

salon today

MAY 2012 \$10

SMART BEAUTY BUSINESS



>> FINE AND THINNING HAIR

In a recent study by P&G SALON PROFESSIONAL, it was reported that 78 percent of men and women are concerned about fine and thinning hair, but stylists perceive that only 2-5 percent of their clients have concerns. That's a big discrepancy, which means this is a huge, untapped market for most salons and spas. These stylists are catering to this concerned crowd with services that deliver fuller, lusher, healthier looking hair.

ARROJO AMERICAN WAVE

Arrojo Studio
New York, New York

OWNER: Nick Arrojo

DESCRIPTION: "Featuring modern ionic technology, the American Wave System is a new and exclusive professional wave and texture enhancing service that creates a range of customized styles from cascading beachy waves to thickness and fullness to full-blown curls."

PRICE: \$400

WHO PERFORMS IT: Texture specialist

LENGTH OF SERVICE: two hours

PRODUCTS/TOOLS NEEDED: The Arrojo Wave, which includes an ionic waving lotion, activator lotion, deodorizer and neutralizer lotion, and bendy, soft tool rods.

HOW IT'S MARKETED: Through the salon's website and local TV.

AVERAGE SOLD PER MONTH: Recently launched, anticipating 40 per month.