



**TO:** Marketing Solutions Clients & Friends  
**FROM:** Larry Oskin & The Marketing Solutions Team  
**RE:** National Consumer Hairstyle Magazines  
**NEW DIRECTORIES: 'TOP SALONS & DAY SPAS IN AMERICA!'**

Dear Marketing Solutions Clients & Friends:

## **FREE NATIONAL PR OPPORTUNITY!!!**

The Editors of various Harris Publications and several other national consumer hair publications have invited us to create a special series of new directories featuring 'The Top Salons & Day Spas In America', as a new PR opportunity for our clients and friends in their upcoming issues. **You must offer hairstyling services** to be included in these hair magazine directories. Most directories' descriptions are required to remain very short, so help us share the most important information about what makes your salon so unique and special.

**This is FREE PUBLICITY!** Qualified entries for each directory will be used on a first-come first-served basis. We always work at least 6 to 8+ months in advance. We need your submission information – returned to us ASAP! Please remember to completely fill out this form with all of your contact information or we will not be able to use you. Once published, we will notify you.

... HURRY – **'ONLY THE FIRST 20 Qualified Salons will be included in each new Salon Directory!'**

**FREE PUBLICITY:** Tell us what your salon / spa is famous for: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- We have been in business for \_\_\_\_\_ years: \_\_\_\_\_
- We specialize in creative haircuts and hair design artistry: \_\_\_\_\_
- We specialize in creative haircolor: \_\_\_\_\_
- Number of salon & spa professionals on staff: \_\_\_\_\_ -- \_\_\_\_\_
- We are extremely well trained with advanced education from: \_\_\_\_\_
- We are staffed as a traditional commission / salary based salon.
- We are a booth rental salon
- We are a: \_\_\_ Haircutting Only Salon \_\_\_ Full-Service Hair Salon \_\_\_ Day Spa Salon \_\_\_ Spa \_\_\_

**WHAT SERVICES DO YOU OFFER & WHAT ARE YOUR CURRENT PRICES:**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Shampoo, Haircut & Style \$ _____            | <input type="checkbox"/> Hair Removal \$ _____              | <input type="checkbox"/> Facials \$ _____              |
| <input type="checkbox"/> Creative Haircolor \$ _____                  | <input type="checkbox"/> Hair Straightening \$ _____        | <input type="checkbox"/> Massage \$ _____              |
| <input type="checkbox"/> Haircolor Highlights & Lowlights \$ _____    | <input type="checkbox"/> Perms & Waves \$ _____             | <input type="checkbox"/> Body Treatments \$ _____      |
| <input type="checkbox"/> Multi-Level & Dimensional Haircolor \$ _____ | <input type="checkbox"/> Relaxers \$ _____                  | <input type="checkbox"/> Stone Therapies \$ _____      |
| <input type="checkbox"/> Haircolor Correction Services \$ _____       | <input type="checkbox"/> Hair Extensions \$ _____           | <input type="checkbox"/> Paraffin Treatments \$ _____  |
| <input type="checkbox"/> Natural Nails \$ _____                       | <input type="checkbox"/> Hair Replacement / Wigs \$ _____   | <input type="checkbox"/> Aromatherapy \$ _____         |
| <input type="checkbox"/> Artificial Nails \$ _____                    | <input type="checkbox"/> Tanning Bed Services \$ _____      | <input type="checkbox"/> Hydrotherapy \$ _____         |
| <input type="checkbox"/> Nail Art \$ _____                            | <input type="checkbox"/> Body Bronzing \$ _____             | <input type="checkbox"/> Microdermabrasion \$ _____    |
| <input type="checkbox"/> Makeup Artistry \$ _____                     | <input type="checkbox"/> _____ \$ _____                     | <input type="checkbox"/> Microcurrent \$ _____         |
| <input type="checkbox"/> Permanent Makeup \$ _____                    | <input type="checkbox"/> Gift Certificates / Cards \$ _____ | <input type="checkbox"/> Reflexology \$ _____          |
| <input type="checkbox"/> Eyelash Extensions \$ _____                  | <input type="checkbox"/> _____ \$ _____                     | <input type="checkbox"/> Laser Treatments \$ _____     |
| <input type="checkbox"/> _____ \$ _____                               | <input type="checkbox"/> Open 7 Days A Week                 | <input type="checkbox"/> Special Spa Packages \$ _____ |
| <input type="checkbox"/> Top 3 Professional Product Lines: _____      |   |  |

**IF APPLICABLE, PLEASE LIST ANY OTHER 'UNIQUE' SALON OR SPA SERVICES':** \_\_\_\_\_  
\_\_\_\_\_

**Check off any that apply:**

- We are a member of the **Day Spa Association**
- We are a member of the **International Medical Spa Association**
- We are a member of \_\_\_\_\_
- We offer Hair Extensions: If so, what brand: \_\_\_\_\_
- We offer unique 'Hair Treatments': Describe: \_\_\_\_\_
- We offer unique 'Haircolor Services': Describe: \_\_\_\_\_
- We offer unique 'Skincare Treatments': Describe: \_\_\_\_\_
- We offer unique 'Spa & Body Treatments': Describe: \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- We offer unique Massage Therapies: \_\_\_\_\_

**DEADLINE:** FAX back this form or call us at Marketing Solutions ASAP at: 703-934-5490  
If desired, **SEND PHOTOS** . . . of your salon and spa artistry for submission – with a salon menu!

**PLEASE PRINT INFORMATION CLEARLY**

**SALON / SPA / CLINIC NAME:** \_\_\_\_\_ **CONTACT & TITLE:** \_\_\_\_\_

**OWNER'S NAMES:** \_\_\_\_\_

**SALON ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP CODE:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

*Confidential ~ Not For Publication:* **SIZE OF FACILITY:** \_\_\_\_\_ **ANNUAL SALES VOLUME:** \_\_\_\_\_

*Thank You!*