



BUSINESS OPPORTUNITY

**We are inviting Salon Owners to be part of a new direction in a
'Condition and Health of Hair' program.**

Please consider the following important issues. Consumers are:

- 1. Looking for a healthier option in colouring and treatment products;**
- 2. Concerned about the poor condition of their hair;**
- 3. Demanding organic ingredients;**
- 4. Dissatisfied with salon treatments that damage the health of hair;**
- 5. Disillusioned with the big outfits who spend the money on expensive advertising at the expense of better and safer products;**
- 6. Concerned about future health issues due to toxicity in current salon products and treatments (nobody wants to end up with serious life-threatening diseases).**

As a successful salon owner, you are no doubt asking the question of where your business will be in the coming years. Will it advance and prosper because you care about your clients, your staff and your own health? Or will you be losing clients to the new breed of operators who will focus on:

- β Building client numbers;**
- β Improved technology;**
- β Healthier Options;**
- β Greater client spend.**

If this letter has triggered a new awareness within you please give us a call on 1800 225500. We are committed to working with you in the *'Condition and Health of Hair'* program.

**JAN S. GORONCY
Managing Director**

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