

PROFESSIONAL EXPECTATION DURING SERVICES POLICY

During Service

For every service you MUST introduce yourself before the service.

As the stylist you need to ensure the following has been done for the client:

- Client was greeted, checked as arrived in appointment book/computer and taken directly into the salon ready for service. If the salon is too busy explain to the client where they can sit and wait in the waiting area and get them a beverage and magazine, so they are not just sitting there waiting.
- Is the client comfortable (hang up jacket, serve drinks and has reading material)
- Have you introduced yourself?
- Have they filled out a New Client Form?
- Do a full consultation, even if it's a regular client, you never know if your client may want something different this time. If you don't ask they will only go somewhere else where they will be asked. Consultation is non-negotiable. – follow the Consult Expectation Policy
- Introduce the stylist who will be shampooing or doing your colour work, let the apprentice know what shampoo you would like them to use. If they are doing your colour work say "This is our colour technician that will be helping me today".
- Do not talk about yourself. It is all about the client.
- The client is sitting there because they want a great hairstyle, correct information about colour, home hair care and tips on how to manage their hair at home in between visits. Your knowledge is not a secret you need to share with your clients, educate them, they want to know how to recreate this at home.

Always offer a blow-dry, explain that you can show them how to style at home. No client is to walk out with wet hair ever, it would be against our salon policies if you were to let a client leave without being 100% finished.

Taking Client to Basin

- Ensure the neck area is clean and free of colour before taking the client to the basin.

- Always introduce yourself if you are shampooing “Hi, I’m NAME I will be shampooing your hair” DON’T EVER SAY WASH, you wash your dog!
- Place the neck cushion on the basin and guide the client’s neck with your hand back into the basin.
- When you walk over to the basin use the client’s name and say “Follow me to the basin, this way NAME”.
- As soon as you reach the basin touch the back of the chair so the client knows where to sit.

Shampooing the Clients Hair

The basic purpose of shampooing is to cleanse or remove dirt from the surface of the skin. Shampooing is a very important process for the preparation of all hairdressing techniques, if hair is not shampooed properly this can prevent colour, perming and styling from working effectively. Shampoo must create a good lather, this keeps the product in close contact with the hair and scalp.

The natural oil of the hair and skin is called sebum without it the hair and skin will dry out. So with shampooing you are removing the sebum (oil) so it would make sense that you would not do the following hairdressing procedures if you have shampooed: tint, bleach or chemical relaxant.

If for some reason the hair is particularly greasy and you do need to perform these tasks you should do the following:

- Remove tangles from hair, do not let the comb graze the scalp.
- Use lukewarm water to avoid stimulating blood flow.
- Do not give a firm massage.
- Gently shampoo once.
- Shampoo again if hair is particularly greasy.

If you follow these guidelines your client will not feel any discomfort.

Shampooing Before a Perm

Cleanse hair to remove any dirt, products or barriers on hair, this may prevent the lotion from penetrating. Shampooing will open the cuticle making it easy for the lotion to penetrate through.

Do not stimulate the scalp too much as the lotion will be in contact with the scalp shortly. Use a sensitive or low additive shampoo so it doesn’t leave any barrier on the hair shaft.

Shampoo to Remove Tint

Some manufacturers call for a tint to be removed by shampoo. This is to ensure there is no tint left on hair and scalp. You need to always follow the manufacturer's instructions. The following steps need to be taken.

- Add warm water to hair this will create emulsification which means that the colour on colour will dissolve.
- Still do not add shampoo, once the water has been massaged through you need to rinse until the water runs clear.
- It's now recommended that you use a PH balanced shampoo, this will reduce the oxidation damage caused by the tint, and also restore the natural balance of the hair structure.
- Shampoo twice to remove all colour.
- Rinse and condition.

Shampoo after Powder Lightener on Scalp

The client's scalp may be sensitive; you always need to be aware of this.

Keep the water at a lukewarm temperature and do not apply firm pressure. This is really important if you are applying toner after.

The lightener should be rinsed thoroughly from the scalp and either a PH balanced shampoo or cream shampoo should be used, do not be too vigorous with your shampooing as bleach makes hair porous and it will tangle.

Shampoo after Relaxer

This requires a special shampoo that neutralizes the alkaline left in the hair so it can return to its acid state. Follow manufacturer's instructions.

Shampoo for a Treatment

Brands for treating hair vary depending on the product line used in the salon, the treatment used will tell you if you do not shampoo prior to treatment. Follow manufacturer's instructions.

Shampooing for all Other Services

If this is the first point of physical contact the client has in the salon, it is the lowest point of the salon visit, this client is feeling very vulnerable. As a stylist you need to introduce whoever is shampooing the client. Let the apprentice know what products

you would like used and give specific instructions on what to do, (rinse perm, one shampoo for semi or towel dry so I can tone etc.).

Points to consider:

- Fold collar down if necessary.
- Undo the top collar button if necessary.
- Place a dry towel around the client's neck then a cape.
- Once at the basin place towel around the front of the client's neck for extra protection, the client will appreciate this.
- Make sure the rubber neck rest is on the basin.
- Make sure there is no hair stuck in collar.
- Adjust basin to correct height.
- Lead client's neck to basin.
- Check there is no gap where the client's neck is so they don't get drowned.
- Ask client if they are comfortable
- Turn on the tap and adjust temperature, ask the client if the temperature is okay.
- Wet hair thoroughly.
- Apply 1 pump of shampoo to palms of hands.
- Distribute on hair evenly.
- Start at the forehead and in circular motions using the balls of your hands gently yet vigorously scrub the hair, ask the client if the pressure is okay?
- Second shampoo. Always shampoo twice. The first shampoo is to cleanse the hair and the second shampoo will nourish the hair, explain this to the client.
- Rinse shampoo thoroughly. There shouldn't be any bubbles in the sink and the hair should feel squeaky clean.

Choosing a Suitable Shampoo for Your Clients

You can only choose a suitable shampoo after analysing the hair and scalp.

Never ask the client "What shampoo would you like?" This is totally unprofessional.

There are three key questions to ask to diagnose the hair correctly.

1. When did you last shampoo your hair?

This will tell you whether the client has oily or dry hair, if they shampooed yesterday or that day and they have oily hair then you know they need a cleansing shampoo.

2. What shampoo and styling products do you use on your hair at home?

This will tell you if their hair is greasy because of products or if they are using the wrong shampoo, they might think that they have dandruff because they have an itchy scalp, but it could be a bad supermarket brand they are using that is irritating their scalp.

3. What service are you thinking of having today? *(You shouldn't directly ask this as you are consulting about which service they are having)*

This question is at the consultation process. It is very important because you need to use specific shampoos for perms, colours etc. Remember once you have recommended a product you need to be able to explain to the client how to use the product at home and what the benefits are of using the product to maintain their desired colour and style.

Conditioner

Beautiful hair requires the client to love it and look after it, explain to your client the importance of condition, without it the cuticle is left open to pollution and further damage, and doesn't lock in a colour service they have just spent big dollars on:

- Once shampoo is rinsed thoroughly.
- Apply one pump of conditioner or two pumps for long hair.
- Conditioner is only necessary for mid length and ends.
- Any remaining product on your hands is sufficient for the scalp area.
- This is a similar movement as the shampoo yet at a much slower speed. You can be a lot firmer as well, always ask the client if the pressure is okay.
- The clients will think this massage is the best part of their visit.
- Don't remove your fingers from the scalp, it needs to be continuous motion, not stopping and starting.
- Comb through with a wide-tooth comb.

Treatments with Scalp Massage

Scalp massage is vital for the maintenance of shiny beautiful hair. Always massage the scalp with the pads of the fingertips.

Benefits of scalp massage:

- Increased blood flow
- Keeps the scalp flexible
- Stimulates the secretion of the glands which in turn is growth

- Soothes the nerves
- Promotes relaxation and stress relief.

Ladies Cutting

Creating a haircut is a design, so once we have learned to see as a designer we need to know how to use the information we have obtained.

When cutting hair you need to take into account the shape of the face of your client, do they have a round, long/rectangle, square or triangle/pear shape face. Is the hair naturally curly or do they have a receding hairline or even what hair growth patterns they have.

Points to consider when cutting:

- Full consultation including analysis of the clients face shape.
- The clients level of time commitment to the style.
- Should be designed specifically for the client.
- Every cut has a guideline, use it and follow it.
- The perimeter needs to be solid and even, always recheck the nape area in case any hair had been caught.
- The interior is even, unless doing a disconnected layered cut.
- The right style of cutting is used for the client's hair type (razor, splicing, chipping or slicing).

Men's Cutting

- Full consultation including analysis of the clients face shape.
- Ear, Nose and eyebrows trimmed.
- Neck and sideburns trimmed with clippers.
- Remove weight line and bulk with thinning scissors.
- Scissor over comb and use clippers to graduate sufficiently.
- Neck area should be free of hair, when the client leaves the salon.

Blow Dry

Hair can be styled because of two factors, it absorbs moisture and can be stretched. Tools of the trade for blow drying:

- Blow dryer with nozzle.
- Denman brush to create tension and remove frizz.

- Various sized brushes.
- Vent brush.
- Combs.
- Fingers.

Principles of the Blow-dry

The hair needs to be freshly shampooed and conditioned for you to be able to complete the desired style. Remember- completely dry each section before you move onto the next!

- Hair must be clean and excess moisture squeezed out before wrapping hair in towel.
- Use the right styling products and explain to the client what and why you are using that particular product.
- Comb the hair into the style you are doing.
- Remove excess moisture with the dryer before styling.
- Always section hair cleanly.
- Never over dry the hair.
- This is a therapeutic service don't rush.
- Visualise the shape you are trying to create.
- Use the right brush for lift and direction.
- Be neat and organized with your tools and equipment.
- Always finish your style (hairspray, gloss, serum etc.)
- Check the balance of the hairstyle.
- Create an interest with the client by suggesting a new way of wearing their hair.
- A dry off should only take 5-10 minutes, a full blow-dry will be longer in accordance with the Standard Timings Policy

Short Hair

- Apply styling product to towel dried hair.
- Section neatly.
- Use correct brushes. Your section must match your brush.

- Hair must wrap around brush with even tension.
- Hold nozzle down to close the cuticle and give polished look.
- Comb up.

Long Hair

- Apply styling product to towel dried hair.
- Section using the contour of the head so there will be no definite divisions in the blow dry.
- Hair must flow and connect with each section for a professional finish.
- Using a large brush with firm tension.
- Smooth hair over brush.
- Stretch and pull downwards guiding blow-dryer down.
- When sectioning hair, keep dryer still (so as not to create a frizzy finish to the style).

General rule: If hair is coarse take finer sections, if hair is fine take thicker sections when styling hair.

Straightening with Irons

- Thoroughly dry hair using a straightening cream, gel or spray and a paddle brush to keep control of hair whilst drying.
- Pull hair downwards and keep dryer still and direct on hair section.
- Hair must be completely dry before commencing using the straightening iron.
- Section hair from the nape and work upwards taking fine sections.
- Holding iron firmly clapped together, glide down hair shaft, releasing iron at the bottom length of hair section.
- You will need to repeat over each section of hair to make it straight before moving onto the next section.
- Be careful to not have the iron turned up to high for fine hair or damaged hair types.
- Watch the clients ears and scalp that you don't burn them with the iron.

Staff Name	Date	I have read through and agree with all aspects of this Policy