



Hair Loss Control Clinic

Marketing Tips For Healthy Haircare



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Laser light treatments are not just for hair loss alone. Any client desiring a thicker, healthier head of hair will benefit from a series of laser light treatments along with a home regimen of professional product systems. Most clientele will at times notice a decrease in overall volume that comes with aging or with other factors such as prescription medication, stress or hormonal changes. They may never have considered laser light treatments before, as they may not think of themselves as having hair loss. Share with all your clients the exciting news that laser light treatments and product systems that inhibit DHT will increase the volume and health of their hair. Have your female clients do the ponytail test – cinch the hair in a ponytail and have them feel whether they need to pull the band tighter than they used to?

Encourage your clients seeking healthier hair to participate in a long term laser light treatment program as well as to start a home regimen of professional product systems for healthier hair. Your clients will see the best results in a three to six month timeframe after beginning a treatment program. Let them know if they start their treatment program now, they will be seeing great healthy hair results by late Spring or early Summer! Use great visuals in your salon, spa or hair replacement center featuring photographs of models with beautiful hair and before & after shots of your client success stories. Communications with clients should share the timeline they can expect to experience during their laser light treatment series. Clients not yet experiencing balding or advanced thinning will actually start to see healthy hair results with increased volume and shine in as little as three months! Of course, results will vary with each individual client, so be sure to manage expectations with realistic timelines.

Offering gift certificate programs in your salon, spa or hair replacement center is a great way for existing clientele to share their healthy haircare results with friends or loved ones. Even if their gift certificate recipients are not currently experiencing thinning hair or balding, they can receive the gift of healthy hair with an increase in volume and shine. Create promotional materials that emphasize how your laser light treatments and professional product systems work to increase the health of the hair. Fifty percent of women are affected by thinning hair by middle age and many much younger women experience thinning hair due to chemical damage, hair extensions, environmental effects or health issues. You could also offer measuring services to show the level of breakage or thinning in the hair with special photographic or trichometer devices. By offering regular measurements to clientele, you can provide quantitative data on their hair's condition and also show the improvement they are experiencing once they begin your healthy haircare treatments!

Hairstylists can show clientele exciting new ideas for trendy styles, upstyles or haircolor that they can look forward to trying once their hair has achieved the desired level of volume and strength. Hair loss products for healthy hair can become an easy upsell into regular hairstyling routines by offering them on your product menu. Retailing also becomes simple by using a haircare maintenance product on the client during their regular routine, while explaining exactly how to use it and just how the product benefits their hair. Emphasize which healthy hair benefits your clients will begin to see immediately after use and explain that others will take some time to become visible. Remember to use language that promotes healthy hair, increased volume and shine, while not necessarily targeting thinning or balding hair. Every single client could become a potential user for your professional product systems and laser light treatments as everyone wants gorgeous, healthy hair!

Global Leader In Laser Hair Loss Treatment. The Hair Loss Control Clinic remains a globally respected industry leader, providing the most effective products and services available for salons, spas, medical spas, doctors and hair replacement centers. For more information on HLCC, low level laser therapy systems, or the Scripts line of DHT inhibitor products, scalp hygiene and haircare maintenance products, call 877-HLCC-123 / 518-220-1500 or visit www.HLCC123.com.

