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am thrilled to be a part of the launch of the new Canadian Pro Beauty Magazine, which will be serving the entire beauty industry. The Canadian Hairdresser Magazine valiantly served the hair professional market for 67 years and was the glue holding professionals together for many decades. As the world of beauty continues to expand to include old and new disciplines, the need for this new format has become very evident.

2020 has proven to be a legendary year, full of challenges, confusion, and angst but, more importantly, new hope that we can all come out of this unbelievable time stronger and more united as a family of professionals, helping Canadians feel better, look better, and have optimism for the future.

That is why we have labelled this edition FORGING AHEAD. We hope this edition gives you encouragement and strength to go forward together, cooperating and exploring new ways to be successful in your work, business, and personal life. On behalf of the team at Canadian Pro Beauty magazine, we wish you health, happiness, and success in this new world we are entering.



Photographer: Magdalena

₹

**PUBLISHER: Jeff Alford** EDITOR IN CHIEF: Cheryl Gushue ART DIRECTOR: Megan Cronje **COPY EDITOR:** Talia Leacock CONTRIBUTORS: Talia Leacock Campbell, Lisa Tuff, Alain Audet, Jean-Guy de Gabriac, Cait Alexander and Marty Flaherty

#### PUBLISHER'S LETTER

Jeff Alford





Photographer: Magdalena M

# ORGING This year has been one of the most challenging

This year has been one of the most challenging and uncertain times we have ever experienced. With the entire planet on "house arrest," it gave us time to pause, breathe, and reassess what is most important in our lives. This giant reset button has forced us to get off the treadmill and have an open mind to achieve a new kind of live/work balance.

We have returned to work forever changed, missing our hugs and kisses, coffees, magazines, and all the full-service perks we were accustomed to giving our clients. Our establishments have been kept spotless and have been following protocol for months. We have adapted and are doing our best to get through this.

The mission of this issue is to express the positivity and changes that have been implemented in our industry since the pandemic. Operating our businesses now requires a whole new mindset. We reached out to some of the top hair, beauty, nail, barber, and spa establishments across Canada in hopes of sharing great ideas, solutions, and comradery. Necessity is the mother

www.viroxprobeauty.ca

#### EDITOR'S LETTER



# AHEAD

of invention and these business owners have discovered opportunity in chaos. They have a mindset of resilience and perseverance, ready to accept change and pivot swiftly to make pragmatic choices for their future.

In times of hardship, we are forced to think outside the box and be innovative. Don't resist change but embrace it as an opportunity to grow, adapt, innovate, and, perhaps, even reinvent! You don't have to navigate these uncharted waters alone. There is an incredible amount of humility and empathy in the conversations I have had this year. Listen to these stories and reach out to your fellow business owners.

We are in this together. With much love,

Cheryl

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Photographer: Meiji Nguyen/Hair: Sam Han & Daniel Yap/Hair assistant: Nicole Chung Makeup artist: Kinga Markovic/Models: Deel Ojulu & Jess Yeh Photographer assistant: Babynanbin Wong



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The Must-Have Tool For Gorgeous, Glowing Skin









Photography: Richard Dubois Makeup and Hair: Elena Pacienza Fashion Styling and Nail Artist: Annie Lam Models: Stephanie (Plutino Group/Chantale Nadeau) and Jane (Push Agency)



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eup and Hair: ie (Plutino Gro

: Richard Dubois/Make \_am/Models: Stephanie

Photography: F Artist: Annie Lo

ue to unprecedented changes in our country and the world, the Allied **Beauty Association** (ABA), the only national organization

representing the entire Canadian professional beauty industry, has been expanding its scope of work to ensure our members have all the resources and information needed to succeed in this new normal.

"This is the most important time in our industry," said Alain Audet, Executive Director of the ABA. "We recognized the need to evolve to best meet the needs of the industry."

The ABA has responded to these changing times in a number of ways. The organization has offered support through the pandemic by delivering the most accurate content and research about COVID-19 and how it impacts beauty professionals. To address issues of social injustice, the ABA has been convening conversations around diversity and inclusion, specifically with Black and First Nations communities. In early October, the ABA launched a brand new, membersonly section of its revamped website, For the next year, the ABA will

with unique and exclusive technical educational and business building content. The ABA also serves its members via regular Facebook and Instagram Live events covering important topics affecting the industry. continue to meet the needs of the industry by channeling all of its resources in the following areas:

**VOICE:** Projecting a unified voice on issues affecting the industry on a national and provincial level **INCLUSION:** Generating and fostering initiatives to ensure our industry is diverse and representative of all Canadians

**ADVOCACY:** Representing the professional beauty industry with governing bodies and important authorities **LOBBYING & LEGISLATION:** Nurturing contacts with government and influential leaders on behalf of the industry.

The most important mission of the ABA remains the growth and strength of its members. Membership in the



# BEAUTY INDUSTRY WRITTEN BY: ALAIN AUDET

ABA demonstrates a commitment to the future of the Canadian professional industry and a value for the unified voice that the ABA can provide. For the first time, ABA Canada is celebrating our members with a "Proud Professional Member" decal, which will be sent to all new and renewed business and corporate members.

"[The decal] shows your staff, your clients, and your community that you are a part of a larger association that supports and defends our industry from coast to coast," said Mr. Audet who has been the head of the ABA since 2017.

The ABA encourages all members to place their decal on their front door, window, or reception plexiglass guard. Professional members are invited to upgrade their membership to the business level to obtain their own "Proud Professional Member" decal. In addition, business level members receive exclusive benefits, including discounts on insurance, financial services, work gear, PPE, products, and more.

To stay up to date on the Allied Beauty Association, visit www. abacanada.com and follow/like the association on our social media channels: () @ABACANADA.



Did you know?

Our Lash Lift and Lash Curl kits can be used to perform a Brow Lamination aka Brow Lift

n Secret

**Trend Alert: Brow Lamination** 

You can use the lash curl and lash lift kit from RefectoCil to perform a Brow Lamination aka Brow Lift.

Go to www.refectocileducation.com to download the Brow Lamination instructions and to check our Webinars.



Photography: Paula Tizzard/Hair: Robin La Chance Makeup: Florencia Taylor/Wardrobe: Adrian Arnieri WRITTEN BY: CAIT ALEXANDER

ABOI

They say eyes are the window to the soul. With the pandemic and new mandate of mask-wearing, the eyes have become the beauty feature to focus on! Enhancing your eyes with lash treatments and brow maintenance can naturally create a beautiful look and can make the 'new normal' more fun.

way to open the eye area and add definition to the structure of a face without appearing too dramatic or unnatural. Refectocil eyelash tints come in eight shades, can cover unwanted grey hairs, and can last up to six weeks from time of application. The tints abolish the need for mascara and are completely smudge-proof and waterproof. When partnered with a lash lift—which curls the lashes away from the eyes and provides an open, youthful look—you can say goodbye to fumbling with a metal lash curler and mascara every day!

With the lashes now looking fabulous, focus should be given to eyebrows.



Lash lift and tints are a simple, affordable

Eyebrows can completely alter a person's look and, culturally, can indicate status and health. Instead of using brow gels and wands and struggling daily to keep a refined look, Refectocil brow lamination can add semi-permanency to the desired brow shape. Brow lamination restructures unruly hairs from overtaking the face, without running the risk of the thin, over-plucked look. It creates a natural yet fashionable appearance which is highly desired by younger and older beauties alike. Brow lamination is a cost-effective service but needs to be administered strictly by professionals as the brows can be a sensitive area of the body.

Combining these two simple and effective treatments can lift and brighten anyone's face and provide added confidence in this difficult time. Partner these eye enhancing beauty techniques with a stylish mask and you can be the safest and most fashionable person to stop and stare at.





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WRITTEN BY: SHANA HINDS

# THE MUST-HAVE TOOL FOR GORGEOUS, GLOWING SKI



inter is here! I know some people love the cold weather, but that statement was written in the ominous Game of Thrones sense. I may be able to feign some enthusiasm for the upcoming season with warm thoughts of Christmas and my very fashionable winter wardrobe, but my skin never seems to be able to hide its complete disdain for winter. Between the freezing cold air outside and the desert-dry heat indoors, our skin is desperate for some TLC. Skin cells get dry and die faster in winter months, and there's only so much shea butter can do. Now more than ever, we need to go beneath the surface and exfoliate, exfoliate, exfoliate!

**EXFOLIATION** IS THE SKIN'S *METHOD* **OF DETOX** 

> Performed for thousands of years by women in the Middle East and Morocco, this skincare ritual involves removing dead skin from the epidermis in order to renew and replenish. The skin is the largest respiratory organ, and failure to exfoliate regularly will eventually lead to clogged pores, blackheads, a dull complexion, and

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ingrown hairs. Daily exfoliation accelerates blood and lymphatic circulation, freeing the skin from toxins and impurities and allowing skincare products to multiply in effectiveness for glowing, luminous skin.

One of my favourite body exfoliation tools is The Renaissance Glove. Resistant, antibacterial, and vegan, the glove consists of natural cellulose fiber extracted from Eucalyptus and Spruce, woven into microscopic loops to preserve the skin. With over 20 years in the business, creator Danièle Henkel says she wanted to bring a product to market for Quebec women which respects the skin as well as the environment.

"Exfoliation is the skin's method of detox. The Renaissance Glove helps dislodge deep impurities to soften the skin, even skin tone, slow down premature aging, and prepare the skin for days outside," says Henkel.

The Renaissance Glove is endorsed by dermatologists and beauty professionals internationally and is used by prestigious spas for deep exfoliation treatments. Safe for use with body scrubs and essential oils and machine washable, it's super low maintenance and easy to fit into your regular routine. Include the Renaissance Glove in your body care packages and introduce your clients to the essential practice of daily body exfoliation to promote healthy, radiant skin all year round.



their business and staff, what changes have been implemented both temporarily and permanently, and the importance of e-commerce. Here you will read about the business perspectives of the trends towards mobile beauty and salon suites. Let's consider the future of the beauty industry through the eyes of these strong business owners.

grapher: Ara Coutts/Styling: Jp: Daniella Pope & Millie Th

BARBERSTOGO @ @ THEGROOMEDSOCIETY

▲ MIKKA GIA OWNER OF BARBERS TO GO & THE GROOMED SOCIETY Toronto, Ontario

As a result of the pandemic, the **hours** of operation for The Groomed Society have been **reduced** to accommodate new health and safety standards, but also reflect the reduced number of clients as people re-evaluate their hair and personal grooming needs. The economic impact of the pandemic has trickled down to effect individual financial uncertainty and the flexibility of small businesses to survive.

To meet health and safety requirements, I have reduced the number of clients a day to allow for proper social distancing, in addition to time allotted between clients for cleaning and disinfecting. We also provide hand sanitizer stations and enforce mandatory mask wearing, which I foresee remaining standard for my business as we transition into flu season and the continued effects of COVID. One of the positive benefits of adapted booking times is that it has allowed me to continue to set the tone for the day, provide quality one-on-one customer service, perfect quality cuts and grooming needs, and protect **my** own quality of life balance.

During the initial lockdown, I needed to adapt my business model and shifted my attention towards online. I provided **one-on-one coaching remotely** for my clients requiring haircuts and built an **online store to** 

**BUILTAN ONLINE STORE** TO SELL GIFT CARDS. **IEVENPUT TOGETHER MUSIC** PLAYLISTS THAT REFLECTED THE TGS **BRAND VIBES** 

sell gift cards. I even put together **music playlists** that reflected the TGS brand vibes via Spotify for both fun and to remain relevant. From there, my e-commerce model evolved to an active online store where I sell TGS merchandise and Crown Shaving and Co. hair and grooming products, launched a new fragrance and scented candles, and aligned with Gamma Plus to be an **ambassador for their** barbering tools.

VIA SPOTIFY

In 2018, I launched a mobile service branch of TGS called Barbers To Go TO, also known as BTG TO. I have always had a vision that providing on-location services would be an aspect of industry growth. I continue to believe this, especially in current times. It's important for the industry to demonstrate **adaptability and** flexibility by embracing new technology as a platform for offering services traditionally limited to brick and mortar shops. This, in my opinion, will help it grow and sustain itself.

It's difficult to predict in these uncertain times, but I can see more of a focus on mobile services and continued attention to **health and safety** and cleaning standards. It's hard to expect things to return to pre-COVID times, but my hope is we adapt to meet the needs of our clients.

#### **JORGE** JOAO

#### OWNER OF KOI HAIR STUDIO Global Redken Artist

Toronto Fashion Week Lead Brampton, Ontario

The pandemic has affected our business in many ways. To start, we had to be sure our facility was safe for all of our clients. The way we book our clients has definitely changed because we are limited to how many people we have in the vicinity. We were lucky that we were able to have all our staff come back to work. Our team is just genuinely happy to be back in the salon.

As of right now we are happy to get our clients in. Unfortunately, every minute counts, so we cannot grandfather any old prices we have had with clients in the past. We have also started **charging** a small sanitation fee and allotting additional time on top of services to ensure maximum safety.

As of right now, we do not have e-commerce, but we are currently in the process of getting this going with our distributor.

I believe that our industry is constantly evolving, and people are always looking to elevate. Personally, I'm old school, I rely on my team. To me, having a team means there is always someone near me that has my back. I also believe that having a team does help elevate and inspire stylists. We also understand how vital our connections are, not only to our quests, but to each other, especially during these times. The beauty industry has always been a staple; even through the deepest depressions, people have always relied on our industry. I believe education and tutorials will be more digital for the time being, but being in our industry, we all understand the importance of live education and human interaction.

#### @ @JORGE\_JOAO





#### ▲ **STEPHANIE WRIGHT**

#### OWNER/CREATIVE DIRECTOR OF MYSTIQUE HAIR DESIGN White Rock. British Columbia

After 12 weeks of being closed, we were eager to get back up and running. We had a huge surge of guests in June and July. We are now operating at 50% less than our monthly targets from previous years because of booking social distancing and fewer people in the shop and allowing extra time to clean and sanitize each station and common spaces effectively. We are remaining strong as a group and have really worked together to make sure we are not a space with any health risks for ourselves and our quests.

I think the continued impact is mostly the fact that people still feel scared to go out and even book appointments and have none of the usual galas, parties, and events requiring them to have fresh hair. It's stressful as an owner to carry the possibility of a second closure on our back. But we have had tremendous community support and I don't doubt

#### DIDA MAKEOVER **TO FRESHEN UPOUR SPACE**

we would have that again. I took the time to re-evaluate my business during the 12 weeks we were closed. I ended up hiring Tanya Chernova to assist me in re-writing my mission and vision statements and also did a makeover to freshen up our **space** so that my team could come back to something exciting and new. I had thought about e-commerce many times. Being closed was the time that pushed me to get it up and going. We started an e-commerce shop in March and began providing both curbside pick-up and shipping to

our quests.

#### **© @STEPHATMYSTIQUEHAIR @@MYSTIQUEHAIRDESIGN**



OWNER OF JASON LEE SALON Hair Expert on Cityline Toronto, Ontario

I think, for the most part, the pandemic has affected us by **slowing us down**. We don't see as many clients as we used to pre-COVID due to social distancing in a small space. As a result, we have returned to a simpler time when it comes down to bookings and appointments. It's actually kind of nice to **not have that** continual stress of double bookings. So, in a way, the pandemic has helped us to focus on "quality control" and one-onone **connections** with our clients again. I think there is an air of appreciation and humility amongst our staff because we all feel so grateful to be working and to still have the luxury of doing what we love.

We've come to learn that a **smaller** staff is better for our business and how we operate. Not only are our expenses down, but we also have a better energy all around while maintaining a healthy revenue stream. In these times, it's crucial for a business to have a **healthy cash** flow because you just never know what's coming down the pipeline next. Keeping the right staff in place has been a real lesson for us to not have extra weight hanging around.

When I speak with stylists, either here or in other cities such as NYC or LA, I hear that a lot of stylists are taking things into their own hands and doing **at-home** visits. Also, I can imagine that some big salons may not be able to survive huge rent prices in these times and will most likely **scale back in size.** Whether it means a lot of stylists become **independent** contractors or salons moving into much smaller spaces, one has to imagine that businesses will most likely downsize.

#### @@JASONLEEHAIR





#### ▲ TAMRA **DI LULLO**

#### OWNER OF CANDY NAIL BAR **CND Education Ambassador** Educator at Candy College Montréal, Quebec

The pandemic forced me to **adapt** quickly and resolve issues I had been putting aside for years. I got through all pending paperwork, buckled down, and worked harder than ever to try to save my business and come up with positive solutions. I worked hard on diaital education content and did an amazing Live for CND World and pushed myself to create. As an artist, I dealt with my stress by creating some extreme nail art, participating in online nails competitions, and trying to inspire other business owners by **writing** as many articles and interviews as possible.

We have just recently launched Candy College to respond to the overwhelming demand for quality nail education in the Montréal region.

#### LAUNCHED CANDYCOLLEGE **TO RESPOND TO THE OVERWHELMING DEMAND FOR OUALITY** NAIL **EDUCATION**

During isolation, people are craving new hobbies and learning new skills, so we answered. I have been teaching in-salon and semi-private for twenty years. I have now customized online programs for both pros and a DIY atelier that are open to the public with **kits arriving** by mail.

In response to the needs of our clients, we developed custom Press-On nails, which is something that is more than just convenient but a viable way to increase our sales. Clients initially purchased to avoid coming into the salon, but it has now become an obsession and opened a new market for us. I also used my fashion background skills as a print designer and developed some super **cute brand merchandise**. None of that would not have been possible without the help of PME Montréal who helped us **get a grant** from the City of Montréal to develop the new e-commerce store we have created.

Beauty has really become much more **personalized** and unique than ever before. Cultural, gender, and body diversity are at an all-time high which is super refreshing. Even before the pandemic. there was a movement towards more natural ingredients. Self-care is focused more on the condition of one's hair, nails, and skin.

I have learned so much in the last few months like so many of my small business friends. Things have been rough, but out of this will come eventual growth and a greater variety of retail sales, which is key to the success of any salon business.

#### BRIAN PHILLIPS OWNER OF WORLD SALON

#### Toronto. Ontario

We have **engaged the staff** by sharing weekly progress reports and establishing team sales goals. In this crucial time, constant focus on providing superlative service, like following through on prescriptives at the cash out desk, is essential. It is a tense time; many people are on edge. More than ever, the salon has become that special place where one can recharge and re-beautify calmly and safely. I am so pleased with how well my team has adapted to protocols and this new way of working. I think we all have a firmer understanding of how valuable we are to our clients.

One of the safety practices that we have established due to COVID is the fifteen-minute block of time between clients to disinfect tools and our working areas. This has resulted in a little more breathing room and a much more fluid and supportive team atmosphere without a huge hit in our daily tallies. We are a more relaxed bunch, having time to eat and hydrate throughout the day. Clients benefit greatly from a calmer more creative stylist, and I think we will incorporate this built in break between appointments into the future.

We do have an **e-commerce site for** our product line—WORLD Hair and Skin (world.ca)—which has flourished since the lockdown. Many Canadian salons and retailers have reached out to us expressing a desire to **support local** suppliers and, at the same time, benefit from lower costs on the shipping and duty on products coming in from the US and abroad. We are in the process of setting up a dropshipping facility on our Shopify store that will make it even more affordable for companies to carry our healthy, effective, multipurpose brand.

#### @@BRIANATWORLD



# ▲ KELLY

# HUNTER

#### OWNER OF SALON VENATOR Winnipeg, Manitoba

COVID-19 has had a dramatic effect on how the salon industry operates. Gone are the days of a social visit over a latte in a crowded waiting room while your colour processes. The change is not all negative, however. Client visits are definitely more personal, with **more time** to focus on the client and ourselves.

We no longer should have multiple clients, and even though there is a financial impact, I feel the **quality of our** work improves as we have time to focus more on **additional services** such as glossings and conditioning treatments. We can even sit at times and eat while clients are processing! There is also a new level of **trust** in the **stylist-client** relationship as well. We are in such close contact with people in our work that we need to feel comfortable.

As an owner of a large salon, I was reluctant to accept this new trend of mobile stylists and suite owners. In my salon, I took a huge leap of faith and downsized significantly to **adapt** to the increase of chair rentals. Prior to the pandemic. I **moved the salon** to a building with private rooms for each of the stylists and common areas to maintain a team atmosphere. Feedback has been amazing, and clients have expressed their confidence as they are having services in a private area with no contact with others. I feel very fortunate as the impact on my business was far less than if I hadn't made this move. It was a huge shift in my mindset from my initial business model, yet it has turned out incredibly well, and I am very thankful.

If we take a little time to reassess and be creative (it's in our nature!) we can endure and survive this. Take a look at how you operate and **make the** necessary changes rather than waiting for things to go back to normal. It could be online product orders or e-gift cards. Whatever it takes to help your business. @@KELLYHUNTERSALON



#### ▲ MIRELLA SEMINTELLI OWNER OF MIRELLA SEMENTILLI WIGS Toronto, Ontario

The pandemic has been one of the hardest hurdles I have had to live with. Some of my clients have been very impatient, and a lot of them took matters into their own hands with box dye and YouTube videos. We know how long that takes to undo!

One of the COVID requirements and now a standard protocol that I will continue to keep in the workplace is disposable capes. They are fresh and clean, and they do the job just perfectly. My opinion on suites or mobile beauty services is based on me never using the same colour formula twice on the same client. I always tweak the formula or improve the toner, so for me to be the best I can be, I would have to carry huge stock, and I can't ever have a

mobile salon.

The future of our industry will always be bright! As long as we can be behind the chair, we will always have consumers who want to professionally enhance their hair.



#### **FRANK** CINI CO-OWNER OF TAZ HAIR CO. Toronto. Ontario

We lost three and a half months of revenue. We are currently working with two separate rotating shifts. The clients and staff feel safe because we have the space. We are working three days a week and it feels like we're still on vacation. Our days are longer than ten hours, but it's a relaxed pace. Unfortunately, it's not as productive as we need to be. Some team members are enjoying more personal time, and some are feeling the financial squeeze.

We set up a Shopify store during COVID. We will be selling our hair products online.

I'm gonna be an optimist and say once the vaccine is out there, we will return to normal. Clients will be opting for big hair changes after a stressful year. The salons will still keep implemented precautions for the safety of clients and staff.





#### ▲ SAMANTHA KAYE OWNER OF L'UNE BEAUTY BOUTIQUE & SALON

Toronto, Ontario

During these uncertain times it has given us an opportunity to **reflect and reassess** what is important to ourselves and our loved ones. With **health** being highlighted, I think we can all agree that our level of **hygiene** needs to increase. We have always followed health and safety protocols here at L'une BB. however, we are more aware of our cleanliness and making sure our clients feel safe.

With bridal being a big part of our concept, this has been a bit of a grieving process for us, our clients, and other vendors in the industry. We are doing our best to support them, and it looks as though "micro weddings' are the way of the future. A big adjustment for all, but we are amazed by our communities' and clients' resiliency. We are grateful to have a strong team on board, and this has given us the time to hone our skills and prepare for the surplus next season.

One of the biggest changes for us is having to wear a mask every day. We also had to become more mindful of our proximity with our clients and their individual comfort level. We are typically big huggers, so this has been hard for us as this affects how humans interact with one another for the foreseeable future. We have limited the number of guests in the salon at a time, and we will not be hosting bridal parties for the time being. It is important for us to keep an open mind, be more understanding, and remain as flexible as possible to

accommodate the needs of our clients and staff.

We currently do not offer e-commerce, but it is only a matter of time that we will merge with the digital new world. There are many convenient benefits to e-commerce, and it has proven successful for many other businesses and customers. We want to accommodate our clients who are not visiting as frequently and those who would prefer ordering products and hair accessories online.

We already offer bridal mobile services and love it! We travel all around Ontario offering on-site hair and makeup services. The only thing that has changed with our mobile services is having to **wear a mask** and having smaller parties than normal in someone else's home, so we currently do not offer these services.



#### HEIDI KENNEY **OWNER OF HEIDI KENNEY** HAIR STUDIO & SPA

Yarmouth, Nova Scotia

The change that we feel is our **daily** pace. It's been a huge slow down, no double booking, and the allowance of sanitation time between each client. Pre-booking has become mandatory. Since we can see less clients, we try to pre-book twelve months ahead to ensure our regular clients secure the times they need.

We'll see major changes in the way we receive education. The digital platform will be the mainstay. Shows will be few and far between. The plus side of that as an educator means that my reach is **global**, people from Nunavut to as far as South Africa can sit in on my classes. It makes learning so accessible.

**@@HKHAIRSTUDIOSPA** 



#### ▲ MJ DEZIEL **OWNER OF APART STUDIO** Montréal. Quebec

The pandemic affected our business positively, I would say. It's through adversity that we become stronger. Our team got way closer. We had to be creative to make the new protocols seamless for our clients. We invested more in the digital world to make it fun again. We developed new creative initiatives to keep us motivated. I think we kind of needed that time off to only come back stronger.

We had to **extend the length of** our services to have less clients and have time to disinfect. Having more time with our clients and not running around anymore is wonderful. This is an ambiance we love at the studio. Our inner peace is reflecting into our work.

We are **launching a retail platform** in a month or so. I can't wait to see the outcome! We will definitely invest more in the digital world in the future.

#### **V BRITTANY** GRAY FOUNDER & CEO OF FANCY FACE INC. Toronto, Ontario

The pandemic has taken our business, like many other small businesses, and turned it upside down. It completely halted the service side of our business. At the same time, it pushed us forward in ways that I'm tremendously thankful for. We've had to **pivot multiple times** throughout the past seven months, and after fifteen years in this business, I can honestly say I've never learned so much in such a short period of time. It's taught our team to be tremendously resilient, to keep our chins up, and to always look for the silver lining.

For over a decade, we were primarily a service-based business, providing exceptional in-home and on-site hair and makeup services to all women, as well as for 500+ brides each year on both coasts. When the pandemic first

@ @FANCYFACEINC



hit, thankfully, we were already in a position to successfully pivot. Almost two years ago, we began developing a cosmetic line and **launched an** e-commerce site to complement our company as a whole. Once the lockdown hit, our direct-to-consumer cosmetics line was already up and running, so, ultimately, the product side of the business carried us through the hard times as the service side really took a hard hit. We are dedicated to expanding our e-commerce business as we continue to develop new products for our community.

Our business was built on the idea of accessible, mobile, at-your-door beauty. We have a team of 30+ women who have always arrived at the homes of our clients to 'fancify' them for occasions of the utmost importance to them. The notion that we can no longer do that without the fear of contracting or potentially spreading a virus is a hard pill to swallow. As of now, I think mobile beauty will likely take a back seat to women learning to feel empowered

ULTIMATELY, YOU JUST HAVE TO BE CREATIVE, TAKE RISKS, AND THINK **OUTSIDE** THE BOX

in their own beauty routines. I think as soon as we get a handle on COVID, mobile beauty will continue to be desired. However, I feel excited about the notion of teaching women how to feel their absolute best.

The pandemic has brought on a heightened awareness for **self-care at** home, something the beauty industry was already well in place to provide. Between skincare and beauty, the industry has never been so robust with offerings as it is today. Ultimately, you just have to **be creative**, **take risks**, and think outside the box.





#### ▲ EDWIN JOHNSTON **OWNER/DIRECTOR OF**

CUTTING ROOM CREATIVE KMS Global Art Team NAHA Master Hairstylist Nanaimo, British Columbia

We now have to **stagger appointment** times so everyone doesn't arrive at once, or else we would have a hard time processing everyone. Time has really become an issue as this all takes longer and then, of course, the sanitation of all tools and stations once the clients leave. So, unfortunately, staff are losing income-approximately two to three clients a day—as we had to extend the **appointment times** from forty-five minutes to one hour.

I believe some form of sanitation and maybe even PPE will continue for some time, especially through cold and flu seasons. One benefit has been the increased demand for most clients prebooking future appointments when they leave. Although this has always been a business goal with some stylists doing a good job at pre-booking, now, with not allowing any walk-in traffic, it has become the norm for most clients, and we've seen a large increase in future appointments.

The positive of longer appointments is getting to **spend more time with** clients, and this has resulted in better retail sales and, I would think, a higher level of work with more time to finish the hair and create more conversation about colour and retail.

We are **currently setting up online booking** with retail sales available from our website, but we are not quite there. This was something we were setting up pre-COVID.

#### @@EDWINJOHNSTON\_ HAIRDRESSER

#### JOAN NOVAK OWNER OF JONO HAIR Whistler, British Columbia

I feel that being forced to close the salon due to COVID-19 and **get out** of the hamster wheel allowed me to examine my business and decide what I wanted to change going back. I am very fortunate in that my business has the luxury of a lot of square footage as I am in an industrial area. I have five stations, and I can currently operate at 80-100% as we have never been in the practice of doing book backs in between clients. I lost one staff member who did not return. I just had a new hire since, as you can well imagine, there is movement from other salons in my area.

l aot diagnosed with Synchronous Bilateral Breast Cancer right when we reopened, so between all of the doctor appointments and two surgeries, I've worked 11 out of 20 weeks. When I have been back at work, I am doing less clients but making more money. It's hard to say if that's just because of the newfound appreciation clients now have for their hairstylist or because they know I'm not able to be there full time. Either way, I've felt lots of love and community **support** towards my salon and staff!

Aside from the adjustments of adding plexiglass and PPE and switching out beverages and magazines for a hand washing and temperature check station, we have figured out how to manage our tighter sanitation practices in a timely manner with **minimum waste and laundering**,

and we are back to 95% productivity. I created a change in the financial part of my business. I decided to **abolish** "self-employed" chair renters and have employees as my new hires. As the renters leave and I bring on the new hires on my new structure, I am setting myself up for more financial success, so that has been a great side effect of COVID.

I am thinking about adding some e-commerce into my business as our retail has plummeted since we have come back to work. I have a machine made by Thrivo Technologies (@thrivo\_ tech) that can vacuum seal custom mixed hair colour formulas so that I can sell an at-home maintenance package to clients for a quick grey hairline and parting retouch or a colour refresh. Since I might not be able to physically do hair behind my chair, maybe becoming a "hair colour pharmacist" might be another way to use my skill set to generate income moving forward. I think that for salons to stay open we must come up with different ways to maximize not only our physical spaces but also **our virtual spaces to** generate income.

I ran a mobile operation for six months while I was building my salon nine years ago. I had a full pro setup. A mobile sink, floor, retail, full colour stock, magazines, mobile debit machine. For those doing it now and with COVID practices, let me tell you, it's a lot of work. I live in an area where stylists don't work in salons, they are doing it from their house. This is quite common. Not so much in the city, but I feel it will become more so now.

I think that we are and will see more of a **divide between hair stylists** as a lot will move to an **underground** economy. The remainder of salon owners who are left standing and running establishments will be more revered and respected as "professionals," and the consumer will be happy to pay the higher prices because they feel safer than going to a "kitchen beautician."



#### ▲ TONY RICCI OWNER OF RICCI HAIR CO. Edmonton. Alberta

We are **not double booking** our appointments anymore. We hope to continue with that when the pandemic is over as we've noticed there's a lot more customer service and we are spending more **quality time with our clients.** We are also spending more time cleaning and disinfecting which we will continue to do. We are not serving beverages at the moment, but we will bring that back as our clients loved our lattes and our liquor license!

I think the industry is going to change a lot. I believe salons will be smaller and more boutique style. I think stylists will be doing **both cut and colour services** with longer appointment times as the colour services have become more time consuming. I believe this will give the stylists an advantage of **charging more** money for their services as they will be spending more time with each client. It will be more of a customer servicebased type of salon. I believe that social media platforms will be a key for stylists to showcase their work and show customers what they're about and where their specialty lies.

**@@HAIRBYTONYRICCI** 

#### ▼ ELENA PACIENZA HAIR & MAKEUP ARTIST Toronto, Ontario

On set, **teams have become much** smaller. In the past, it might be ten people with assistants and separate hair, makeup, and nail artists. Now, with risk and liability, clients and studios are keeping things small. Also, I found it important to **get certified in several** hygiene and COVID-19 protocol **courses** so my clients can have peace of mind knowing that I'm educated and up to date on the safest practices. One of the changes I've made that

**IFOUNDIT IMPORTANT** TO GET **CERTIFIED IN SEVERAL** HYGIENE AND COVID-19 **PROTOCOL COURSES** 

will likely stayis keeping cleaning supplies in my kit. For hair and makeup artists, it has always been our usual practice to keep our kit hygienic and **clean**, however, I have found using things like Clorox wipes, gloves, and Lysol spray gives me the added peace of mind that **things are disinfected** from the beginning. Also, I learned keeping a mask on while using products, especially those that have fine particles and are easily airborne, is better for my health.

I don't have **e-commerce**, but the pandemic has definitely opened my eyes to the **benefits of it when working** in person isn't possible.

I'm sure a lot of people who were googling "how to cut your own hair" wished they could call a **mobile** hairstylist or service. But I prefer a more traditional approach of going into a salon. Because I do more fashion and advertising, I'm more on set than in someone's home or having people coming to me in a suite. I definitely like doing hair and makeup in an equipped studio or space rather than someone's home. The ease of having everything vou need there is ideal. I feel the beauty industry is

becoming more authentic, diverse, and transparent. I see the industry embracing that more through their ads and ambassadors. People also want to feel better when they use products, not just look better. There is a whole new fantasy aspect with beauty that goes beyond just enhancing features like fixing evebrows and putting on mascara and lipstick. Now, people want to become an entirely new character in their life and are using makeup to bring them into that other world.

**@**ELENAPACIENZA



When the pandemic hit, I had already made some changes to the business model. I reviewed my expenses, got rid of repetitive processes, and found an alternative to cleaning and laundry by using everything disposable in our treatment rooms. I turned the kitchen into a treatment room to rent





to a complimentary business. The remaining five rooms are also rented, and I kept one room for my services. By doing this, the clinic's rent is fully covered, and I am rent free!

In addition, I **negotiated with my** laser leasing company to reduce my monthly payments because of the financial hardship we are going through due to lower traffic and sales. My payment processing machine was replaced by Square which has no monthly fees but a higher per transaction fee. Staffing is another huge expense for business, so I had to lay off my staff and keep one person on call only when they're needed.

We carry three brands of skincare and makeup. Shortly after the lockdown, all of the brands pivoted to e-commerce. Now, **my clients can** purchase products from home with free shipping and quick delivery.

To visit a beauty salon is an experience in itself. It will never be replaced by mobile or online. It's status, prestige, and a therapy session for most of us women. Therefore, the beauty industry will always have room to grow, even if it grows in the underground world.





TEKNIK SALON & SPA

TELL US ABOUT YOUR BUSINESS. Teknik recently celebrated 31 years in business. Owners Domenic Romeo, Vince Barranca, and Joe Romeo have overcome challenges with economic fluctuations, employee shortages, and landlord issues. Now, we are facing the biggest challenge we have ever faced. Complying with the new restrictions and guidelines of COVID-19 has increased the workload and financial expense to operate a business. But, thankfully, our incredible staff of 18 have stepped up to the plate and have collectively made Teknik a place where our guests can enjoy their services and feel safe at the same time. We are very grateful to live and do business in such an amazing country where the government at all levels has assisted in every way possible to ensure that we can stay in business and thrive in the future.

#### HOW HAS THE PANDEMIC AFFECTED YOUR BUSINESS AND

YOUR STAFF? I think, if anything, the pandemic brought our staff closer. We've always had a tight knit team. Many of us see each other socially, and we genuinely care about one another. These are people you're spending 10 to 12 hours a day with. We missed each other during the shutdown. So, we had to get creative about how we stayed in touch with each other. We did a lot of FaceTime calls, socially distanced visits, and front porch baked goods drop offs. We strive to promote a feeling of being part of a family at Teknik, and this pandemic has really made that feeling hit home.

WHAT BUSINESS CHANGES HAVE BEEN PUT INTO PLACE THAT WILL **CONTINUE IN THE FUTURE?** First and foremost, we have amped up our sanitation game. We want our guests and staff to feel safe when they enter our salon. We have a COVID station at our front entrance. Temperatures are checked on a state-of-theart facial scanner for every single person who walks through our doors. A COVID guestionnaire is executed and hands are sanitized before anyone is allowed entry. We have also extended the times in which we allow for services to be performed to control the number of people in the salon at once.

DO YOU HAVE E-COMMERCE, AND HAVE YOU MADE ANY UPDATES OR CHANGES TO THIS ASPECT **OF YOUR BUSINESS?** We do have e-commerce on our website. We sell products through our site and we are currently updating it to accommodate the higher volumes that we anticipate in the future. Additionally, for clients who have not ventured out and would like to continue with home hair care, we are still offering root touch up kits.

WHAT ARE YOUR THOUGHTS ON THE FUTURE OF THE BEAUTY **INDUSTRY?** We are very proud of the industry we have chosen to be a part of. During the three-month shutdown, it was super humbling to hear from dozens of clients that they could not believe we are not an essential service. That sentiment really shows that we are an important part of people's lives, not only from a technical





standpoint but also from a friendship standpoint. This pandemic has truly shown that we are resilient and nimble. When circumstances required that we pivot, we did. If they asked us to work harder, we did. When they asked us to change a procedure, we did.

It's nice to know that hairstylists and spa technicians will never be replaced by technology. People will always crave the human touch and the social interaction. In terms of the future of the industry, I think that the salons that make it through the most challenging time in our lives will be stronger than ever.

I think the future is bright. Now, more than ever, we are teaching our community that we have value. We educate our guests in the best possible practices and assure them that we are worth every penny of a professional service. We have found great success in adding a beauty ritual to our services, and our guests have fallen in love with feeling like they are being treated like they are in first class. I like setting us apart from our local market and giving our team a chance to show how much we appreciate each and every person who walks in. There are no egos here, and I think that is really felt from the time you walk in until the final hair reveal.

#### WHAT ARE YOUR THOUGHTS ABOUT MOBILE BEAUTY OR SALON SUITES? I love working as a team, so

neither option interests me as a leader or a collaborative stylist. I believe we are better working with others and pushing ourselves to try new styles, and this can come from a junior's inspiration and veteran stylist.





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#### ▼ KEVIN LENT

SOLA SALON STUDIOS

For many beauty professionals, owning a salon is the ultimate dream. But the reality of becoming a salon owner can often be a nightmare. From the high startup costs of renovating and branding a salon space to the ongoing expenses of rent, utilities, and maintenance, running a salon is no easy feat. Sola Salon Studios is changing that with their beautiful pre-designed salon suites. Each gorgeous studio space includes cabinetry, lighting, water resistant flooring, retail shelving, and free Wi-Fi. But Sola goes well beyond the brick and mortar to make life easier on salon owners. Their affordable weekly rental rates cover utilities and a dedicated manager and handyman to take care of any maintenance and repair issues.

"We give all the professionals a move-in bonus, which varies depending on studio size," said Kevin Lent, President of Soleil Operating ULC, a franchisee of Sola Salons. "It's \$1,400 to \$3000 that can be used for free rent credit, back bar, retail products, hiring a professional painter... We want them to get the best start possible with a low pain threshold."

That commitment to supporting the success of beauty pros is part of what has made Sola so successful since it was first established in 2004. Today, they have more than 500 locations in the US and, since expanding into Canada 3 years ago, they've opened locations in East York (Leaside), Oakville, Port Credit, and Calgary. New locations are in the planning stages in Vaughan and Durham region.

Sola is home to more than 15,000 beauty professionals, and while most are hairstylists, they also provide studios to aestheticians, lash and brow artists, nail techs, massage therapists, and even a full physio practice. Many of Sola's clients once

owned traditional salons but had grown tired of the unreasonable expenses and drama. Others are independent stylists who wanted the freedom to do the work they love in a space that felt all their own. Sola makes it possible for all their clients to take full control of their business, choosing everything from their décor, music, and thermostat to their schedule, prices, and products. With three studio sizes—single (110 sq. ft.), large single (160 sq. ft.), and double (two styling stations)—Sola gives their customers exactly the space they want and need. "Customer service is ingrained in our psyche. Salon owners are treated well, like customers," Lent noted.

Despite all of the tangible perks, one of the greatest benefits of Sola Salon Studios is the sense of community that develops at every location. From fellow salon owners to Sola's incredible customer service team, new owners have all the support they need to thrive. This includes special door opening packages, ongoing relationships with product distributors and sales consultants, and free education and networking events. In everything, Sola puts their clients first.

Sola is still expanding its Canadian family, with openings for seven beauty professionals across their locations in the GTA. "All interested salon pros spend time up front with Hila, our General Manager of Leasing and Operations, to ensure they'll fit well with the Sola community and have a sufficient book of business to be successful as salon owners," said Lent. Interested in exploring Sola Salon Studios? Visit for a no obligation tour of one of their locations. Reach out to Hila Zer-Aviv, General Manager in the GTA, either by phone or text at 647-883-4452 or email at hila@solasalons.com. **≸**SOLASALONS.CA



WRITTEN BY: TALIA LEACOCK



#### ▲ KIM GABRIEL (BORN CURLY) SOLA LEASIDE

"As a stylist, working in a Sola Studio suite has many advantages. I am able to elevate my clients' experience. The space has also allowed me to tailor the feel to reflect the environment I want my clients to experience."







When I first saw the concept I fell in love, I couldn't believe this was real

#### ▼ JAY CLAPHAM (J.MAN.HAIR) SOLA PORT CREDIT

"Working in the Sola environment is an absolute pleasure. It is the first time as a stylist that you truly call the shots in your own career. You are given the opportunity to carry the products, colour and styling tools that you like and believe in! Your room is your oasis and is designed by you with your taste, flare, and style. When I first saw the concept I fell in love, I couldn't believe this was real. Each room is its own little salon. Sinks, cabinets, washing sink, and even styling chairs and a styling station. There's also a signing bonus and a threeweek lease-free period is provided so you are able to have a strong start!

Beyond that, the help and support are what makes Sola different from all salons and even other companies that have tried at the same concept. You truly feel valued. During the pandemic, Sola stepped up and immediately paused our lease withdrawals giving us a chance for our comeback. Not only that, but we were also all individually contacted to see how we were doing and asked if we needed help or just to talk. Webinars, seminars, training sessions, and podcasts are just a few of the ways Sola keeps their stylist community up to date and current with new trends!

▲ PAUL ANTHONY HAIR

"Having owned and operated my own

Salon concept works for me because it

owning your own business without the

hassles of a larger salon. Having a private

and intimate space for my clients where

they can come and relax in a one-on-one

setting is amazing. I believe it is truly the

direction our industry is going, and Sola

encompasses all the great qualities of

salon for almost 17 years, the Sola

SOLA OAKVILLE

is leading the way."

Being a stylist for just over 15 years now, I have seen it all. I've worked for them all. It's about time you started to work for yourself."



▲ NANCY DIAS HAIR SOLA OAKVILLE "Sola salons are the best of everything. I can retail products that I love, and I have the freedom to schedule and accommodate my guests on my own schedule while still feeling like I am part of a team of sameminded, talented, creative artists."





▲ ROXANNE MUIR SOLA SALON STUDIOS

HOW LONG HAVE YOU BEEN IN THE BUSINESS? I've been a stylist for over 25 years, specializing in colour and extensions. I have been in business for myself over 15 years now.

DID YOU OWN OR WORK FOR A SALON BEFORE? I've owned three traditional salons. I've worked on commission, I've rented a chair, and now I'm a suite renter. I've done it all. WHAT MADE YOU DECIDE TO WORK IN A SOLA SALON? I was the first Canadian Sola Stylist to take a leap of faith on a company that was new to the country. I loved the concept as soon as I learned about it from a trade magazine. It was something I hadn't tried before. What an amazing business model! They cut out a lot of the work, stress, and financial strain of opening a small business. Your room is ready to go; all you have to do is decorate to your taste, creating a salon culture that reflects you as a beauty professional. You have 24-hour access to your room, so you can book your clients whenever you like. Many salons have restrictions on what days and hours you can work, so I love having the freedom of being able to take clients when it works for me! You can sell and support whatever product lines you

like, as much or as little as you want, one line or several lines. It's your choice. You create your service menu and policies. We spend a lot of time at work. Our work homes should be as enjoyable as possible. The people of Sola are amazing and really do care about you as a person and as a professional. They want to see you succeed, and it shows. They offer so many resources, including blogs and podcasts, education, business guides, and information. You really are in business for yourself, but not by yourself! Joining Sola was a decision that reflected my personal values and career vision. HOW DOES A SOLA SALON COMPARE TO WORKING IN OR

**OWNING A SALON?** Renovations

can be really stressful and expensive in a traditional setting. Sola takes that out of the equation so that you can focus on the enjoyable part of starting a business decor, salon culture, music, products, services, and scheduling. All of it is your choice and your vision. It might sound silly but, for me, my environment makes a huge difference in my daily happiness factor. We have a general manager, Hila, who takes care of all of us, from getting someone to hang a chandelier to emotional and business support. Even though I'd done it all before, I was still nervous about starting at Sola because it was the unknown. So, it was fantastic having someone in my corner saying, "It's fine, you got this!" and being there with me throughout the process. My Sola business neighbours are also fantastic. It's a real camaraderie without stepping on each other's toes. I don't have as many worries and stress as I did owning or renting a chair in a traditional salon. HOW HAS IT HELPED YOUR

**BUSINESS?** Clients love the privacy a Sola suite offers. I've gotten new clients from the website they give you. (Yes, you get your own site that is easy to update through their app.) I've been able to cross promote with my Sola neighbours. We have a great group of beauty professionals that really support each other's businesses.

2019 Faces of Sola. I traveled to Chicago, Denver, and San Diego last year for work and have gotten a fantastic opportunity to teach with one of my favorite colour companies next. My career really has soared

I've had the honour of being one of the

since being at Sola. The ability to set my own schedule allows me to book different projects and still be there for my clients. Your career really is limitless at Sola; you can design the career that you want for yourself. You're not just a rent cheque to them. You're a person and part of the Sola family. You are appreciated and you matter to them.

We bounce ideas off of each other, and we grow our businesses together



#### ▲ ALEX DEL CAMPO

SOLA PORT CREDIT

"How working in the Sola Salon Studios environment works for me is simple: it allows me to run my own business without the added stress of extra bills, advertising, and staff. I'm able to decorate my studio however I want, and I have control over not only the products that I use or how I run my business but my schedule as well. My clients love one-on-one attention. It's peaceful, relaxing, and private. We are a community! Every other salon or spa owner inside Sola Salon Studios becomes a friend. We bounce ideas off of each other, and we grow our businesses together. Being a part of Sola Salon Studios is the best decision I ever made!"

# ENBRAGE BEAUN

Photographer: Richard Miles/Hair: Robert Eaton/MUA: Lucy Flower/Clothes Stylist: Claire Frith

hotographer: Richard Miles/Hair: Robert Eaton/MUA: Lucy Flower/Clothes Stylist: Claire Frith

CANADIAN PRO BEAUTY 39

# ROBERT EATON

40 CANADIAN PRO BEAUTY

otographer: Richard Miles/Hair: Robert Eaton/MUA: Lucy Flower/Clothes Stylist: Claire Frith

grapher: Richard Miles/Hair: Robert Eaton/MUA: Lucy Flower/Clotnes Stylist: Clair





CANADIAN PRO BEAUTY 43

0

# ALEXANDER HARDY

Photographer: Desmond Murray/Hair: David Vault Baker, Alexander Hardy & TheVault Art Team Makeup: Jo Sugar/Stylist: Caroline Sanderson

DAVID DAVID VAUID BAKER

44 CANADIAN PRO BEAUTY

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CANADIAN PRO BEAUTY 45



# BEAUTY BY HENDRA

:Zoé van Zc odel: Meg Winton



48 CANADIAN PRO BEAUTY







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# WRITTEN BY: MARTY FLAHERTY MANFFRAME

#### THE GO-TO PLATFORM FOR HAIR PROFESSIONALS

During the recent COVID-19 shelter-inplace order, hairdressers have spent more time than ever exploring social media. Traditional platforms, especially Facebook and Instagram, are increasingly focused on e-commerce and political content to the disappointment of many stylists. These broad, horizontal platforms try to cover everything from baseball to bobs; paid content is king and access to user-generated content is limited. That has given rise to many narrow audience-specific platforms.

Now more than ever, hair professionals need a forum to vent and share their best practices for business, sanitation, and artistic endeavours. If classical music aficionados can have six specialty platforms and yoga enthusiasts can have eleven, why not one for hair professionals?

ManeFrame is that platform. This new media platform was designed specifically with the professional hairdresser in mind. Think LinkedIn and TikTok combined, but exclusively for hair professionals! The name is a tongue-in-cheek reference to the vernacular of hairdressers who are known to refer to a beautiful head of hair as a client's or model's "mane." "Frame" is a reference to the craft of hairdressing, in which a client's hair is cut and shaped to help them look and feel their best.

ManeFrame is an open source platform, built for easy adaptation to the everchanging social media trends and the needs



of the professional hairstyling community. It's home to a closed audience that includes service providers, manufacturers, and every "aficionado" in between.

community. With the decline of many trade magazines—at least print versions—over the past few years, the pro hairdressing community has had very few options for artistic expression, competition, new product advertising,



But ManeFrame doesn't just provide

event promotion publicity and many other industry happenings.

As stylists seek out improved retail systems, salon clients avoid the dusty products on salon shelves, and hair professionals grow wary of hands-on education in tiny classrooms, online learning and omnichannel retailing will be the industry's keywords of the decade. ManeFrame's purpose is to cater to those needs in a private forum where stylists can collaborate without exposing any of their doubts or concerns to the general public.

ManeFrame offers everyone in the pro styling community—distributors, manufacturers, educators, salon managers, and service providers—a neutral platform on which to collaborate with empathy and professional courtesy. Professionals can showcase technical work, solicit artistic feedback, restore connections, network with one another, schedule events, advertise new products, enter hair competitions, request samples, and more. The possibilities are endless.

ManeFrame will adapt to the everchanging needs of the pro hair community as fast as you can submit suggestions. So, join us and help our developers frame this app into the most helpful business tool possible.

iPhone users can download the app directly from the App Store. Android users can email maneframe2020@gmail. com to get a personal invitation and link to the testing site. Google Play will offer a ManeFrame download for Android soon.

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#### **Email Marketing**

Tired of writing emails that don't get results? Let us create engaging campaigns that will keep you on top.

#### Social Media

Share your beauty tips and resources to maximize your social media reach and growth. Be the industry leader.

#### SEO a.k.a. Get Seen

You're on Google...but can people find you quickly? Don't play hard to get. Get seen with SEO and Google Maps.

#### Web Design

Sales don't have to stop at 5pm. See your business grow while you sleep, That's eCommerce done right.

Salons are taking their expertise online.

hether you are a hairstylist, a makeup artist, or in any other beauty profession, having a strong online presence is crucial to your success. Everyone's lives have become increasingly more digital, and the current COVID-19 pandemic has further expanded e-commerce sales and made

It is worth the investment to hire a web specialist to ensure your online presence best represents your brand

online communication and services prominent in the industry.

These digital branding tips can help you build an online presence that will keep clients coming back to you again and again.

GET UNPARALLELED ACCESS TO YOUR CLIENT BASE WITH SOCIAL MEDIA. Having a quality website that represents your brand is paramount. Partnering it with well thought out images and video on social media platforms, such as Instagram, Facebook, Twitter, and most recently, TikTok, gives clients access to your business at their fingertips. Without these

It is worth the investment to hire a web specialist to ensure your online presence best represents your brand so you can target your specific audience and build loyalty.

BOOST YOUR CREDIBILITY AND STAND OUT FROM THE CROWD WITH GREAT SEO. SEO or search engine optimization is indicative of a strong web presence and is a connective tool to being 'first in line' online. High SEO results build trust and credibility with users and increase engagement, traffic, and conversionswhich all means more money for you! When clients find your website easily on a search engine, it puts you ahead of other

# GIVE YOUR BEAUTY BIZ A DIGITAL FACELIFT

#### WRITTEN BY: CAIT ALEXANDER

tools, potential clients won't know who you are. Social media also helps you understand your audience and client base, giving you indispensable feedback about their desires

#### WHEN IN DOUBT. TASK YOUR DIGITAL MARKETING OUT TO A

and needs.

**PRO.** Using social media applications and designing your own website can be difficult and time-consuming. If you are not comfortable with the process, you should hire an expert to build and manage your site and accounts. It's imperative to have a user-friendly site for both desktop and mobile devices as poor imaging or complicated pages get overlooked. You want to display your artistry, products, services, or anything else you sell in a professional, easily accessible format.

competing businesses. Users are also more inclined to share it to their personal social media channels, further expanding your online reach. A web specialist can assist you in increasing your SEO results.

DON'T BE AFRAID TO SLIDE INTO YOUR CLIENTS' INBOXES WITH **EMAIL MARKETING.** Email marketing is another way to very effectively reach an audience and has, on average, a return on investment of \$40 per every \$1 spent. Emails can be personalized to target specific audiences and can be automated, providing a simple and strategic way to stay in contact with clients. Take into consideration what services your clients enjoy the most and provide them with deals or specials that meet their direct needs.

#### YOUR CLIENTS WILL PAY ATTENTION TO THE DETAILS; YOU SHOULD TOO. Ensure that

your web presence is representative of your physical business and clearly indicates who you are and what you do. Your web specialist can help you edit and refine language and photos to articulate that you are a professional in every space, from your web page to your salon chair. Less is more when it comes to the web but making the most of your internet presence is key. It is essential to have a team assembled to master this arena in the new and fast-paced digital world.



दे Photo

industry during these difficult times, Stuart Lapowich and David Grant of Resourceworx have created an e-commerce website for salons to sell

an effort to

support the people that built this

hair care products via a dropship model. The site, www.salonsdirect.ca, is a way for salon stylists to stay connected with their customers and earn an income even when their doors are shut.

This personal selling platform is simple

to implement, easy to use, and affordable. A stylist can earn commissions on the products they sell with no inventory required—you sell they ship! It takes less than an hour to create. Your personal site will showcase products and services, availability and business hours. The cost is \$0/month.

Salons Direct will feature you on their homepage, increase your Google search results and send out email programs to help new clients discover you. This dropship model offers total data privacy. That means your customer list is in strict confidence under contract and is not operated by

# GO PRO AND OPEN YOUR ONLINE STOREFRONT FOR FREE

CanRad. At this time, all CanRad products (Design.Me, Oligo, Wella, ProAddiciton Biotop, Luc Vincent, and more) are available to sell on this site with hopes that other distributors will come on board to expand the roster of brands.

Coming soon, BrandFocused For Beauty will have a free mobile app for stylists. The BrandFocused For Beauty app features great content and product information serving as a business tool for stylists. Stylists can offer product recommendations to clients creating opportunities to further build the relationship between brands and stylists.

# DIGITAL EDUCATION



#### »THE WELLA COMPANY CANADA FAY LINKSMAN

Studio Manager -Wella Studio Toronto Wella | Sebastian | Nioxin | GHD OPI | Sassoon

At The Wella Company, we've always been at the forefront of digital education, whether through the Wella Education App or through our social channels, to ensure we reach and inspire both hairstylists and nail artists alike with our portfolio of brands: Wella, Sebastian, Nioxin, GHD, and OPI. With the current reality of COVID-19, it's no wonder that we have increased our commitment to the industry across Canada.

Virtual education has made the world a whole lot smaller and more accessible—you don't have to get on a plane to receive education from the most inspiring artists around the globe. However, we believe that it's important to act locally, especially in the French Canadian market, to ensure that we

continue the personal relationships that we have established with our salons and stylists, and that the content delivered really speaks to the unique needs of the Canadian hairdresser.

At the Wella Company Canada, we are focusing on four different pillars of education that can all be found in one place at: ▼ WELLABOOKING.COM/CANADA.

»L'OREAL **TERRY RITCEY** 

Education/Events Director Redken 5th Ave I L'Oréal Canada L'Oréal Professionnel, Kérastase, Biolage, Matrix

With a clear mandate to move into the digital world, in July, L'Oréal launched ca.lorealaccess.com. an online learning hub offering virtual webinars, training, e-learning modules, and video tutorials. The L'Oréal Professional Products Division LMS platform is broken down by each brand and features several hundred top notch education videos, from product knowledge to inspirational trends and business building.

"I think this is the answer. The education borders have come down. We can hire our international artists, pay their daily fees, and bring them in for a three-hour live session without them losing time away from home."

L'Oréal offers webinars and live, face-to-face presentations by our artists and educators. You can register on Access and attend an education program at one of our academies across the country. We also provide e-learning and videos that allow you to view inspirations or techniques at the click of a

button. Our learning plans are built to maximize your learning experience and make you an expert in each aspect of hairdressina.

Before COVID, Redken's vision was for 70% of our education to be virtual/digital and 30% to be live education and events. At the onset of COVID, we were the first out of the gate offering 120 IG Lives in the three months of shutdown—all free. We brought the international team in for four full days of digital training and online coaching to be better equipped for social media presenting.

The feedback has been very positive, and, at the moment, there are 5,000 stylists using the platform. This is the right approach with a happy balance of online to offline. We are embracing the new normal. **★**CA.LOREALACCESS.COM

#### »KAO CANADA **KATHY REILLY**

Associate Director of Education Goldwell | Oribe |.KMS

This year has caused both hairdressers and manufacturers to make an abrupt change in the way we see education. It has also brought on a completely new era of opportunity. The KAO Canada education team was thrust into a world which required learning a new technology (Zoom) and a very different way of delivering education. With our educators working from home, we were tasked with keeping our standards high and maintaining brand equity while engaging our audiences virtually.

With the awareness that live, inperson education will never be replaced we can now engage with more people, be more agile, be guicker to respond, and reach a greater community of stylists through our virtual education platforms. This has resulted in a 20% increase in stylist reach compared to last year, due to the many Virtual Artist Sessions held from May to November in both our Toronto and New York Academies.

Virtual education is here to stay and will be a continuing part of KAO Canada's education portfolio for the Academy, regional activities, and in salon support.

Find all KAO Canada education for both Academy and regional at **★**KAOSALONACADEMY.COM.

#### **»HENKEL** MEHGAN MINOR

National Education Manager PRAVANA | KENRA Professional SexyHair Concepts | #Mydentity Henkel Beauty Care Hair Professional

The pandemic created a major and rapid shift from in-person education to online/virtual education. We have increased each brand's virtual learning offerings and accessibility by utilizing major social media platforms such as Facebook, YouTube, and Instagram. We are also offering live one-on-one virtual training to individual salons and stylists through private virtual platforms. This

On-demand education can be In Canada, the best way to request

means more salons and stylists have greater access to both on-demand and live education than ever before. Stylists in rural areas, as well as one-operator suites or home salons who may have previously had limited access to live education, can now have education brought to the comfort of their homes with no travel and little to no cost. viewed at the stylist's convenience to accommodate any schedule. We can also have a larger audience for demo classes as we are not limited to the space restrictions of a classroom or salon. Having this level of access to education will help our industry grow in product knowledge training and skill set. This will lead to a better understanding of the tools and techniques each brand has to offer, creating a more confident stylist and a better guest experience for the client. a live virtual class is through your local distributor or sales representative.

For on-demand learning: Kenra **# KENRAPROFESSIONAL.COM/** EDUCATION, Pravana # PRAVANA.COM/ CERTIFICATION-PROGRAMS/COLOR-CERTIFICATION, SexyHair **# SEXYHAIRPRO.COM**, MyDentity **MYDENTITYCOLOR.COM**/ **BLOGS/EDUCATIONTITY** 

#### SUSAN BOCCIA

Education Manager Schwarzkopf Professional Canada Henkel Canada Corporation

Schwarzkopf Professional is excited to provide virtual education for the first half of 2021. We will have a full



curriculum through ASK Education focusing on colouring, cutting, styling, and consultation seminars for all levels of interest. We will also provide info sessions on our exciting innovations throughout the year. The Schwarzkopf Professional Brand Educators and team of artists will host our seminars on Microsoft Teams Live Events. Follow us on Instagram: **O**@SCHWARZKOPFCAN. Facebook: SCHWARZKOPFPROFESSIONALCANADA Visit **SCHWARZKOPF-PROFESSIONAL.** CA in the new year to view the 2021 ASK Education Brochure.

#### **KELLY COOK**

National Education Manager Joico/Zotos Professional I Henkel Beauty Care | Hair Professional Canada

For the first half of 2021, we made a quick shift to digital and virtual education, which will be the way forward for our brands. We have a full curriculum of virtual classes via our National Platform and support our distributor partners with a similar curriculum. We launched Authentic Beauty Concept in Ontario and Quebec via virtual launches and continue to support all of our brands with personalized custom virtual education. We created a team of content creators for our IG platform (7) @JOICOCANADA. Due to our comprehensive platform of tutorials and the edutainment content we offer, we were able to increase our reach this year by 5,000 followers. At Joico, we also offer learn-at-your-

own-pace education via ✓ JOICO.CA/PRO-EDUCATION/ **≸**SEXYHAIRPRO.COM/



# THE BEAUTY INDUSTRY CREATES **877 POUNDS OF WASTE EVERY SINGLE** MINUTE

With one simple step, you could be making your salon more profitable and take a huge stride in making a positive impact on our planet. When you join thousands of other salons across North America and partner with Green Circle Salons, 95% of your salon and spa waste will stop making its way to landfills and waterways. Instead, they will find a new life and new uses, which helps protect our planet's limited natural resources.

Together we can MAKE BEAUTY BEAUTIFUL.

Visit greencirclesalons.com to get started

### The PPE Recovery Initiative: **Protecting People and the Planet**

As the beauty industry adjusts to a new normal, the use of Personal Protective Equipment (PPE) like single use masks, disposable gloves, capes, towels and face shields have all become a part of everyday life.

While this arsenal of single use items is necessary to keep your team and clients safe, it has created mountains of new waste that goes directly to landfills because there is no way to sustainably recover it until now!

#### Introducing the PPE Recovery Initiative

The PPE Recovery Initiative by Green Circle Salons is an affordable solution to this problem of added waste for the beauty industry. Now beauty establishments are able to keep their PPE out of landfills by giving it a new life and turning it into clean energy.

This exciting program makes it easy to responsibly dispose of all your protective gear. When you sign up for the program you will receive your very own PPE Recovery Kit which includes a box to safely collect your PPE waste as well as marketing and promotional materials so you can celebrate your environmental leadership with your guests and your local media. Then all you need to do is fill it up and send it back to Green Circle Salons so the materials can be given a new life as clean energy!

For the last 10 years, Green Circle Salons' mission has been to empower salons to recover up to 95% of their salons' beauty waste, including hair clippings, excess hair colour, used foils and more. With the new regulations put in place to protect our communities, they made it their goal to develop an innovative program that would help businesses affordably recover 100% of their PPE waste.

PPE Recovery Initiative greencircle salons 60000

"When we started the Green Circle Salons movement over a decade ago, our mission was to offer sustainability solutions to our industry across North America by 2020", says Founder and CEO Shane Price. "I am proud to say that today we can support businesses in every postal code across North America to recover up to 95% of their beauty waste. As we continue our focus on building a regenerative economy, a new challenge has emerged with the incredible surge in single use protective equipment. With the PPE Recovery Initiative, we can ensure that people are kept safe as they work in this unprecedented time without a single new item entering the landfill."

#### **Give your PPE Waste a New Life**

The PPE Recovery Kit is now available to businesses across Canada and the United States. For just \$67, you can keep hundreds of masks, gloves and other items out of landfills.

For a limited time they will be providing every new Green Circle Salons member with a free PPE Recovery Kit to help them on their journey to sustainable beauty. Join them to help keep people and the planet BEAUTIFUL.

com





For more information about PPE Recovery Initiative visit www.greencirclesalons.



**ONE-STEP** Cleaner and **Disinfectant Powered by** 

ACCELERATED HYDROGEN PEROXIDE

BEST PRACTICES

Disinfection should take place after each and every

client service or treatment

to prevent the spread of

During any kind of an

outbreak or seasonal flu,

use a **checklist** and have

disinfect those items

DISINFECTION

Hair, nail and wax

Esthetic and massage

Equipment such as hot

Front desk / reception

Common area surfaces,

■ Washroom surfaces

Chairs, counters, tables

and all seating areas

Employee lockers and

Doorknobs and door

cabinets, steamers, magnifying lamps, nail

dryers and drying lamps

treatment areas

CHECKLIST

germs and infection.

#### **DISINFECTION PROTOCOL**

# DNE

Thoroughly wet surface with PREempt<sup>™</sup> Wipes or Liquid Spray.

Remove any visible dirt or debris from surface, object or equipment prior to disinfecting



Allow to remain wet for 3 minutes to kill viruses, bacteria and fungi.

Read label or reference sheet for full list of claims



Leave to air dry.

TIP: Show clients your adherence to disinfection best practices and compliance with tent cards.







PreemptDisinfectants.com

Post this protocol in prominent locations



NEW **INFECTION** CONTROL **EDUCATION** PROGRAM GETS BEYOND THE BASICS

COVID-19 has taken a firm hold in Canada, and we are witnessing the impact this pandemic is having on businesses through interruptions and closures of our spas and salons. As new pathogens like the coronavirus continue to make headlines, infection prevention is one of the best investments we can make.

As an industry that prides itself on making clients look and feel their best, we must consider what we can do to make sure our clients feel at ease, our businesses don't suffer, and most importantly, employees and guests alike remain healthy and safe when we are up and running again. The best form of protection is education. Knowing how to identify the risks and taking appropriate action is the key to preventing pathogens from spreading to you and your clients. As beauty professionals, we are aware of some of the fundamental practices that keep our staff and clients safe. These include:

**WASHING** our hands regularly and thoroughly for at least 20 seconds at a time; **DISINFECTING** our surfaces, equipment, workstations, treatments areas, and client touch points:

**BEING CAREFUL** with harsh chemicals that may cause skin irritation and respiratory issues; and

**STAYING TRANSPARENT** about the measures we're taking to maintain safety and infection control.

But during this pandemic, we must learn more intensive and effective infection control practices to minimize the risk to everyone who enters our salon. This need is being met by

to promote your disinfection compliance.

# **★**INFECTIONCONTROLEDUCATION.COM FIRST:

CBON (Cosmetic Brands of North America). CBON has been distributing infection control products and offering education to the professional beauty industry for over a decade and is pleased to provide this essential program in response to the coronavirus pandemic. Now, they have just released their CBON Fundamental Infection Control Program, an online education program for the professional beauty industry. This course is offered at no charge and can be done from the comfort of your home.

#### **PROGRAM DETAILS**

The education is segmented in modules. First, there is the Fundamental Program, which is a prerequisite to access all the other modules. The Fundamental Program is broken into eleven sections covering everything from the basics such as what a pathogen is and how it reproduces to the reprocessing of instruments and everything in between. Once the Fundamental Program is passed, professionals will have access to modules specific to their sector in the beauty industry (hairdresser, barber, aesthetics, etc.). Additional modules will be added as the need to understand infection control in all the sectors in our industry has never been greater.

Set aside four to six hours to go through the Fundamental Program and then, depending on the modules you choose, expect a few additional hours for completion. A minimum of 80% correct answers is required to pass. A certificate can then be downloaded and printed showing everyone that you are committed to infection control and protecting your customers.



# FOUR ACTIONS TO STAY RELEVANT IN COVID-19 #WORLD-WELLNESS-WEEKEND.ORG

COVID-19 is a major disruptor to the beauty industry, forcing all business owners to stay strong, resilient, and relevant. With the second wave forcing doors closed again, now more than ever, is the time to work on your business by reassessing your offer and rethinking your relationship with clients and your team. The best defense against competitors discounting heavily is to up your game, provide signature experiences, and give reasons for clients to come again and again. These four tips can help you and your business remain relevant through the COVID-19 pandemic.

WRITTEN BY: JEAN-GUY DE GABRIAC



UNCLUTTER YOUR OFFER. Do not focus only on the 20% of services generating 80% of revenues. Check the profitability ratio of each service in your treatment menu, then discard the 30% of services that only generate 1% or less.

SAFETY FIRST, WOW SECOND. Once your SOPs are fully updated with safety and sanitization measures, you can focus on your best sellers. Brainstorm with your team to add more elements of surprise to enchant your clients. Induce smiles behind masks as you increase your perceived value with simple touches like offering a welcome hand massage with hydro-alcoholic gel; adding two hot stones in your hot cabby for extra heat and pressure on tender areas; addressing trigger points in your massage protocol; and studying meridian lines to enhance the energy flow.

WELLNESS WILL SAVE THE DAY. The world is a mess, and we all need more mental, physical, and social wellness! Alleviate stress and anxiety with a guided relaxation at the introduction phase of your massage. Offer five extra minutes at the end of the session to share a stretching routine with your client or one (of the many) breathing techniques of Pranayama.

POSITION YOURSELF AS A WELLNESS CHAMPION. Visit www.wellmap.org to sign up for free to appear on the World Wellness Map and organize (at the turn of each season, equinox, or solstice) a fun and free workshop to attract wellness enthusiasts to your venue or live on social media. Showcase the talents and enthusiasm of your teammates; share tips and tutorials to inspire and empower healthier lifestyle; and encourage people to return the following weeks with exciting bounce-back offers.

Wellness is togetherness. Let's ease the stress of "social distancing" through "social wellness" to boost immunity and raise spirits, even at a respectful distance while wearing masks.

**LISA TUFF** is an editorial hairstylist and makeup artist known for her versatility with scissors and extensions and her ability to create runway-worthy faces. Her work has appeared at New York Fashion Week and in several renowned beauty publications. Now, Tuff is adding a new endeavour to her impressive resume: Busy Issues, a training program for busy hairstylists and salons that want more balance and wellness.

WHY DID YOU START BUSY ISSUES? Having a successful business behind the chair doesn't always mean you have success in your personal life. After suffering from burnout and breakdown, I had to rebuild my business in a way that supported my physical and mental health. I'm excited to share so many of these rituals and structures that can give hairstylists a happier, healthier, and more sustainable career that supports their overall wellness.

WHERE HAVE YOU TAUGHT THIS **PROGRAM?** So far, only in Toronto, but I am currently working on scheduling, pricing, and boundaries. I'm also working on mentorship calls with hairstylists and guiding them through creating their own morning rituals to support their mental health. WHAT ARE THE BENEFITS OF BUSY **ISSUES?** Learning a holistic approach to creating happier, healthier, and more



**ANCHOR ANXIETY** and tap into your divine creativity.

**IMPLEMENT** a quick, simple pre-appointment aromatic breath ritual for you and your clients that can be customized for calm or energy (even with a mask on).

**PRACTICE** a simple acupressure technique to take your scalp massages to another world of well-being and relaxation.

**SET BOUNDARIES** to avoid clients running your life and schedule.

**USE MY FAVOURITE** techniques for getting into my creative flow for designing editorial hair or before any creative process.

**EARN MORE** and work less through consultation efficiency that lets you make sure your clients are willing to support your business while you work to achieve their needs and desires

**CREATE A SCHEDULE** that supports you and what you need to be your best and highest self in the salon with self-accountability.



harmonious hairstylists with rituals and techniques that maximize creative flow and support the longevity of our minds and bodies through a demanding craft. WHY HAVE YOU CHOSEN THIS TIME TO OFFER THIS PROGRAM? I'm finally in a much better space mentally and physically, and I felt a strong calling to create this workshop to connect and support other hairstylists while helping them learn through the challenges that I've had to overcome. WHAT TYPES OF THINGS DOES **BUSY ISSUES INCLUDE?** In the Busy Issues Workshop, we have fun! We start off with a movement practice that helps to move out old, stagnant energy, followed by a grounding and cleansing practice. Being able to start off the workshop with fresh, calm energy and a clear intention is superb. We then get right into body awareness, setting boundaries and addressing other issues a salon may be experiencing in these areas. We sometimes create full-day workshops that include hands on cutting or editorial styling classes following Busy Issues.

Bookings for Busy Issues will reopen January 2021 and will be available Mondays and Tuesdays. Workshops are 4-8 hours depending on the salon and whether the salon wants to do a hands-on workshop. To book or learn more, visit **#WWW.LISATUFF.COM** or @@LISATUFF\_TILU



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