Professional Hair Care

"Why can't I keep my hair boking as good as it does when I leave the beauty salon?"

This question is frequently posed to hairdressers by their customers — including customers who make regular visits to the salon.

Although you can rarely duplicate to a "T" the technical skill and styling performance which takes a professional hairdresser years of studying and training to perfect, with practice and the right products, you can keep your hair well-groomed days

The inability to keep a hairstyle looking good can usually be attributed to poor at-home hair care treatment. Either the wrong hair care products or the wrong regimen with the right products will leave your hair looking unhealthy and unmanageable. This tends to make you distrust the products.

misunderstanding, some hair care product manufacturers have initiated the solely professional product line, such as Alberto-Culver's tcb family of products.

This product line can be purchased only by those persons licensed in the profession and sold, by them, in their beauty salons.

Although unauthorized, underground sales may occur among a few dealers, a professional line is not distributed to drug stores or department stores with the manufacturer's approval.

This new approach, called salon merchandising, has several benefits for you and your hair-dresser, as well as for the manufacturer.

Your own beauty salon is absolutely the best place for you to purchase hair care products. Special characteristics of your hair are known and this knowledge guides your hairdresser in recommending products best suited for your hair.

Also, as a customer, you can get specific instructions on how to use the hair care product for your unique, personal hair care needs from a professional you trust.

This helps avoid one of the main problems ecountered by most people who do their own hair:
Applying hair care solutions in a way that will not benefit your

Some hair-care products are designed specifically for the professionals. Training is available for salon operators to make the best use of new products. Your hair will benefit from this new approach.



At right, Rohn Hamel, International Educational Director of tcb Professional Division, answers questions during a seminar for professional hairdressers during one of many periodic educational gatherings.

And may actually damage follicles and weaken hair.

Another benefit of using the products applied by your hair-dresser is that you are assured of the same balance of ingredients and product quality which produce the results you desire.

Actually, hairdressers find it

been properly treated at home, because with healthy hair they can more accurately reproduce the style of your choice.

Stylists concentrate more of their time on precision haircuts and styling and less time repairing damaged hair. The regular and appropriate use of hair care



Mildred Raymond, one of the tcb technical directors, poses with models who will unveil new hairstyle creations. Mrs. Raymond is directly responsible for the technical center where new products are tested.

products helps promote stronger,

You, as a consumer, can also benefit financially from salon merchandising. It can indirectly support price controls on salon services.

Studies indicate that salons sell only about 3.2 percent of the hair care products used by patrons of this market.

This meager percentage could be improved because hairdressers can sell hair care products at prices that are competitive with stores; and the additional income for the hairdresser could combat the rising costs from inflation.

The financial power of large, professional hair care products manufacturers are paving the way for salon merchandising.

Companies realize that the relationship between manufacturers and salon owners will insure the proper use of products and help prevent harm to consumers — and subsequent harm to a company's reputation — through product misuse.

Companies who understand that they can benefit by promoting this partnership with salon owners are going all out in their efforts to assist the salon owner.

Alberto-Culver's tcb product line is sold in countertop displays to salon owners. In each major city, tcb ASTECS (Associated Technicians) are assigned to designated areas in order to provide display and merchandising assistance to the salon owner.

Also for hairdressers, there is a quarterly bulletin (The Technicians) which provides news on new products, energy-saving hints, technical innovations on the international scene, product promotions and quotes of inspirational and motivational truths.

And, when questions arise, Monday thru Friday, hairdressers can call the tcb Technical Center in Chicago — free of charge — to obtain the assistance they need.

owners who use tcb products to provide product retailing along with hair care services; stressing the fact that one can enhance the other.

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