

*Hair
Affair™*



EDUCATIONAL GUIDE FOR
Micro and Nano-Bead EXTENSION SYSTEMS

Loop'n Lock
Hair Extensions

INTRODUCTION:

Brief History of Hair Extensions in General:

Hair extensions are certainly not a new thing. They've been part of our industry for over 35 years or more. They got their start appealing to the ethnic market, traditionally being sewn in, or braided in. From there they slowly became popular with the Hollywood crowd, as they were considered a "luxury item", limited in accessibility and very high in price. Today however, they've become one of the hottest and most lucrative services in the salon!

What do we attribute this to? Any number of things - better product development in terms of new and improved installation techniques, better bonds, better availability and quality of hair, removable or clip-in hair. All these things give the salon confidence in promoting the service to just about anyone. Another, and perhaps the most important reason is that the general public is demanding the same ease and speed of acquiring long, luxurious locks as that of the "Hollywood Crowd" – quickly and efficiently, no sparing of expense! All good things for any extension artist!

It used to be that extensions were thought of only in terms of lengthening the hair. That's no longer the case. We now use them for volume, for highlights, for dramatic colour chunking, as well as taking a client from a 3" bob, to a sleek and beautiful 18" head full of flowing, silky locks!

There are various qualities of hair available on the market. Not all human hair is the same. There are major differences between Asian hair, Indian hair and European hair, and which are considered the best in terms of suitability for the Caucasian market. Also in terms of quality of hair, there is remy versus non-remy hair. Remy meaning that the cuticle is intact, and running in the same direction, giving the hair a smooth and shiny look and feel. Remy hair is much more resistant to tangling and breakage. It also accepts colour and conditioners, etc. much more readily. Hair that has been stripped of its cuticle often has been heavily coated with silicone to add softness and shine. It's only after a few washings however, that the silicone is gone leaving the hair dry, fragile and easily tangled.

The quality of the bond or attachment is equally as important as the quality of the hair. It must maintain a strong and lasting hold without being too bulky. It's also imperative that it does not damage the hair in any way. The bond needs to be easily removed without leaving any residue. If the quality of the bond or attachment is poor, you'll end up with problem after problem, no matter how superb the hair!!

With ever-evolving and improving extension technology, it has become very easy for us to give all our clients that "Hot, Hollywood – Glam" look!!

Excerpts taken from Salon Magazine – Article: The Long and the Short of It – May/June 2007 issue.

KEY BENEFITS OF MICRO-BEAD HAIR EXTENSIONS:

BENEFITS FOR CLIENTS:

- High Quality 100% Indian/Asian Remy Hair
- Lasts 4 months or more when properly cared for
- Natural movement
- No Damage to Natural Hair
- Easy to Style

BENEFITS FOR STYLISTS:

- High Quality 100% Indian/Asian Remy Hair
- Long-lasting proven micro-bead extension
- No expensive application tools required
- Quick and Easy removal process
- Valuable Salon Service – Increases Salon/Stylist Profits

AFTER



BEFORE



LOOPN'LOCK

Explanation of Loop n' Lock Hair and Attachment:

As previously mentioned, the quality of extension hair, and bond or attachment is extremely important. Our Loop 'n Lock hair is a mix of Indian and Asian hair. It is 100% remy, so the cuticle is in tact and running in the same direction. Indian hair is considered by many to be the best, (while still being affordable, unlike the limited quantity of European hair) as it is very silky and integrates perfectly with Caucasian hair. The Asian hair that is used in the Loop 'n Lock system has a very fine denier. Often times, Asian hair is quite thick and course, making it difficult to blend with Caucasian hair. The Loop 'n Lock system however, uses only fine denier Asian hair, which blends well when combined with Indian hair. It has been chemically treated, but it is remy hair, therefore it retains its silky, shiny finish. It has not been coated with silicone, so what you see is what you get, and the hair will stay healthier looking longer.

Our attachment is made of aluminum, and has a protective coating on the inside ensuring protection of the hair. It has also been colour coated on the outside to match the colour of the strand. As there is no use of glue or adhesive of any sort, there is no chance of any residue being left on the hair when the extensions are removed. They are very quickly and easily installed and removed, making the whole service a pleasure for both client and stylist!

- Loop 'n Lock Extensions are available in two lengths; 14" and 18"
- They are available in one texture; Straight (though when washed and left to air dry, they will fall into the client's natural wave pattern)
- There are 10 strands per package

Client Consultation and Questionnaire:

If you are planning to begin offering the Loop 'n Lock service in your salon, we offer the following tips:

- Offer a free consultation to your clients interested in the service. Provide a consultation form that they will fill out to give you the information you require to determine if the client is a good hair extension candidate.
- after the service, give your client's a Loop 'n Lock care sheet for them to follow at home. This will prevent potential problems occurring after they leave the salon.
- Protect yourself with a guarantee of payment form.
- A non-refundable deposit is recommended for at least half of the total application fee to cover your cost of the product.
- Include cutting and finishing and any other services with the price of the Loop 'n Lock service.

During the consultation, the following items should be discussed:

- Style: How does the client want to wear her finished style?
- Length: How long does she want the finished look to be?
- Color: Match the color with color ring in natural light or add highlights. It is advisable to use more than one color as this produces a very natural look. Expand the swatch to get the full effect of the colour, and match it to the ends of the client's hair.
- Texture: How much hair does the client have and what texture is necessary? Does she want curly or straight.
- Packages of Hair: How many bonds/strands are needed to achieve the lengthening, added volume or special effect.
- Finished Look: How does the client want to style it? Up or down, parted or free style?
- Maintenance: Ongoing care instructions and tools necessary to maintain Loop 'n Lock.
- Products: Recommendations for products to use at home.

LOOPN'LOCK

Client Consultation and Questionnaire (Continued):

- Price: During the consultation, a price quote must be determined for hair preparation, application, cutting, and styling. Also include the 1/2 hour consultation fee and the 1/2 appointment 1 week later. It's a good idea to include the take home products in the price as well. See "Pricing" pages for guidelines. **BE SURE TO SECURE A DEPOSIT OF HALF OF THE COST OF THE SERVICE BEFORE ORDERING THE HAIR.**

IMPORTANT POINTS TO REMEMBER:

- Be honest with the client. Only recommend Loop 'n Lock when you are sure the results will be satisfactory. If in doubt, add a few strands behind the ear and let them be worn for five or six days (if hair is weak, they will break off).
- The lengths of the client's hair must be approximately 4-5 inches for complete lengthening. For volume and all other possibilities, 3-4 inches.
- Check for scalp irritations. Test strands are recommended if in doubt.
- Typically Loop 'n Lock can be worn for up to 4 months depending how well the client maintains them. How long the extensions last is dependent on proper home care, maintenance appointments every 3-5 weeks, and is also affected by how fast the client's hair grows.
- The consultation must be thorough and all information given to the client before commencing the service.
- Because of possible hair loss, never apply Loop 'n lock during or directly after a pregnancy (a woman can experience hair loss for 3-9 months after breast feeding stops), during chemo treatments or any other hair loss treatments, or when taking medications that may cause hair loss. (Thyroid, heart, etc...), including mood altering drugs (this information can be determined from the consultation form)
- When swimming in chlorinated water, take special care. Wash hair immediately with clarifying shampoo and condition the ends well. If submerging head, a bathing cap is advised.
- Do not use products that contain sulfur such as dandruff shampoos as these are very drying and can cause the hair to become brittle. Keratin products react the same and should not be used.
- **DO NOT ASSUME YOUR CLIENT KNOWS ANYTHING ABOUT WEARING OR CARING FOR EXTENSIONS – YOU MUST TELL THEM EVERYTHING THEY NEED TO KNOW**

CONSULTATION SHEET - SYLIST OBSERVATIONS

Present condition of client's hair and scalp:

HAIR

Texture _____

Density _____ problem areas due to breakage/thinning _____

Length _____ style of cut _____

Natural Curl/wave pattern _____

*Perm wave/relaxer _____

Natural hair color/level _____

*Tint/highlight _____

Is client's hair strong and healthy enough to support extra weight and stress of the Loop 'n Lock hair?

Comments: _____

SCALP CONDITION

Normal _____ Tight _____ Loose _____ Dry _____ Oily _____ Scars _____

Other Comments: _____

Is the client's scalp suitable to sustain the strands? _____

Is there reason to restrict services or opt for a trial period? _____

CLIENT QUESTIONNAIRE

DATE: _____

NAME: _____ PHONE: _____

STREET: _____ CITY: _____

PROV.: _____ POSTAL: _____ GENDER: _____ BIRTHDAY: _____

Please fill out and answer the following questions to help us better understand serve your needs.

1. How did you hear of this hair extension service? _____
2. How did you hear of this salon/extension artist? _____
3. What is your reason for wanting Loop 'n Lock? _____
4. Have you ever worn hair extensions before? _____
5. If so, when and what type? _____
6. Are you interested in Loop 'n Lock to help "grow out" your hair from its present condition/style? _____
7. Are you interested in Loop 'n Lock as a long-term option for styling your hair? _____
8. What is the longest your hair will grow on its own? _____
9. When was the last time you let it grow to that length? _____
10. What was your reason for cutting it? _____
11. What is your normal hair maintenance program? (Please list all products you use at home and frequency with which you use them.)

12. How often do you visit the salon for maintenance and touch up services?

13. Do you and how often do you get the following services?
 - a) Colour _____
 - b) Highlights _____
 - c) Perm _____
 - d) Relaxer _____
14. Where do you want to see more length or volume?
 - a) bang
 - b) sides
 - c) crown
 - d) nape

CLIENT QUESTIONNAIRE

How often do you like to change your style?

What is your long-term goal for your hair?

Please list medications:

Do you have any allergies (chemicals, medication, substances, materials, or other)?

Do you have any medical conditions that may interfere with this service? Ie: Migraine headaches, history of scalp problems... please explain

Are you presently experiencing an unusual amount of hair loss (Reason: Chemotherapy, stress related, alopecia, etc.)?

Special interests and hobbies:

Work-out and sport activities:

Please write questions or main areas of concern regarding this service.

PREPARING THE HAIR | CUSTOM COLOURING

BEFORE YOU BEGIN AN APPLICATION YOU MUST WASH THE HAIR THOROUGHLY – IT MUST BE COMPLETELY CLEAN

USE THE FOLLOWING GUIDELINES:

- Always wash the client's hair with a strong, clear clarifying shampoo. Wash 2-3 times depending on product build-up. On final shampoo, leave on for 2-3 minutes before rinsing.
- Do not add any other products, no conditioner or leave-in conditioner.
- Dry the client's hair thoroughly with a hot dryer, and finish on cool.
- Always flat iron the hair before installation so attachment sites lay flat to the head.

BEFORE YOU CONTINUE

REMEMBER THAT IF THE CLIENT'S HAIR IS ONE LENGTH, IT MUST ALWAYS BE CUT AND TEXTURIZED TO REMOVE WEIGHT AND BLUNT LINES. HAIR SHOULD ALWAYS BE TEXTURIZED TO BLEND WITH THE LOOP N' LOCK HAIR EXTENSIONS.

Colours/Custom Colouring:

Extension Colours:

Loop 'n Lock is currently offered in 17 natural colours. These colours represent approximately 90% of the extension services being performed in today's market; however, the natural colours offered will be expanded from time to time to meet the specific needs of our customer base. In addition, Loop 'n Lock also offers 10 funky shades to respond to these customer requests.

During the consultation, you will talk to your client about the look they are trying to achieve and you will assist them in making the correct choices. Remember to take into consideration, the client's complexion and eye colour. Using the colour ring, decide which colour is most flattering to your client's complexion, and whether you should use two or perhaps even three colours to achieve the effect you want. Using multi-colours can provide a much more natural look. Remember also, that Loop n' Lock can be coloured (deposit only) if required thoroughly. Best results are obtained when colour is changed one to two shades darker (tone on tone). Be sure to use a lot of colour, and really work it into the hair (emulsify) evenly.

Custom Colouring:

- a. Use semi-permanent colour to deposit – these will create depth, shine and colour and will fade gradually. Be sure to use a lot of product, and really work it into the hair (emulsify) evenly.
- b. Colour shampoos will add tone to faded colour and helps keep the colour from fading. Use as needed.
- c. Permanent colour will change the colour tone permanently. Remember, that you can only deposit on Loop 'n Lock hair; therefore, you should not use a developer stronger than 15 volume when colouring Loop 'n Lock. When applying permanent colour, always make sure that you apply colour evenly and thoroughly. Best results are obtained when colour is changed one to two shades darker (tone on tone). Be sure to use a lot of colour, and really work it into the hair (emulsify) evenly.
- d. Do not bleach Loop 'n Lock.

PREPARING THE HAIR | PERMING

Custom Colouring Cont.

No. 1, 1B, 2	Dark tones
No. 4,6,8,	Brown tones
No. 30,33B,35	Red tones
No. 12,14,16,22,23, 27,613	Blonde tones
No, 22/33D	Blonde blend
Dk.Blue, Hot Pink, Red, Purple, Violet, Burgundy, Turquoise, Forrest Green	
Deep Dark Green, Deep Dark Purple	Funky colours

Proper Placement of Strands/Highlighting, etc.:

1. Determine what kind of highlight you are trying to achieve,
i.e: fine, medium or chunky, or do you want panel slices?
2. For fine highlights use an alternate pattern,
eg: place one, leave two spaces, place one, leave two spaces, etc...
3. For medium highlights, use an alternate pattern, or two strands continuously then leave a space, do two more strands, leave a space, etc...
4. For chunky highlights use three or more strands continuously then leave a space, and do three more strands continuously, leave a space, etc...
5. Panel slices can be done using six or more strands continuously in different areas on the head.

Perming:

When consulting with your client determine the texture required to match her hair.

It is possible to use two different textures as long as one is the same as the client's. If the client has straight hair and wishes to add texture before applying curly Loop 'n Lock, it is recommended that you first perm her hair, preferably at least one week prior to her Loop 'n Lock application. It is important that no perm odor/residue be present when the Loop 'n Lock are applied.

The following are the steps to perm Loop 'n Lock:

- a. Allow yourself at least a week prior to application to properly prepare the strands.
- b. Wash strands to be permed. DO NOT condition after washing.
- c. Have a helper hold one end of the strand while you wrap the perm rod from the other end. Make sure not to twist the strand when you wrap it.
- d. Wrap strands with rod size of your choice.
- e. Wrap two (2) strands together per rod.
 1. for consistent curl pattern, don't overlap the hair when wrapping on rod.
 2. for a wider curl at the ends, overlap the hair when wrapping so the ends are the widest part on the rod.

PERMING | INSTALLATION

Perming cont.:

- f. Apply an alkaline perm solution to the strands (cold wave). (perms for bleached hair are most favourable)
- g. Never leave the strands while processing. Check every couple of minutes and be ready to wash as soon as curl pattern is achieved.
- h. We recommend that you take rods and soak in a plastic container of clear water for approximately 45 minutes. Until all perm odor is removed.
- i. Towel blot strands, and then apply neutralizer as per perm instructions, rinse thoroughly once more then towel blot strands a final time. Lay rods out to dry naturally overnight. DO NOT put rods under a dryer.
- j. When dry, remove hair from rods, rinse and shampoo with an acid balanced shampoo, and condition the ends; let dry naturally. Do not blow dry.

INSTALL STRANDS WHEN DRY ON CLIENT'S STRAIGHTENED HAIR.

Disclaimer: Although Loop 'n Lock can be permed successfully by an experienced extension artist, we do not recommend that either of these services be offered to a client until the extension artist has experimented with the process and has achieved a successful result.

Installation Technique

HELPFUL HINTS - Following are some helpful hints on Loop 'n Lock applications:

1. The lock needs to be attached 1 cm. from the scalp. If the lock is placed too close to the head, the hair will not lay flat and blend with the client's own hair. When applying the pliers to the lock, make sure it is parallel to the client's head and not on an angle. If the lock does not lie perfectly flat against the head, it will cause discomfort for the client. If you place the lock too low, it will grow out too quickly and this will shorten the life of the installation.
2. The amount of hair that should be included in each applied lock should coincide with the size of the strand being placed. For example, the quantity of the client's hair that needs to be included should be the same as the amount of hair in the Loop n' Lock strand in order to properly support the weight of the extension.
3. The minimum length a client's hair should be for a Loop 'n Lock application is three (3) inches; however, the optimum length (especially for a full head lengthening) would be at least five (5) inches. The success of an application on short hair would be determined by the experience and skill of the Loop 'n Lock artist. If an artist is unsure of the outcome, then perhaps the client is not a good candidate for Loop n' Lock at that particular time.
4. If a client's hair looks weak and fragile, then that client is not a good candidate for Loop 'n Lock extensions. The client's hair must be in good enough condition to support the weight and care of the extensions.



1 With a tail comb, gather a "U" shaped strand of the client's hair.



2 Place the extension loop at the root end of the strand.



3 With tail comb pull strand through the extension loop.



4 Hold bead at the base of the extension loop with one hand.



5 While holding bead with one hand, pull down on extension loop grip to guide hair through bead.



6 Adjust the bead position on strand of hair to 1/4" down from scalp and hold in place.



7 Pinch bead with pliers on the lined area (of pliers) first, then pinch again with the grid area (of pliers) to lock extension in place.



8 Loop 'n Lock extension is now securely attached.

REMOVAL/MOVING OF STRANDS | CUTTING

Removal/Moving of Strands:

1. Section the hair to expose the rows of attachments, starting at the nape.
2. One row at a time, moving up the head, remove the Loop 'n Lock extensions using the Loop 'n Lock Installation/Removal Pliers.
3. Using the pliers, place the lock in the removal position on the pliers and gently apply pressure to open the lock holding the extension strand in place.
4. Slide the extension from the hair. If there is tangling of the clients own hair that is interfering with the removal, gently work out tangles with a tail comb until the extension can be easily removed. There will be some of the client's own hair evident when the lock is removed. This is normal as there will be natural fallout trapped in the lock. Comb downwards, starting at the bottom and then work up to the scalp.
5. Wash the hair twice with a clarifying shampoo. Finish with a warm, then cold blow-dry to the client's hair to prepare it for reapplication.



R1 Turn bead sideways to a 90 degree angle.



R2 Place bead in first hole of pliers.



R3 Pinch pliers closed to return the bead to original round shape.



R4 Gently slide bead off the client's strand of hair.



R5 Removal complete.

Cutting and Styling:

1. Never blunt cut the hair. Always point cut, slide cut or razor the hair. It will provide a much more natural look.
2. You can wet set or use curling irons, electric rollers or blow dryers. Loop 'n Lock can be styled as you would your own hair. When using a blow dryer, use on medium heat being careful not to place the nozzle of the dryer directly on the hair.
3. Products to be used on Loop 'n Lock are similar to products you would use on your own hair. However, it is advisable that you don't use silicon or oil based products as they can cause the locks to slide out. The stylist should make recommendations to the customer to ensure that only suitable professional products are used.

CLIENT CARE & MAINTENANCE:

Client Care and Maintenance:

1. It is emphasized that you take special care of lengthened hair. This is something everybody with long hair needs to do. Before going to bed, working out, or swimming, it is recommended if you have long Loop 'n Lock hair, that you pull it back with a soft scrunchie or even better, braid it to prevent the hair from getting tangled. Gently unravel the braid or the pony tail with your fingers when it comes time to release, then brush with the recommended brush from the nape up row by row. A wide tooth comb may be used to remove tangles from the ends of the hair however, do not use a comb from the scalp down to the bond. Also, when swimming, to maintain brilliance of colour for as long as possible, avoid submerging head in salt water or water that is chlorinated.
2. Do not shampoo for 3 days. Before applying shampoo, always apply a little conditioner to the ends of your hair first, then apply shampoo (this helps to avoid any tangling of the Loop 'n Lock). Never wash your hair with your head face down. Always tilt your head back and lather hair from the top to the bottom. Never dry with a scrubbing action; wrap with a towel (with hair flowing down your back) to absorb the water. You should use recommended products. Do not use products that contain sulfur such as dandruff shampoos, or glycerin, silicone, keratin etc... Never use a shampoo from a drug store. Always call and consult your stylist before using any new products to make sure they are compatible with the Loop 'n Lock. When styling hair, never use high heat near the Loop 'n Lock attachment, (it is made of aluminum and metal expands when it comes in contact with heat) as this may cause it to expand and therefore slip. Always use your blow-dryer on medium heat, and if using a curling iron or flat iron, never let it come in contact with the aluminum attachment.
3. One week after applying Loop 'n Lock, return to the salon to have a check-up – continue to have checkups monthly thereafter. Some locks may get a little tangled if you do not brush your hair daily. The natural fallout of your own hair may cause a little tangle between two locks. If this happens, make an appointment with your salon to have it remedied.

It is natural to lose a few strands due to natural fallout. You can return and have a few strands added, if necessary. It is always a good idea to return to the salon for regular check ups while wearing any extension.

Removal can be done by the salon at \$XX per hour.

I have received, read, and understand my Loop 'n Lock Home Care sheet. If I do not follow the above instructions on home care, I understand that _____ will not be held responsible.

CLIENT: _____ STYLIST: _____ DATE: _____

PRICING

Pricing:

The method of pricing most commonly used is:

Add 50% to the cost of the hair and then charge an hourly rate for the time it takes to do the service. The hourly rate should be based on your highest end service in the salon, for example highlighting on long hair. Do not forget to include the time it takes to do the consultation, the clarifying, blow-drying, flat ironing and thinning out of the hair, and then the time it takes to do the actual installation of Loop 'n Lock. Also include the time it takes to cut and style the hair after the installation is complete. It is advised that you add in the follow-up appointment for 1 week later, along with a retail size professional shampoo, conditioner (for colour treated hair), Marrakesh Oil and a Loop Brush to be given to the client as she/he leaves the salon (this will ensure that she/he uses the proper products).

Example: (Average Full Head- Based on 18" Length)

100 strands @ \$3.10 ea.= \$310.00 x 1.5 (50%):	\$465.00
3 hours x \$75.00/hr (for prep, installation, cut and style):	\$225.00
½ hour for consultation (week prior):	\$ 37.50
½ hour for follow-up appointment (week after):	\$ 37.50
Shampoo, conditioner, oil, brush:	\$ 75.00

Total: \$840.00

** The above is just a guide based on labour being \$75.00 per hour and adding 50% on the cost of the hair. The best rule of thumb is to be aware of your market and what others in the area are charging – in order to be successful, you must be competitively priced.

Example: (Highlights or Volumizing – Based on 18" Length)

40 strands @ \$3.10 each: \$124.00 x 1.5 (50%):	\$186.00
1 ½ hours x \$75.00/hr (for prep, installation, cut and style):	\$112.50
½ hour consultation (week prior):	\$ 37.50
½ hour for follow-up appointment (week after):	\$ 37.50
Shampoo, conditioner, oil, brush:	\$ 75.00

Total: \$ 448.50

**remember to always cover the cost of the hair with a non-refundable deposit.

PRICING

When pricing per strand, the same method applies. You add 50% on to the price of the hair, then charge your hourly rate:

Example:

Each 18" hair strand is \$3.10 x 1.5 (50%):	\$4.65
Installation, cut and style per strand (3 minutes):	\$3.75

Total: \$8.40

When installing only 1 or 2 strands, it is not as imperative that the client purchases the Loop Brush, Marrakesh Oil, etc. to care for the extensions, nor do they need an intensive consultation.

Example:

When installing Loop 'n Lock to achieve a chunk of colour (approximately 5 – 10 strands), you would not charge \$10.50 per strand. It would only take the stylist about 10 minutes to install, so the client should be charged as follows:

5 x 18" strands @ \$3.10 per strand = \$15.50 x 1.5 (50%):	\$23.25
Installation, cut and style (10 minutes):	\$12.50

Total: \$35.75

**As previously mentioned, these are all just guidelines, it is up to the individual stylist to price this service competitively within their own marketplace.

Open stock pricing of Loop 'n Lock items are as follows:

Hair – 18" length – \$3.10 per strand (10 strands per pack)	\$30.95
Loop Brush	\$ 9.95
Colour Ring	\$35.00
Installation/Removal Pliers	\$48.95
Re-looping Tool	\$ 6.95

DEPOSIT AGREEMENT

DEPOSIT AGREEMENT

CLIENT NAME: _____

CLIENT NUMBER: _____

CONSULTATION DATE: _____

CONSULTATION BY: _____

APPLICATION

Description of Application:

Full Head _____

Full Head (no bangs) _____

$\frac{3}{4}$ Head _____

$\frac{1}{2}$ Head _____

Full Head Volume _____

Bang _____

Estimation of Application: \$ _____

Approximate Time Required: _____ Deposit required: _____

Balance Due: _____ Estimated Removal Time: _____ per hour.

Any cancellation or changes in appointments must be made 72 hours prior to scheduled appointments; otherwise deposit will be forfeited. Clients arriving for appointments 30 minutes late or more will also forfeit their deposit. You must then make another appointment and another deposit will be required.

Please keep your home care sheet to ensure satisfactory results.

I have received and understand my Loop 'n Lock consultation sheet, home care sheet, and deposit agreement.

Client Signature: _____ Appointment Date: _____

Extension Artist: _____

PROMOTIONS OF EXTENSIONS

Promotion of Extensions in the Salon:

1. Have your employees wear strands in their hair. Ideally, you should have a variety (i.e. long, volume, fringe, color). Full head installations are a good idea.
2. Your employees should be well informed on the possibilities of Loop 'n Lock. Establishing a commission structure for referrals could prove beneficial.
3. If a client is coming to you for advice, always make sure to have a person present in the salon who is wearing Loop 'n Lock.
4. Talk often to your salon clients about hair extensions. Even if the client does not want them herself, she may discuss it with a third party.
5. Have information on hand to read. Leave information in local tanning booths, bride's boutiques, health spas (not connected to a salon) etc.
6. Invite the local press. You could even offer them a Loop n' Lock service.
7. Organize an information evening for individuals to get acquainted with Loop 'n Lock. You can offer a special discount to anyone deciding on an installation and making an appointment right away.
8. Always try to take pictures of your client's before and after the service and make your own album. You could also display before and after photographs in your window.
9. Use a mannequin head to practice installing Loop 'n Lock. Finish one side or 2/3rds of the mannequin head so you can use this in your salon to demonstrate how Loop 'n Lock are attached. This will leave a small section on the mannequin head for demonstration purposes.
10. It would be helpful if you could schedule consultations when another client is having Loop 'n Lock applied so an actual installation can be observed.

NOTES

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