



Hair Loss Solutions Are Valuable For Your Spa Clients & Your Business

Boost Your Spa Revenue With Hair Loss Services & Professional Product Systems

Every spa owner today already has a potential hair loss customer base, with an estimated 75% of all men affected by hair loss and 50% of women affected by thinning hair by middle age. With the hair loss market worth \$5.4 billion today, spas can now easily boost their income levels while offering valuable hair loss solutions to both male and female clients. Offer your spa clients specialized hair loss services such as low level light therapy, clinically proven to successfully stimulate hair growth. Be ready to offer professional hair loss product systems as a homecare maintenance plan that will greatly boost their regrowth results. To market your hair loss services and professional products successfully, you will need to consider a few key points that will ensure your spa clients get the best results and become loyal repeat clients for years to come!

Educate Clients On The Benefits Of Your Hair Loss Services

Today's spa clients are more educated than ever on hair loss, with the ability to easily access information on the Internet. As they will often receive plenty of conflicting information on hair loss, take the initiative with your education on your treatments and products. Create an educationally based marketing strategy to effectively share hair loss basics and solutions. Stay ahead of the learning curve by training your staff, to ensure your clients will have the facts with personalized solutions when they ask questions. A common misconception about hair loss is that it is the result of hair follicles actually falling out, when in reality the hair follicle becomes 'miniaturized.' When testosterone interacts with the enzyme 5-alpha-reductase, DHT is created in the scalp. Hair follicles are then altered by DHT, decreasing the volume of hair strands. Baldness is therefore not caused by hair falling out, but by hair gradually being replaced by finer, thinner hair.

Partner with successful hair loss product companies that offer comprehensive educational materials that are easy to understand. Brochures, point-of-purchase merchandising materials, marketing devices and instructional videos should cover the basics of hair loss, including how your products fight DHT; the active element in balding. Your educational approach should not go into too much of the science, yet should show how your products safely and effectively stimulate hair growth. Show your clients exactly how your hair loss systems are the best on the market. If you have a clinic laser or retail home-use laser brushes or combs, share clinical studies with clients on the results.

Low level laser light therapy has been proven with Health Canada and with the United States FDA. In the U.S., the FDA offers clearances, similar to approvals on laser light devices for both men and women. In two FDA accepted studies, hair loss lasers showed re-growth in men and women of over 93% success. In a 2009 study, it showed that 100%

of participants saw an increase in hair growth, with 97% showing greater than 20% in hair count, and 77% showing an increase greater than 51%. Aside from being clinically proven to stimulate hair growth, laser therapy is also proven to be completely safe, gentle and natural in over 3,500 studies. Be ready to share with clients what the average number of laser diodes is and if your laser system offers more. If your laser has FDA clearance, share the importance of that with clients or if not, how yours is comparable.

Encourage Clients To Use Complete Product Systems

With hair loss treatments, the more clients do to grow their hair – the better their results will be. Share with your spa clients that hair loss systems encompassing more than one product offering are the most effective way to fight hair loss. These programs are designed to work synergistically, combining oral and topical products that block DHT, along with haircare maintenance products including shampoos, conditioners and scalp cleansers. Hand-held low level lasers for home use are now also marketed along with these products to further enhance hair growth. Clients will receive far better results when combining therapies and using an entire system as compared to cherry picking individual products. When they see the results of your hair loss product systems, they will become long-term, committed clients and your spa sales will show the results!

Research hair loss product companies to find ones that offer a multi-therapeutic approach to hair loss, with specialized equipment, service treatments, products and components that work together as an entire system for the best client results. Companies should offer systems that are customizable, as every individual client will have different hair loss needs. Product manufacturers should offer both topical and oral supplements that combine multiple ingredients for the most powerful results. Look for oral nutritionals that are a combination of marine concentrates, essential vitamins and DHT blockers. Your clients will receive three products for the price of one with this type of effective combination. Share with your clients how they save money by using an affordable combination product like this.

Many spa clients may also want to begin with just one product instead of an entire system. A combination oral nutritional would be a good introductory product that provides results and ultimately influences clients to use the entire system. Always share as much information as possible with clients on the extra benefits for using a more comprehensive multi-therapeutic system. Look for manufacturers who also offer a natural alternative to hair loss. Product companies should offer oral nutritionals with natural ingredients that fight hair loss such as saw palmetto extract, pygeum bark, green tea,

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stinging nettle and ho shou wu. Clients may also have medical contraindications against using products such as Minoxidil, so again ensure you have a safe and effective alternative for them.

Keep In Touch With Your Hair Loss Clients

You must encourage your clients to keep using their hair growth products regularly, so they will not lose their new regrowth and become discouraged. Ensure they keep up their hair loss programs with long term membership incentives, gift with purchase incentives and club discounts. Create special membership programs for your clients while regularly communicating with them. As the odds are much greater that your clients will start to see regrowth results in a six month period; offer special incentives for taking part in six and twelve month membership programs. As hair grows an average of about one half inch per month, your clients will begin to see the initial results and then have incentive to stay with the program.

Track your clients' purchases and communicate with them regularly to greatly enhance your service and product sales results. Collect your clients' email addresses and regularly send them e-newsletters, coupon offerings or brief email news blasts. Create a presence on social media websites such as Facebook to connect with your clients or Twitter to send brief tweets on your hair loss product specials. Your hair loss product manufacturer partner should also have a strong Facebook presence for the best educational and promotional benefits. They should offer professional video seminars on hair loss education held by physicians or hair loss specialists. Be sure to share the information with your clients via email communications, Facebook or on a TV as part of your spa display.

You may think that men make up the majority of hair loss clients. Women will actually make up a very large target demographic market for you. Women take action against their hair loss and are the most bothered by the condition. Women tend to be loyal clients once in a hair loss program, following the entire program through for the best overall results. Mature women are the most likely to suffer from thinning hair or hair loss, as menopause frequently affects the volume of hair. In fact, 50% of all women have thinning hair by middle age. Make sure that your spa displays, P.O.P. materials, advertising and any communication targets women as well as men and uses images of women with great hair!

Now is the time to begin to offer comprehensive multi-therapeutic hair loss solutions in your spa. Start implementing this fast growing market segment into your business now. You will be able to provide your clients with valuable new hair loss resources. You will dramatically increase your bottom line with high-end hair loss systems that will also create long term, loyal repeat clients for many years to come!

EDITORIAL NOTE: The information provided here has been provided by Hair Loss Control Clinic which provides comprehensive hair loss systems including low level laser therapy systems, DHT inhibitor products, oral nutritionals, scalp hygiene and haircare maintenance products. For more information on HLCC call 877-HLCC-123 / 518-220-1500 or visit www.HLCC123.com. Jenny Hogan is the Media Director at Marketing Solutions, Inc., a full-service marketing, advertising and PR agency specializing in the professional beauty business. For more information, contact 703-359-6000, visit www.MktgSols.com or send an email to MktgSols@MktgSols.com.



 **HAIR LOSS CONTROL CLINIC**
Global Leader in Laser Hair Loss Treatment