



## Sold Only in Salons



### Why buy only in Salons?

Sold Only in Salons. That phrase strikes fear in the heart of many. Why buy only in Salons? Because it is the recommendation of a Licensed, Professional, Barbers, Beauticians, Esthetician, & Nail Technicians that makes the hair care products support those personalized styles we enjoy.

How many of our readers have “stuff” under the bathroom sink that you tried, didn’t like, or thought, it was O.K., and never used again? This is not a situation that we, as Salon Professionals, like to see. As consumers, it is a waste of time and money.

### It’s a Steal—not a Deal

Buying diverted products can actually cost more than if you purchase authentic products at a hair salon. The product passes through so many hands before reaching a mass retailer’s shelves that a single bottle can cost as much as \$3 more than if it was purchased in a hair salon. If it is not costing at least the same as when you purchase it at a hair salon, chances are, it may not be authentic product.

### It’s Professional for a Reason

Manufacturers invest millions of dollars to train hairdressers on the proper use of professional salon products. In turn, hairdressers share their expertise when recommending products clients can use for their hair type and condition.

**“Our hairdressers take their work seriously and participate in ongoing education to keep their skills sharp and their professional recommendation legitimate,” says Larry, of Larry’s Hair Designers, inc.**

“Sold Only in Salon” products are backed by education, forward thinking, and for our salon, a guarantee that if you do not like the product, return it for another, or receive a gift certificate towards product or any service offered by our Salon.

We don’t just sell you products, we recommend take home tools that actually work.”

### In this issue:

Sold Only in Salons	1
It’s a Health Hazard	2
Salon Only products going Public?	2
In the Stylist’s Chair	3

### Hot Tips

- A single bottle of non-authentic products can cost as much as \$3 more than the authentic products.
- “Sold Only in Salon” products are backed by education, forward thinking, and guarantees.
- Counterfeit products can contain toxic levels of bacteria.

## It's a Health Hazard

The next time you buy a professional hair product in a drugstore or grocery store, you may want to think twice. It's either diverted or counterfeit, and using these products could put your health at risk.

The professional hair care industry identifies product as 'diverted' when a professional-use-only product or a product that requires a professional recommendation shows up on grocery, drug or Internet store shelves. In most cases, manufacturers will guarantee professional hair care products only when purchased from a hair salon.

John Paul Mitchell Systems, manufacturer of Paul Mitchell, is one such company.

"The professional salon industry is our only business," said John Paul DeJoria, Chairman and CEO of John Paul Mitchell Systems. "If you buy Paul Mitchell at a grocery store, drug store or from the Internet, it's not authentic and it's not guaranteed."

How diverted products reach mass retail shelves is a dark story. Generally acquired through the gray or black market, diverted products are tampered with, so what's on the label is

not necessarily what's in the bottle.

Counterfeit products are even more dangerous. Independent tests run by FOX News found toxic levels of bacteria in the counterfeit products it analyzed. More importantly, these types of diverted products can make their users sick enough to require medical care. (Source: FOX News, June 2003 and independent laboratory analysis.)

For more information, please contact the John Paul Mitchell Systems

Product Control Hotline at 1-888-398-8884.

## Salon Only Products going Public?

When a Sold Only in Salon manufacturer stops selling to the Salons, and sells to anybody and everybody, quality suffers.

The first products on the shelf are the diverted products, that may have been sitting around in some warehouse. The product may be old, it may be stolen bottles that have a generic product inside, or, it could be tainted product.

At best, it is the real product in the bottles.

Manufacturers can, and will, down grade the ingredients to compete with all the other shampoos, conditioners, and styling aids on the open market. We, at Larry's Hair Designers, find this unacceptable.

The long & the short of it is ... We are no longer carrying Matrix or Redken

retail products at our salon. We will be proud to recommend Paul Mitchell, Nioxin, Kenra, American Crew Grooming Products for Men, Select Scruples products, and Graham Webb Back to Basics, professional salon products. We will have "Try Me" take home kits available, at "*an offer you can't refuse*" price just for you.

We welcome you to experience the difference.



**LARRY'S**  
HAIR DESIGNERS, INC.  
FOR THE ENTIRE FAMILY

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HOURS: MON-FRI: 9-9 SAT: 9-5 SUN: 10-3

### Current Special:

**Laura, Valorie & Larry**



### **\$6 Off Your Hair Cut (reg. \$21)**

(a shampoo is always included with your Cut, \$21,  
(Blow-Dry is extra, Hair Cut & Blow-Dry Style, \$38  
& up)



**With March Newsletter Only, No Double Discounts**

## In the Stylist's Chair



Laura joined our staff in 2004. Laura is a working mom, military wife, and a New Jersey transplant at heart.

Laura's outlook on hair care simply states "Forget the hair you were born with! Why settle for that? Get the hair you really want. Radiant color, heavenly highlights, bouncy waves, edgy

cuts, I am all for that!"

Laura down plays or accents features with the help of a good haircut. For instance, soft,, long bangs that are blended into layers and swept across the face can go a long way in disguising a high forehead, and accenting the eyes.

When consulting on hair color, Laura strives to make sure it compliments your skin tone. Along these lines, conservative thinking stays within 2

shades, lighter or darker, of your natural color.

If your skin is very rosy, avoid hair colors with red or orange tones. If your skin is olive, opt for cool shades, which contain no gold under tones. If your skin is fair, throw caution to the wind and go 3 shades lighter or darker than your natural color. Last but not least, if your skin is dark, try the deeper shades of brown, such as chestnut, or mahogany.



Valorie joined our staff in 2006.

Master Stylist is her goal & Advanced Education, and teaching is her passion.

"Client Retention is my greatest accomplishments so far."

13 years in the northern Virginia area has exposed Valorie to the multi cultural challenges of our diverse area.

This insight has led her to developed her skills to such a fine polished point,

that her clients return again and again for that pampered relaxed feeling that Valorie creates. From Relaxers, Press & Curl, Hair Weaving, Color, Cuts, Roller Sets, to a fabulous up do/party hair styling, Valorie knows how to leave 'em breathless.

What more can we say?



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Make our Salon, Your Salon. Come see us, Hair Care is our business.

When you look good, So Do We.

## Larry's Hair Designers

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Larry's Hair Designers is a full service family salon, located in the Festival at Old Bridge Shopping Center in Woodbridge, VA.

We've been serving the Woodbridge community since March 27th, 1990. We've got the best stylists in town!

*"We cut, shape, and design to the desires of the individual. Customer satisfaction is our goal. When our customers look good, so do we. Every client is our walking advertisement."*

...Larry Housden, Owner and Master Barber



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### **Privacy Policy:**

It is not the policy of Larry's Hair Designers to give out or sell your personal information to anyone for any reason. You will never receive unwanted e-mails from Larry's Hair Designers or any of our vendors. Your privacy and satisfaction is the most important thing to us.