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T I F U L
T H I N G**

**PLANS FOR EXPANSION IN
2018? WE CHAT TO THE SALON
OWNERS WHO ARE STRIKING
THE PERFECT BALANCE
BETWEEN HAIR AND BEAUTY...**

FIONA WARD

Beauty and hair go hand-in-hand, that's a given. But expanding your business to include nails, lashes and spray tans [when your background is firmly in cuts, washes and blowdries] can feel a little daunting – especially with finances, staffing decisions and treatment choices to consider.

That aside, there's plenty of business benefits to be had from widening your net. "Adding a beauty offering to your hair salon can be hugely beneficial as it opens your doors to different clients – those who are simply looking for a manicure may turn into loyal hair clients and vice versa," says Malcolm MacNeil, Managing Partner at ISHOKA Hair and Beauty.

"It's also important to ensure your salon can compete with the fierce competition there is nowadays in the hair and beauty industry. By widening your offerings you're instantly ahead of many other salons that simply offer either hair or beauty services." Here's how to get started...

READY FOR LAUNCH

Always start with the logistics – according to HOB Salons' Regional Manager Natasha Grossman. "The initial decision is simply based on space, and whether the salon can accommodate a beauty room, nail bar or even just a mobile technician," she says. "Then investigate demand from clientele. Thirdly, look at the local competition and identify whether there is a gap in the market for your price position and offering."

When it comes to customer research, take your time to figure out what your clients really want. "Adding beauty can be great, however, it's important for businesses to always be aware of the market, competitors and what customers want in order to

be successful," says David Nicholson, owner of Rainbow Room International's Royal Exchange Square Salon.

"Research trends, go to events and use social media to get ahead and see what clients are looking for. Polls and surveys on social media can be particularly good to see what clients would like to be offered," he adds.

CHOICES, CHOICES

So what's trending in the world of beauty right now? Aside from classic services that are always popular [adding a nail bar to the floor is a safe place to start], many salons are now beginning to offer more niche treatments, as demand grows.

"During our research stages, we found that our target demographic are currently looking for more natural offerings in all parts of their beauty regime – both at home and in-salon treatments," says Limoz Logli, founder and Head Stylist at his eponymous salon. "We trialed a lot of different facials and therapists before settling on a particular core facial treatment – the Alexandra Soveral Signature Facial – for our menu. It's not something we chose lightly – a lot of due diligence and research was required!"

At London's Blush + Blow, founder Bridget O'Keeffe most recently added aesthetic treatments to her beauty offering. "I'm always having conversations with our clients, and make a point of finding out what they want us to provide for them. Aesthetics was top of their list," she says.

"I think that there are so many women out there who are flirting with the idea, but are a little nervous to venture over. Botox and fillers are still slightly taboo. I'm hoping that women begin to feel comfortable about being inquisitive and don't feel that they're cheating by getting a little help from us." To help in its success, they've brought onboard Dr. Kyrstyna, who is known as a power house in her trade.

MEAN BUSINESS

Aside from the process of choosing treatments and accessing demand,

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