

SALON

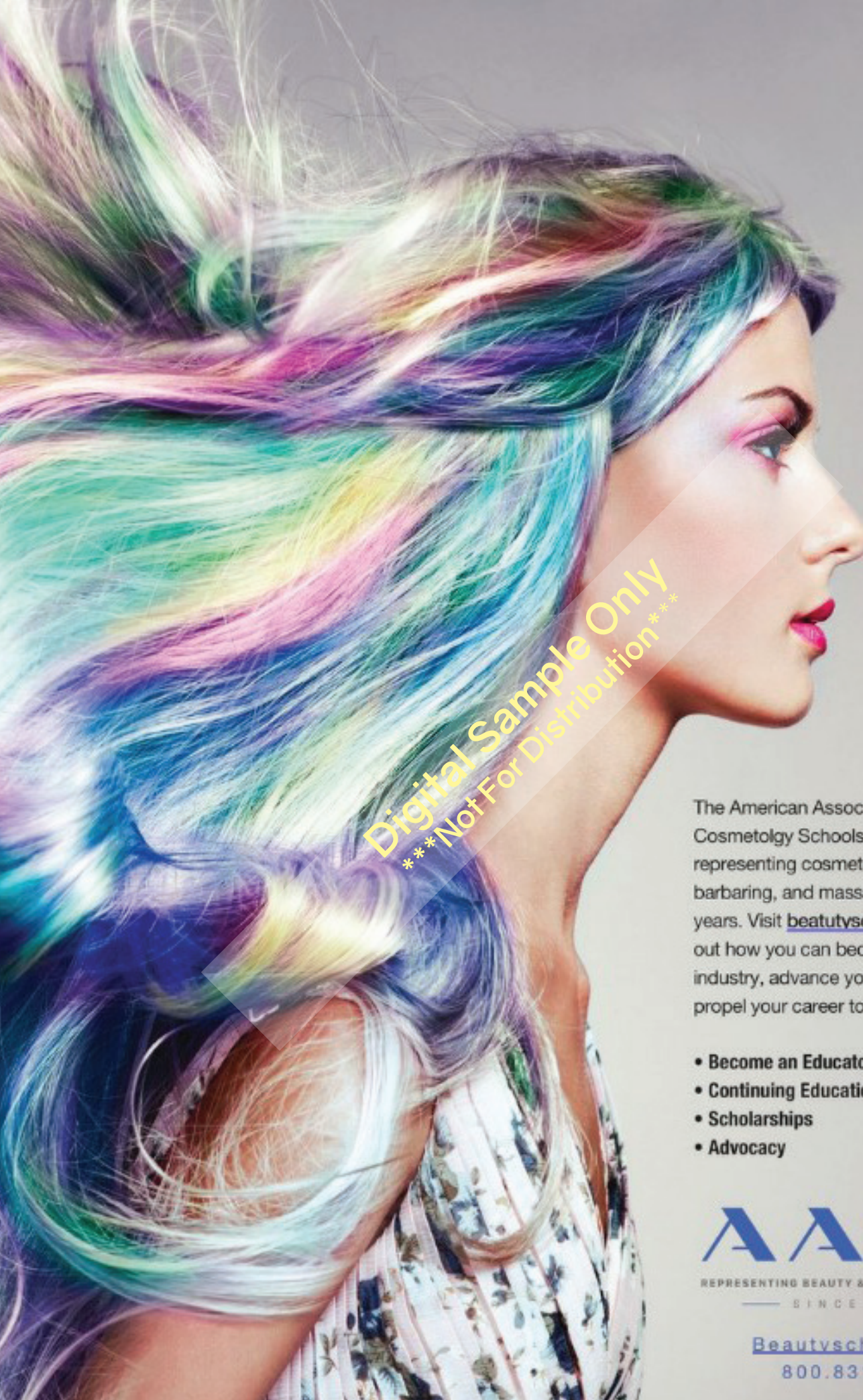
PRODUCT GUIDE

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TOOLS
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PREP
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See Pages 18-19



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Published By:
Product Guide Marketing, LLC
8913 Stone Green Way, #200
Louisville, KY 40220
502.653.8571
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www.ProductGuideMarketing.com/SPG

© 2019 FMM Media, LLC
Publisher: Michael L. Manley
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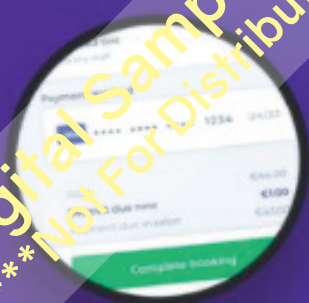


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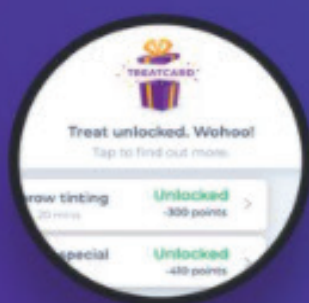
Because 46% of salon bookings happen when your salon is closed



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Own It

The Phorest salon-branded app gives full control of your salons brand through combinations of themes and colours. The app allows you to choose styles ranging from luxury to hipster and everything in between - all customised to match your brands imagery and colours. This gives the opportunity to keep your brand voice and imagery consistent across all platforms.

Run It

The app is fully integrated with the Phorest software, therefore the colours, themes and styles selected in the app, will carry through to your Phorest email marketing campaigns and

much more. Having the app fully integrated into your software, increases the user experience and allows you to fully control your business from one place.

Work It

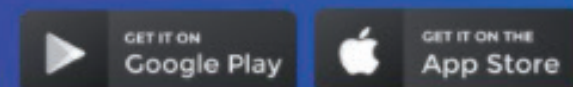
Having a salon branded app gives clients access to your salon in just a matter of seconds. It allows clients to book their appointment out of salon hours, meaning that you will still be running your business, even when you're sleeping!

Win It

Another fantastic perk of the salon branded app, is that it lets your brand sit on your clients' phones, ready for them to book directly with your business. This is key, especially with the marketplace trend where your salon is in competition with literally tens of thousands of highstreet competitors.

Swipe, Tap, Book It

Your branded app will have the same functionality, look and feel whether it's used on an Apple or Android, allowing for a great user experience and ensuring that it remains consistent & easy to use for all your clients.



www.phorest.com #Letsgrow

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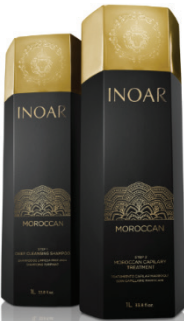
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Prior to coloring, the extensions must be cleansed. Reed recommends taking a bundle of five wefts and shampooing with Malibu C Un-Do-Goo. She then applies a Malibu C Blonde packet to remove residual mineral buildup that could prevent color from depositing properly.

Reed conditions the extensions from ½-inch below the tape to ends—do not put conditioner on or near the tape. She towel dries and lets them air dry to 80%, and finishes with a dryer on low heat.

These single-sided, tape-ins are used to blend rather than just add streaks of solid color.

FORMULAS: Extensions are colored using a mix of Pulp Riot direct dye and Malibu C Concentr8 pigments.

BLUE

Pulp Riot Powder base color with Pulp Riot Lava to mute and Malibu C Primary Blue pigment to deepen

YELLOW

Pulp Riot Lemon base color with Malibu C Primary Yellow pigment to enhance and Malibu C Primary Red to deepen

VIOLET

Pulp Riot Lilac base color with Pulp Riot Velvet to deepen and Malibu C Primary Yellow pigment to mute

GREEN

Pulp Riot Absinthe + Pulp Riot Seaglass for base color with Malibu C Primary Red pigment to mute

ORANGE

Pulp Riot Lava base color with Pulp Riot Powder to mute and Malibu C Primary Blue to deepen



PRODUCTS & TOOLS

Shampoo and conditioner: Malibu C Pro Un-Do-Goo and Illumin8
Treatment: Malibu C Color Prepare
Color: Pulp Riot; and Malibu C Concentr8 Color Pigments
Brushes: Olivia Garden
Shears: Hattori Hanzo
Stylers: Aquage Working Spray; and Kenra Dry Volume Burst
Flat iron: ghd
Wand: Paul Mitchell
Extensions: Donna Bella Tape-In Human Remi hair
Nail color: Essie
Fashions: H and M bra; Helmut Lang coat; Ralph Lauren belt; Michael Kors tan coat; Moschino necklace; Bebe dress; Oscar De La Renta sequin top; Ralph Lauren khaki jacket; and Top Shop body suit.

1. To prep hair, shampoo with Malibu C Un-Do-Goo to remove minerals and product build up, and create a high pH. Rinse thoroughly.
2. Remove surface minerals with a Malibu C Color Prepare packet. Apply scalp to ends and massage into hair. Process three to five minutes; rinse thoroughly.
3. Apply Illumin8 conditioner from mids to ends and rinse. Keep scalp area unconditioned for better extension adhesion.
4. Extensions are placed on the diagonal to prevent drag and to allow for an updo. Use a tail comb to take a fine section and elevate from the head.
5. Attach extensions by alternating green, yellow, muted orange, blue and violet, each separated by a ¼-inch parting.
6. Before styling, prep each section with a heat protectant spray.
7. Micro crimp the one inch closest to the scalp throughout to create volume at the base.
8. Take small sections, elevate slightly and twist as you wrap down a tapered wand.
9. Drop the curl and allow to cool.
10. On the next section create a rick rack on a metal duck-bill clip. Twist as you work down the section.
11. Press with a flat iron. Allow to cool. Style as desired.



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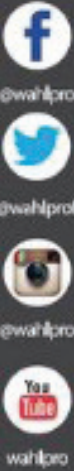
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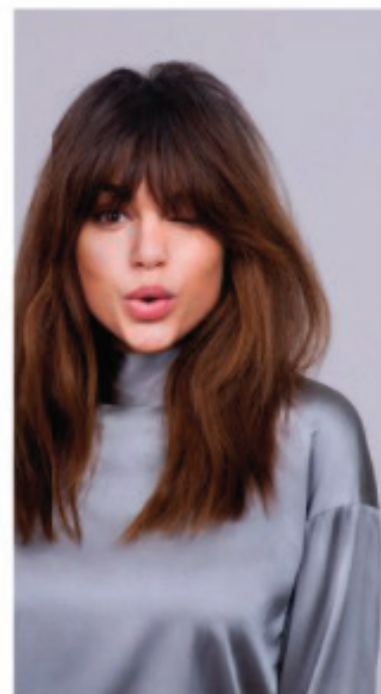
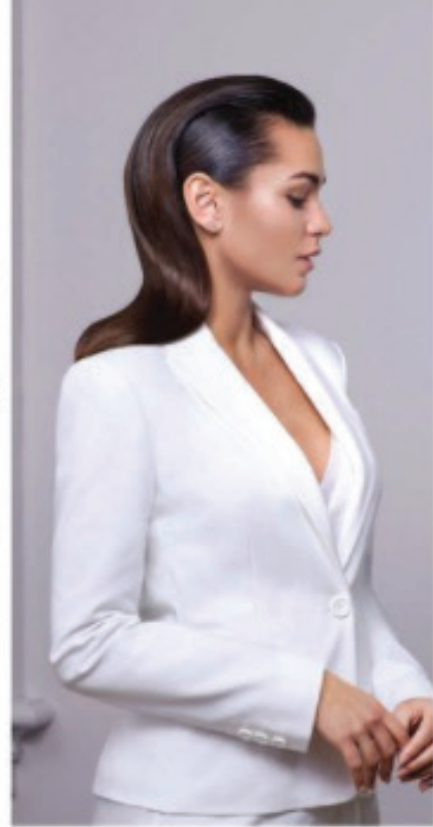
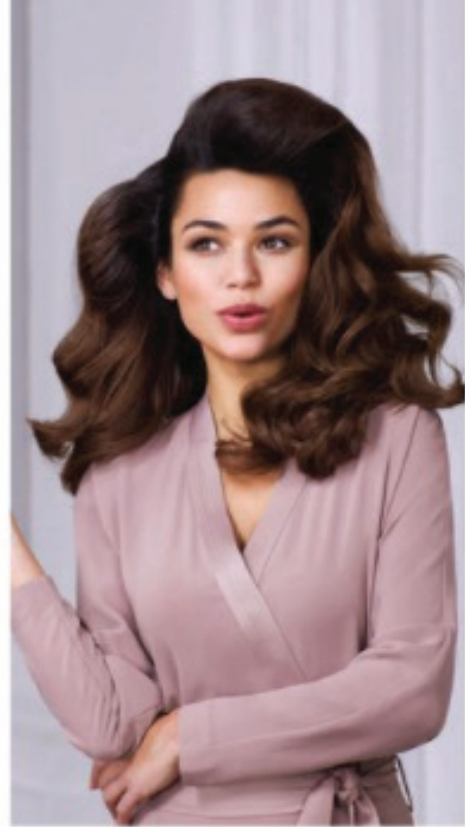
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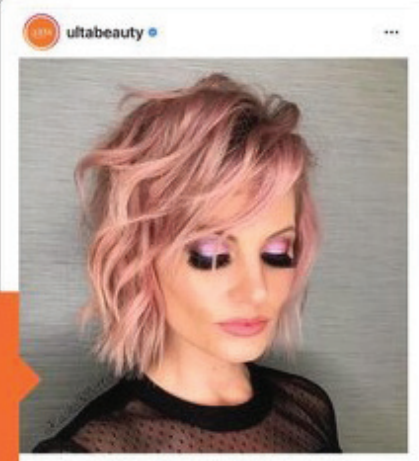
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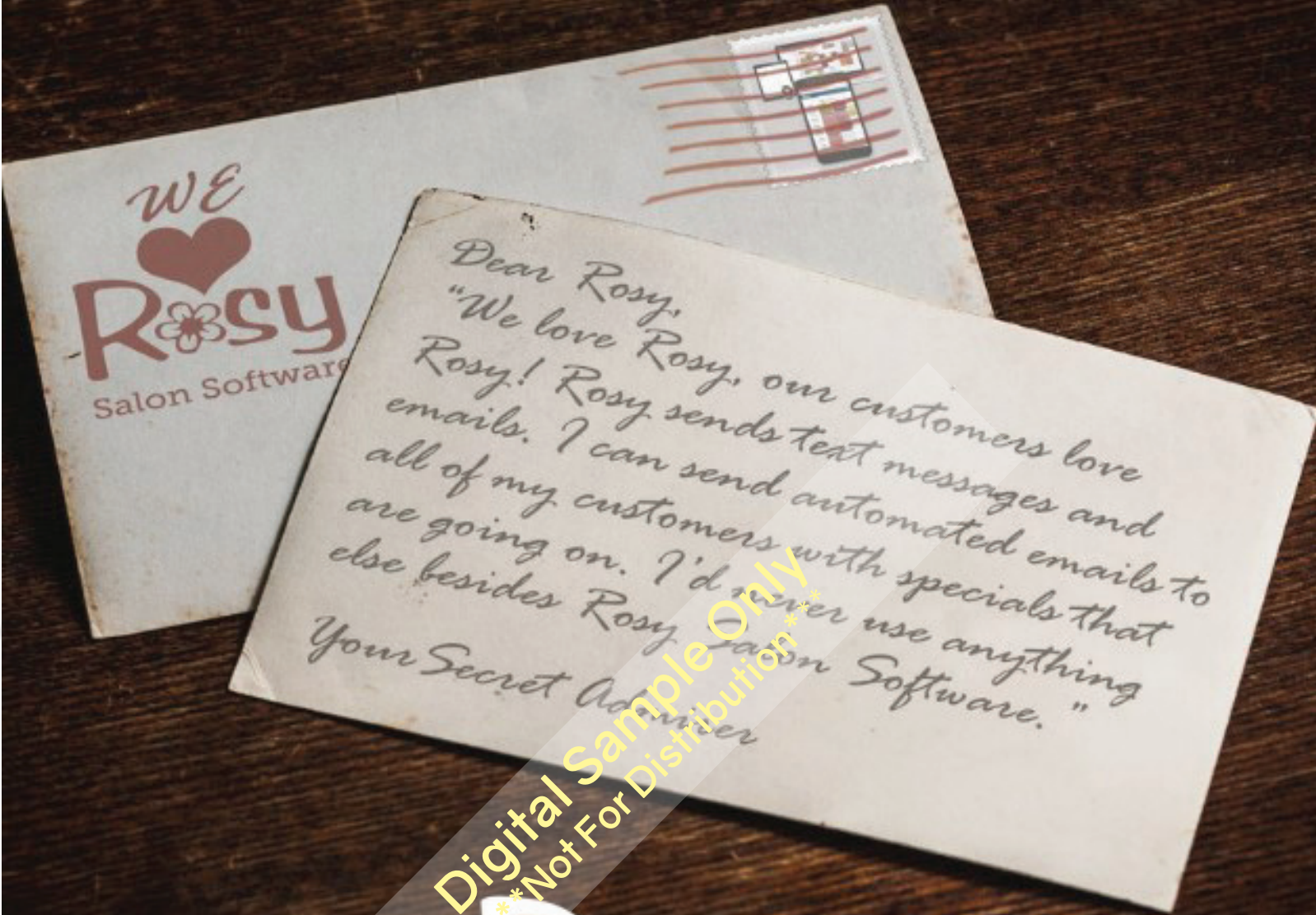
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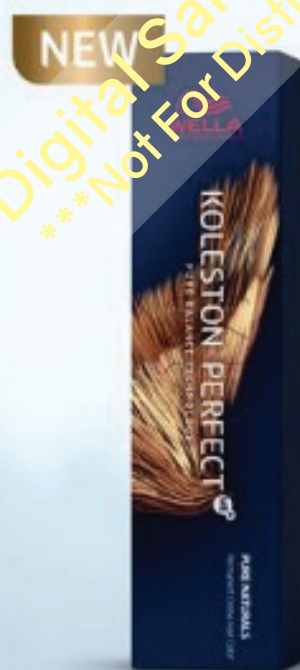
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