



# NATIONAL HAIR SOCIETY

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**Happy Belated Valentine's Day**

[www.nationalhairsociety.org](http://www.nationalhairsociety.org)  
[www.hairsociety.blogspot.com](http://www.hairsociety.blogspot.com)



This year is already moving along quickly. We have a lot of great things happening. I would like to announce that we have a new person joining **The National Hair Group**. Her name is **Isla Cox**. You may have already had the pleasure of meeting her at the **OnRite** conference this past weekend. She will be a great addition and an asset to the company and will be profiled in the next newsletter. In the meantime, please stay tuned for some great interviews and announcements in the Spring 09 edition of **Hair Journal International** next month. There are a lot of great events and conferences coming up. I would like to thank those members that have renewed their **Society memberships** this year. Thank you for supporting your industry. I would also like to thank members that have referred their friends over the years. The more people that are part of this organization, helps you and the industry. Many great things have happened because of introductions and networking. Please feel free to contact me with suggestions or comments or please post them on **The Society Blog** at [www.hairsociety.blogspot.com](http://www.hairsociety.blogspot.com).



**Say Hello To Our Latest Retail Members**-Please welcome **Marilyn Leciejewski** from Advanced Hair Center in Beachwood, OH and **Linda Husser** from David Douglas Salon & Spa in Tustin, CA.

## Upcoming Events



**2009 Day Spa Expo**-The **Day Spa Association** and the **International Medical Spa Association** will hold an expo at the **Las Vegas Convention Center from March 15-17<sup>th</sup>**. Guest speakers and topics for this year's expo will be divided into three separate tracks. This expo will be a unique expo focused on world class business education program offering real opportunities and solutions to help spas succeed. During the Day Spa Expo, two of the industry's most prestigious annual awards for spa professionals will be presented. The 2009 Spa Person of the Year Award will be presented. **Larry Oskin**, is of course an active member of the **Hair Society Faculty Team** and he is the President of **Marketing Solutions** and is one of 6 people nominated this year for the Day Spa Association Spa Person Of The Year. The winner will be awarded at the **Day Spa Expo** in Las Vegas on March 16<sup>th</sup>. Please support him by voting. You can cast your vote by visiting [www.dayspaassociation.com](http://www.dayspaassociation.com) and clicking on the link to the right, **Vote For Spa Person Of The Year**. For more information on registering for this event, please visit [www.dayspaexpo.com](http://www.dayspaexpo.com).





**Spectrum International Beauty Expo 2009-** Society faculty member, **Gigi Ford**, Hair Society Ambassador, **Edmarie Masters**, and new Society member, **Linda Husser** will be there to represent you. I look forward to seeing all of them as well as **Chris Webb**, who will be there covering the event for the **Hair Journal**. This Expo will take place in **Los Angeles** on **March 22<sup>nd</sup>** and **23<sup>rd</sup>** at the **Los Angeles Marriott Hotel**. It is the 7<sup>th</sup> annual Spectrum conference. Executive producers of the expo **John** and **Doris Mosley** are bringing some of the most experienced educators and manufacturers to this years expo. Opening speaker includes **Keith Brown**, and power breakfast speaker, **Gerry Foster**. The event will have several competitions and award ceremonies. For more information, please visit the website at [www.sibe08.com](http://www.sibe08.com) or phone 310-680-7367.

### Latest News From Our Wholesale Members



**Hair U Wear Products Receive Rave Reviews in REDBOOK-**The **Ken Paves Healthy Hair Boost Color Drops** have been received well in the salon market. Fading color is a fading memory, thanks to the pigment packed drops. Add a few of the **Healthy Hair Boost Color Drops** to your conditioner or styling product for a blast of color that rinses away the next time you wash. For more information on **Ken Paves Healthy Hair Collection** please visit [www.hairuwear.com](http://www.hairuwear.com), then click on the link at the bottom [www.kenpaveshealthyhair.com](http://www.kenpaveshealthyhair.com).



**Lance Centofanti With Virtual Reality Supports Revivogen-** Lance wants to bring the Society up to date on his personal success with **Revivogen**, **RejuveMD**, and **Clearogen**. He was introduced to these life enhancing and age defying products at **The National Hair**

**Society's Laser Expo** in April of 2007 in San Diego, CA. Lance has been impressed with the formulations, packaging and value added services these products offered. As you would expect from Lance, he personally tests every product he recommends and he reports great results from the thinning hair and anti-aging skin products. He has encouraged his daughters and several other friends and family members to start a program utilizing **Clearogen** for skin acne problems they were experiencing and have had great success. Lance has experienced a 25 to 30 percent increase in hair density due to **Revivogen**. Using **RejuveMD**, his skin has a noticeable decrease in aging lines, discoloration and puffiness around his eyes. Lance adds that the **Revivogen** products offer new and valuable added revenue streams to an industry in great need of expansion and value added benefits. Lance would like to thank **The National Hair Society** for introducing him to the **Revivogen** products.



**New Sales Manger Andrew Whitelaw Joins Jon Renau-**One of the Society's most recent Wholesaler members is pleased to announce the appointment of **Andrew Whitelaw** as the New Sales Manager. Andrew was born and raised in South Africa and immigrated to the USA in 1987. He graduated with a BA in Sociology and Minored in Business from **Olivet Nazarene University** in 1992. Andrew has an extensive sales and customer service

background. His achievements include top national sales performance in the USA with BMW in 1994 and was included in Automotive News for the sales program that he developed while he was director of sales operations. Andrew also started his own luxury travel company, **Premier Africa Excursions** in 1999 that continues to be successful and is in its tenth year. He is excited to be entering the beauty industry and utilize his extensive sales experience. He will be a great asset for **Jon Renau**.



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## Latest News From Our Retail Members



**The Barbers Must Unite-By Mike Vozzelli From Looks Good Hair Works in Cherry Hill, NJ**-There is no more Barbers Licenses being issued in the State of New Jersey. There is no more Barber Board. Today, if you want to cut hair, you go to Cosmetology School and get a **Cosmetology-Hairstylist Certificate**. This means that the Barbers of this State are now Dinosaurs. When we're gone, that's it. That's a shame. It is a sin. Why should we allow the State to determine what we are to be classified as? For centuries, throughout the world, **The Barber Shop** was what boys and men gathered to chat, get cleaned up, have a cup of coffee, talk sports, etc. Now, we are put into a Salon. Not the same! We need to rally together, become a notable force, reach out to Barber buddies and have power in numbers. Start chapters in each county or township. Talk to each other and plan to become heard. We need to write to our State Legislators and the Governor of this State and petition them to re-establish the **Barber Board**, and have Barbers Licenses issued in New Jersey again. Teach the use of the Straight Edge Barber's razor, the use of the hone and strop; learn to perform facial shaves and facials. Some of the best Hair replacement specialists I know are Barbers. **Jimmy Toscano, The General for one**. Now some people claim that the use of the Straight Edge Razor could spread the AIDS virus. Common sense deems that clean, sanitary tools be used at all times, and the virus only lives only about 10 seconds when exposed to the air. Let's start today. I remember when I grew up in my Grandfather's Barber Shop, then in my father's Barber Shop. We had the **AMBBA, the Pennsylvania League of Master Barbers**. Unions that kept us united and working together to set hours and minimum prices. We even had group rates for Health Care for our families and our staff members. Start with me. Join in the effort to be heard as a powerful voice. **Mike Vozzelli** can be contacted at 856-354-0154 and via e-mail at [looksgood1@verizon.net](mailto:looksgood1@verizon.net).



## KingsHead HAIR SALON

### Ray Schneider with Kings Head Hair Salon Marks 40-year milestone in Milwaukee, WI-Long time business partners **Ray Schneider** and **Dave Lemke** recently celebrated a noteworthy

milestone—the 40<sup>th</sup> anniversary of **Kings Head**, their popular, full-service hair salon located at 1246 N. Van Buren St. in downtown Milwaukee. In November 1968 Ray and Dave, invested their own money, borrowed additional funds from friends, and went into business together in Milwaukee. They grew steadily over the years and expanded into a larger location on Ogden Ave., around the corner from their original spot. **The Kings Head** business continued to prosper and they moved back into their original building, but now own it. The salon today encompasses 7500 square feet, compared to the original 350-square feet of space they rented in the building. They employ 16 motivated, well trained customer-oriented employees. In the 1960's, they were cutting long hair but starting in the 1990's working with short hair became the thing. **Kings Head Hair Salon** offers cutting, styling, coloring hair, massage techniques as well as hair replacements and transplants and hair pieces for men and wigs and hair extensions for women. Currently, they have 7,500 clients. They have the ability for clients to book appointments online and order products 24/7. Ray is responsible for operations and marketing and the hair replacement and transplant business. Dave is the HR director and runs the hair styling end of the business. Congratulations Ray and Dave for 40 years together in business. Please visit the website at [www.kingshead.com](http://www.kingshead.com).





**Michael Diebold-Premiere Hair Educator, Designer and Artist Joins Society Education Faculty Team**

It is with great pleasure to introduce **Michael Diebold** who was recently elected to join **The Society Education Faculty Team**. With his personal experience and insights gained from two decades of work in this industry, he has created the passion that gives Michael his edge.

With an international portfolio, Michael continues to travel and teach across the country. Having gained valuable industry experience as a technical director at his own hair clinic/salon in Vancouver, BC, Michael has also held the position of Director of Design, Research and Development with **Rene of Paris** in Los Angeles, CA. Collaborative efforts with other prestigious associates such as **Trendco UK**,

**Camaflex Germany**, and **International Hairgoods in Minnesota**, have provided the platform for his advancement of alternative hair education. Michael's work has appeared in People Magazine, American Salon, Entertainment Weekly, Launchpad Magazine, The Hair Industry Connection as well as Extra TV, and KTLA Morning Show in Los Angeles, CA. He will be submitting great articles for **Hair Journal International**.



**Monique Smith, Owner of Monique's Salon Has Been Awarded The Spokane Valley Community Care Award For 2008**

Monique was announced the winner at the Annual Awards Gala on January 24<sup>th</sup>, 2009 at the **Mirabeau Park Hotel**. Monique has recognized a need in this economic time to help men, women and children with image services. Currently, once per month, a local resident is chosen to have a complete makeover by **Monique's Salon** and strategic partners within the community. The makeover could include, hair services, hair pieces if necessary, waxing, makeup, teeth whitening and much more. Monique is a silver sponsor to the **Spokane Valley Chamber**. She supports all of the local schools, charities, fundraisers and local businesses through donations and auction items. **Congratulations Monique.**



**Christoffels & Co. Announces New Changes to Management**

**Sara Tims**, the Marketing Coordinator has recently assumed part ownership of the company and over the next 10 years will eventually own all of the business. Sara has worked with owners **Virg** and **Cherlyn Christoffels** for over ten years already. Sara handles women's consultations, technical training for the staff, problem solving, management and is now part owner. Sara also had the opportunity to work for IHI, for two years in the capacity of educator and assistant to the research and development director. More information about **Christoffels & Co.** will be included in the Summer 09 edition of

**Hair Journal International**. In the meantime, please visit the website [www.virghair.com](http://www.virghair.com).



**Looking & Feeling Good-It's All About The Hair- Written-"By Cathy Ingoglia"**

In these crazy economic times everyone is trying to stretch their dollar to get the most from their shrinking pay check. Looking at the ever increasing sales of **Botox** you can see that we are a nation that always finds the money to spend on enhancing our appearance. When you look good you feel good. **Hair extensions** can make you look and feel fabulous. There are a myriad of uses for hair extensions if you understand the possibilities for them. Ordinary natural hair can be transformed into extraordinary magnificent hair.

**Hair extensions** can increase volume and bounce in fine thin limp hair, correct a bad haircut, lengthen short hair and highlights can be added in seconds. Hair extensions can allow you to eliminate the bad hair day. Personally, I have been wearing extensions since the early 1990's and I have found them to be a dream come true as they allow me to change my hairstyle whenever I want. **Hair extensions** have become a common household term and the industry has flourished in the past few years. Most likely everyone knows someone, who is wearing hair extensions and does not even realize it. Hair salons all over are incorporating hair extensions into their services. If you want to experience the latest in hair services you can easily find a certified professional who can perform this service for you. However, there are only a few who truly understand and have mastered the skill of incorporating hair extensions into your hair. The foremost hair extension companies have created extensions to be applied to the natural hair and last from four to six months. The application process can take from two to six hours depending on the technician skill. The fee for the service can be expensive, because it calculates the cost of the hair, the time needed and the technician's experience. The removal process can take hours and in some cases the removal takes longer than the application. In order to master the art of hair extensions you must first identify the problems and correct them. Currently, the biggest problem is in the removal



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process. The removal is time consuming, tedious and becomes increasingly more difficult with tangled and or matted hair. Wearing extensions for an extended period of time may cause the clients natural shedding hair as well as the extension hair to tangle. Most of the damage to the natural hair occurs during the removal process, which is intensified by prolong wear. I have researched the majority of hair extension methods that have been marketed to the public looking for a hair extension method that would allow the natural hair to grow, have a fast application and an equally fast non damaging removal process. I did not find anything that met my demands and requirements. Anyone who is associated with me will tell you that I take pride in myself in thinking outside the box. My

determination has led me to find a hair extension system that can promote natural hair growth and greatly decreases the chances of damaging the existing natural hair during the removal process. After years of trial and error my **HAIR EXTENSION SYSTEM** was developed. I began using this technique on myself as well as clients who wanted their hair to grow. The hair growth **Hair Extensions System** is applied and removed every four to six weeks. The client's hair is clarified and dried into a style. The extensions are cleaned, dried and reattached. Some clients choose to buy more than one set of extensions, which allows them to alternate hair each month. There is a service fee for each re-application. I also encourage that the client uses specific products that will enhance the extension hair. One of the best things about this technique is that it is affordable and you can use it on just about anyone. You can enhance the client's hair in seconds and the client can have the look he or she wants almost instantly or the client can change their look as often as they desire. A full head application can be applied in one to two hours, depending on the technician's skill. The initial cost for the application is less than other methods. The client's hair growth is documented each month, with before and after photos taken after every removal and reattachment. When you look back at the photos it is truly amazing to see the growth and the different variations of hairstyles from moth to month. My dream is to help set new standards for the hair extension industry that will bring us into the future. Education and innovative techniques will lead us there. When you master the art of hair extensions you can design and sculpt the hair into whatever you choose, the results will make the clients extremely happy. Please free to contact me at [cathyingoglia@aol.com](mailto:cathyingoglia@aol.com). **Office: 631-491-7177 Cell: 516-315-7772.**

## SOCIETY UPDATES



**Network Daily With Members Through The Society Blog**-The **National Hair Society Blog** has been updated and is ready for everyone to utilize. You may ask yourself, what is a blog and what is it useful for. According to the **Webster Dictionary** the definition of a blog is: "a website that contains an online personal journal with reflections, comments and often hyperlinks provided by the writer." The **Blog** has new features and is awaiting everyone to blog today. It is a great way to add comments and ask questions. The **blog** address is: [www.hairsociety.blogspot.com](http://www.hairsociety.blogspot.com). You can post information about your trainings, comments about conferences you have attended recently and any information you would like to share with other members. A **blog** allows you to express your concerns about the industry with your colleagues. Support your industry and **BLOG** today!





**Refer A Friend To The Society**-As most of you know, if you own your business you receive a lot of new clients from referrals. This concept is the same for **The National Hair Society**. As I have stated several times in newsletters and in **Hair Journal International**, the more people that join **the Society**, the more powerful we have at negotiating lower prices and becoming a powerful voice for the industry to make changes that would be beneficial. I know everyone is busy running their own businesses and find it difficult to have free time. I have come up with a plan to help us become a more powerful force within this industry. I am going to be enforcing the **Ambassador program** and

find more Ambassadors that are willing to represent regions within the U.S. and also Ambassadors outside the U.S. I will be creating a new Society brochure for new members where your name can be printed on the back as a referral. I will make the brochure available on the website so you can download and print. I can send some samples of the brochures to you as well. **The Society** consists of a unique group of individuals that continue to change the lives of others and are professionals within the industry that are successful at what they do. Every time I interview a member, I learn a lot and I am amazed at how everyone got started within the industry and what you continue to do to be successful. **The National Hair Society** can grow with your help. Please post comments to the **blog** as to other ways we can bring more people into this industry.

**What Do You Want To See And Learn At A National Hair Society Conference?**-I know many of you have asked whether



**The Society** will host another conference after our **Laser Expo** that took place in April of 2007. We need your help. It would be great to receive feedback from members about what the focus of the event should be. What is useful for you and your business? I've included a **questionnaire form** at the end of the newsletter that you can print and send back to me or please post your comments on the **blog**. This is a great way to start using the blog. Again, the blog address is:

[www.hairsociety.blogspot.com](http://www.hairsociety.blogspot.com). Your comments and suggestions are appreciated.



**Save Even More By Purchasing The HairMax LaserComb Through The Society**-The next time you order **LaserCombs**, please phone me to place the order. **The Society** works hard to get you the best price and we are pleased to tell you we have been successful in reducing your cost even lower than before. I know many of you have expressed to me your concern about the price you should sell the **Lasercombs** to your clients. You may see special offers that are advertised less than the regular price of \$545 but this is usually part of a promotion to generate "leads." Remember, the LaserComb is still the only laser that has been scientifically proven to grow hair, so there is no reason to reduce the price-unless you are including the LaserCombs as part of a service plan or other promotion. It is still advisable to sell it for \$545. It is good to add a value added promotion

with the sale of the laser. You can offer a scalp therapy treatment with the **HairMax** or some free shampoo and conditioner. Offer to monitor their progress through a scalp analysis program or by taking photos. If the client purchases the lasers online they are not receiving any type of service. Since there is no way to control the price wars, offering a value added service is a great way to continue selling the **LaserComb**. Please phone me so I can provide you with the new price. I can be reached at 951-571-3209 or via e-mail at [hsimon@nationalhairjournal.com](mailto:hsimon@nationalhairjournal.com).



**Refer A Friend To The Society And Win A Free ExtendMagic**-Some of you may know about **Hi-Braid's ExtendMagic** device. It is a one of a kind, patented device for attaching micro-fine extensions. It is fast, durable, easy to use and convenient in size. We have the full kit here at Society headquarters and we want to give it away. Be the first one to refer a friend to the Society and we will send you the entire kit free. **The ExtendMagic** creates high quality extensions that can last longer than four months under normal conditions. It uses loose hair for extensions. This feature makes it possible to have a wider variety of extension hair. Removed hair can be used for new extensions. **The ExtendMagic** can be used not only for hair extensions for women but also

for men who are suffering hair loss. You can apply extensions of various thicknesses and it takes less than 10 seconds per extension. You can visit the website at [wwwhibraid.com](http://wwwhibraid.com) for an instructional video on how to use **ExtendMagic**. If you have any questions, please contact me at 951-571-3209.



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## In Other Hair News



**ISSE 2009 Exceeds Expectations With 33,000 Attendees**-The event featured more than 440 exhibitors that encompassed approximately 137,000 square feet. ISSE was pleased to welcome back **Sally Beauty Supply** and **Beauty Systems Group**. Other notable exhibitors included: **Conair/Rusk**, **Vidal Sassoon**, **Clairol Professional**, **Wella/Sebastian**,

**Nioxin**, **OPI**, **TIGI**, **CND (Creative Nail)**, **Farouk** and **FHI Heat**. The event being held from January 31 – February 2 proved that regardless of the current economic environment, the professional beauty industry continues to invest in its future. The new inclusion of the Latino Fashion Theater on the arena show floor proved to be a great success. The other key mission during the event was providing valuable education. More than 250 education classes in hair, skin, nails, massage therapy and business were provided at this year's ISSE, an increase of more than 50 classes from 2008. Licensed massage therapists were also able to earn continuing education (CE) credits for the first time at ISSE. For more information about upcoming conferences through the **Professional Beauty Association**, please visit [www.probeauty.org/events](http://www.probeauty.org/events) or call 800-468-2274 to learn more.



**Novalash Eye Lash Extensions One Of The Fastest Growing Salon Services**-Award-winning, long lasting, pharmaceutical grade adhesives have earned **Novalash** its reputation as the healthiest professional lash extension system. Comprised of a wide-ranging palette of colors and textures that can be combined for looks that range from subtle and natural to trendy and glamorous, each application is a work of art with an intricate finish. As the industry leader, **Novalash** offers superior education and training to its clients. Whereas some other lash extensions need touching

up every two weeks, **Novalash Eyelash Extensions** can last up to a month before requiring minimal refill services. These singular, semi-permanent lashes correlate to the natural lash lifecycle, so touch up is needed only as the natural lash "cycles out." For more information to incorporate this service into your salon or studio please visit [www.lashextensions.com](http://www.lashextensions.com).



**Larry Oskin, President of Marketing Solutions Has Education Seminar At The Recent International Salon & Spa Expo in Long Beach, CA**-I had the opportunity to attend Larry's session about **New Marketing and Branding Strategies for Salon and Day Spas**. He provided a lot of great advice and tips to stay ahead during these touch economic times. Staying one step

ahead is key. Find out what your competition is doing in your area. Delegating is important because you can't run the business on your own. Larry stated that your business should be profiled in an industry publication and a regional magazine. Image is everything and it is important to dress for the clientele. High quality and service is important. One of the main concerns business owners struggle with are price increases. Larry stated don't be afraid to raise prices. Don't refer to them as price increases but price adjustments and don't post the new prices on printed material just incorporate the new prices into the service. It is important to have an annual marketing calendar so you can promote 4 to 5 times a year. Include value added promotions and offer gift certificates. New Society Member, **Linda Husser** was also able to attend Larry's seminar. I would like to thank Larry for sharing his marketing expertise with **The Society**. Please visit the website at [www.MktgSols.com](http://www.MktgSols.com)



## **Society Conference Questionnaire**

Please take a few minutes to fill out this questionnaire because it will provide us with feedback on how to organize a great Society conference. Also, please use the blog to post comments as well at [www.hairsociety.blogspot.com](http://www.hairsociety.blogspot.com). Once you have completed the questionnaire, please send back to us at The National Hair Society, 39252 Winchester Road #107-383, Murrieta, CA 92563 or e-mail it back to me as an attachment at [hsimon@nationalhairjournal.com](mailto:hsimon@nationalhairjournal.com). Your comments are greatly appreciated.

**1) What subjects would you like us to cover? Please check the following and add your own wish list.**

- New hair restoration and regrowth technologies
- Latest medical research and what it means for you
- How to combine hair loss solutions for greater profit
- Laser therapy, does it really work and how to do it right
- Meet the Masters; up close and personal with top educators
- State of the Industry; where it's going, how to adapt and how to succeed

Add your own wish list here: Write on the back if necessary

**2) Would you like to have a forum discussion to discuss the latest trends, technology and concerns within the industry? Please check the following and add your own wish list.**

- New Product Update
- Meet all manufacturers under one roof
- Create hairloss industry publicity campaign

Add your own ideas here: Write on the back if necessary

**3) What types of trainings and education would be helpful? Please check the following.**

- Strategic planning and management training
- Industry "think-tank" pooling ideas and resources
- Small, focused workshops on specific topics (laser/marketing to women/buying or selling a business, etc.)

Add your own ideas here: Write on the back if necessary

**4) Please list any ideas and suggestions that you have. Write on the back if necessary.**





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# Gigi Design Associates

## Only The Best For Women Of Color



Did you know that women of color spend five times more money for commercial hair than any other ethnic group? If you didn't know this, you're losing money. And you're not alone. Gloria Ford, known to the world as Gigi, is recognized as the industry's foremost expert when it comes to the special needs of women of color. She lectures widely and is published in national hair and beauty magazines. Gloria has spent the time and energy necessary to really understand all the aspects of the business and she offers educational classes, research information on hairpiece design and hair processing for women of color, technical advice, and assistance in setting up a salon to service clients of color. Gigi has currently written a book entitled "*Don't Loose Your Clients Because They Are Loosing Their Hair.*"

For more information contact: *Gigi Design Associations*

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