



## Hair Loss Control Clinic

### Marketing Tips For New Year's Hair Loss Programs



By William Blatter, President  
Hair Loss Control Clinic, Latham, NY

This is the best time of the year to help encourage your clients to take control of their hair loss. Take advantage of this opportunity and offer specials throughout the month of January on your laser hair loss treatment programs. Be sure to include laser treatments with the products to ensure the best possible results. Long after the typical New Year's resolutions have been forgotten, your clients will continue to see the results first by stopping their hair loss and then re-growing lost hair! Start displaying your promotions now to inspire clients to start a New Year's program with "New Year, New You" graphics around your business.

By offering a special price on your series of laser therapy treatments if purchased in the month of January, you will encourage clients to participate in a long term hair loss program. Clients who commit to a three to six month program will get better results and will be more excited to stay on the program long term. Also offer discounts on your professional product system kits for home treatment. Emphasize how the "New Year, New You" hair loss program will help clients to take control of their hair loss. Use strong visuals with photographs of models with beautiful hair, before and after photographs of clients to display your proven results, and written or visual testimonials of clients sharing their great hair loss stories.

Create excitement by sharing with clients what your professional products systems and laser therapy treatments are doing for their hair loss and how they work to successfully re-grow hair. Explain how your scalp detoxification products create the ideal environment for fragile hair regrowth by ridding the skin of excess sebum and environmental debris. Explain how your cleansers work to deeply and gently cleanse the hair without causing the inflammation that harsh shampoos create, which is so harmful to new hair growth. Explain how your conditioners nourish new hair growth and provide essential nutrition to new follicles. Explain how your DHT Inhibiting products are used to help control DHT (the primary cause of hair loss) and how essential it is to their overall results. Finally, explain how laser therapy treatments work to stimulate new hair growth and return growth cycles back to normal. Of course, manage expectations by clearly defining what type of timeline clients can expect their results to take and how results will vary with each individual.

Emphasize to your clients that their new healthy haircare results will begin to show immediately with more volume, shine and strength. Through the duration of the program they will enjoy thicker hair and eventually will have a return to healthy hair with years of hair loss restored. Explain how their commitment to your New Year, New You Hair Loss Program will yield tangible results and that by next year's holiday season they will be enjoying their great new healthy hair! Share the excitement about your New Year's hair loss programs in all your client communications. Put up promotional displays in your business, create direct mail postcards and include in your advertisements, email newsletters, e-blasts, Google AdWords Campaigns, Facebook posts and Twitter messages. By helping your clientele create and stick with their New Year's Resolution for healthy hair, you will ultimately be creating long term, loyal clientele for years to come!

**Taking Control Of Hair Loss.** The Hair Loss Control Clinic remains a globally respected industry leader, providing the most effective products and services available for salons, spas, medical spas 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](http://www.HLCC123.com).