshops, brochures, videos and conferences. Create a small library for your facility that offers an easily accessible opportunity for increased knowledge – to treat your client's haircare challenges.

Marketing Power

Take the time to advertise, market, merchandise and publicize your hair and scalp conditioning treatments. Most salons and spas overlook this terrific opportunity to sell much needed treatments to their existing clientele. Use your client consultations, merchandising displays and point-of-purchase materials to promote these services at full price – and you'll be surprised how much your clients will love you, while your sales and profits soar.

Time To Treat

Just as any woman uses a complete regimen of systematic skincare treatments on their skin to prevent dryness and to improve the overall condition – so should we recommend that they use specialty professional hair conditioning treatments to prevent damage before it occurs to keep their hair shiny, manageable and healthy!

When you are able to efficiently recognize your client's hair problems and explain to them which products can best help them to resolve their hair woes, you will notice a great increase in your related hair, scalp and skincare services as well as in your professional take-home retail sales. Remember, it takes more than one time for a hair treatment to effectively work, so it is in your best interest to educate your clients and to offer them a complete series of treatment packages.

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