



STAR OF TEXAS

Dionysus Salon and Spa

When Dennis Clendennen was deciding what to call his salon, he went back to his own name's roots for inspiration. Naming his salon "Dennis" didn't sound right to him, so instead he opted for **Dionysus**, which is the Latin origin of his name and also the god of wine in ancient Greek mythology. Clendennen liked the name because it sounded different and unique. It also evokes the opulent, luxurious feeling of the salon. With two Texas locations, one in The Woodlands, which opened in 1996, and a new salon in Houston (seen here), which opened late in 2009, Dionysus attracts a clientele that is "as diverse as you can imagine," says Clendennen, who co-owns the Aveda Lifestyle Salon with his wife, Terri. Clendennen attributes the success of the salon to a commitment to ongoing education and constantly staying at the forefront of fashion. "We have continuing education weekly for our team, participate frequently in photo shoots and have worked backstage at fashion week in New York City every season since spring 2003," he says. The new Houston location is 2,800 square feet and features 10 cutting and styling stations and eight color stations. Its contemporary predominantly white decor is enhanced with brightly colored styling chairs and a water pattern on the floor that guides guests through the salon. Dionysus also supports the community by playing host to many events throughout the year, including art showings, fashion shows, client workshops and fundraisers. —N.A.

Doctor Knows Best

Hair stylist, educator and owner of Orange County, CA-based Nadine's World hair salon, Nadine Branch, aka the "Hair Doc," has released ***The Marcel Thermal Tools Misconception, Rewriting the Script: Why We Need Change***, an instructional DVD that aims to educate haircare professionals on the proper application of marcel thermal tools for styling all hair types. According to Branch, a common misconception about the tools is that they are only for black clients' hair. "The marcel thermal tools are for every hair texture, without regard to race or ethnicity," she says. "There's a lot of work to be done to dispel this misconception, and my DVD seeks to do just that." The first in Branch's *Rewriting the Script* DVD series, the video also offers tips on providing quality customer service for a diverse client base. —N.L.

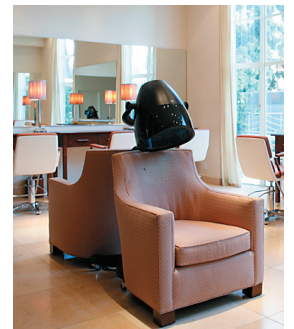


Straight Up

Adding a professional smoothing treatment to the salon mix during a sluggish economy sent Britney Huniker's sales soaring.

"Salontrepreneurs" like Britney Huniker of the **Argyle Salon & Spa**, West Hollywood, CA, know that rough business times are all the more reason to press ahead with creative strategies that fuel profits and gain ground on the competition. That's why, in the midst of an economic downturn, she added the Brazilian Blowout—a smoothing treatment that produces

silky strands sans damage—to her salon menu. Almost immediately, sales began skyrocketing, with the salon performing an average of 10



Brazilian Blowouts per day. "Adding the treatment has really paid off," explains Huniker, who notes that beyond the \$350 that clients are paying for the service, they're also leaving the salon with nearly \$150 in retail products. Here, she offers tips on how to market the service.

- 1 Perform the treatments on all staff to get them excited about the product's performance. "They'll become your salon's walking billboards and testimonials for the amazing service," Huniker says.
- 2 Create and post eye-catching collateral materials in the salon that educate clients about the service and why they should book it.
- 3 Spread the news that your team members are Brazilian Blowout-certified stylists by sending out postcards and e-blasts to clients.
- 4 Keep Brazilian Blowout brochures at your station for clients to read while undergoing other services.
- 5 Encourage clients to get the service even if you sense that price is an issue and never discount it. "Present a client with a gift certificate for \$50 or \$100 off the first treatment, and you'll have a Brazilian Blowout client for life," Huniker says. —K.D.