

Beyond Product Knowledge: Hair Hydration, Damage and Loss

Hydration is the #1 benefit sought by all US Prestige Hair Consumers

It's estimated that Americans spend \$3.5 billion a year on hair thinning/hair loss solutions.

49% of existing guests & 58% of millennials cite damage as their primary hair concern

Key Hair & Scalp Observations

What is the condition of the guest's scalp?

How dense and thick is the guest's hair?

How elastic is the hair?

How porous is the hair?

What is the texture of the guest's hair?

What are some new lifestyle questions that you are going to integrate into your guest consultation?

AVEDA

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Sap Moss™



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Damage Remedy™



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