

## Are Salon Products Really Better?

The simple answer is that salon products are for the most part better than the products sold at your local supermarket, but that is only the simple answer to a rather complex question.

1. What makes salon products better than supermarket products?

Ingredients. When you examine the ingredient list on a bottle of shampoo, what you see listed first is what there is most of in the bottle, and so on until the end of the list which is what there is least of in the bottle. The first ingredient will frequently be water. Toward the top of the list you will notice an ingredient such as ammonium laurel sulfate, sodium laurel sulfate, or sodium laureth sulfate. These are surfactants, their purpose is to make water wetter and to help the cleansing agents lather. A surfactant can also be a cleaning agent. Sodium laurel sulfate is the gentlest of the surfactants. Consumers believe their hair isn't getting clean unless there are tons of bubbles, in truth lather has no beneficial affect and contribute little to good cleaning. You will then see some conditioning agents listed. Your salon shampoo should contain higher quality protein based conditioners or moisturizing conditioners, thus enabling the conditioner to penetrate deeper into the hair shaft and lock in moisture. These quality ingredients contribute to the cost of the product and is why they are not typically found in store bought products.

2. Which is the best product line?

Even salon products vary in their quality. We stock Wella and Sebastian products for their exceptional products and sub products which address the needs and budgets of most clients.

3. I bought the salon products and they didn't work, or they worked for a while and then didn't work anymore. What's up with that?

Sadly, very few stylists know anything about ingredients (we're not chemists!), and what they do know is what manufacturers have told them. In our salon we have Material Safety Data Sheets, and a full KMS product and ingredient listing folder. Our stylists will endeavour to prescribe you the right product considering all factors. If the product worked at first but then stopped working after a few months, chances are that the climate changed. Products that are right for you during one season are not always the best during another.

4. What about salons that carry ten or more lines?

There is simply no way you can carry that many products and really understand the benefits to all of them. Retail has a higher mark up than salon services and these retailers are possibly more interested in this turn over than your hair needs.

At the end of the day it's your choice, your stylist will only recommend products they truly believe you will benefit from using. Before buying a new product, maybe use up what you have in your cupboard or ask for a sample to take home and try.

## 7 Common Mistakes When Choosing a Hair Salon

1. Picking a salon based only on price.

The old adage is very true for salons..."You get what you pay for".

2. Thinking all salons are the same.

Communication is the key to picking the best salon for you.

- Ask about the experience of the stylists.
- Ask to see testimonials of past clients.
- Ask to see pictures of their work.
- Ask about the time a stylist will spend with you before making an appointment.

3. Frequenting several different salons.

Keep loyalty in mind when you chose your salon. All good salons will be loyal to you if you are loyal to them.

4. Mistakes happen when you rush.

Not allowing enough time for your salon to service you properly. It's your time, you deserve it.

5. Picking a salon that doesn't guarantee their services.

All reputable salons guarantee their services automatically. An unethical salon may charge you for a re-visit or refuse to listen to your concerns.

6. Thinking a trade license or course is all that's needed to be a good stylist.

There are hundreds of thousands of trade licensed stylists. Hair styling is an art, don't be shy. Ask your stylist about their training and skills before putting yourself in their hands. Chances are they'll enjoy boasting about their achievements!

7. Not asking to see examples of salon workmanship.

This is probably your best bet to find a fantastic salon. Ask to see examples of their work. Read through any testimonials or ask the salon for some references.



So you...So me...

stone  
island  
Hairdressers

NEW CLIENT  
INFORMATION

shop 43a Knuckey Street  
Darwin NT 0800  
ph 08-8941 5955  
fax 08-8941 5944  
www.stoneisland.com.au  
soyousome@stoneisland.com.au

## Opening Hours

Monday	CLOSED
Tuesday	9am-5pm
Wednesday	9am-6pm
Thursday	9am-7pm
Friday	9am-7pm
Saturday	9am-5pm
Sunday	CLOSED

Extended hours are available on request and apply at Christmas.

## Satisfaction Guarantee

As highly trained and skilled Salon Professionals we want you to be super-pleased, in fact absolutely delighted with everything we do. So we stand behind every service 100%.

What does that mean? Simply this:

If you aren't happy with anything we've done, we'll touch up or change whatever you don't like for FREE. It's your choice. Many salons don't guarantee their work; but we do. Nothing is more important than your complete and total satisfaction.

If you ever have any questions or concerns, please call or visit us right away.

***If you ask or insist that your stylist deviate or not use products as per the manufacturers instructions this guarantee will not apply.***

## How do I Complain?

If for any reason you are unhappy with our service or products, please feel free to lodge a complaint with your stylist. We do prefer that you contact us within 24 hours or at the most 1 week after your service if you wish to complain, this way we can accurately see what service has been performed and better understand any issues you may have. Your stylist will fill out an 'Action Request' form which is registered in our Quality Management System and a process of action and identification is followed to provide you with the best possible outcome.

## Mobile Phones

Please turn off or on silent to help us maintain a relaxing environment.

## Cancellation Notice

For the care of all clients and consideration to us 24 hours notice is required for all cancellations or a booking fee may apply. Late arrivals of 15 mins or more may need to reschedule appointments to allow stylist to remain on time for following clients.

## Children

We all love children and some of our staff are parents themselves so we respect that you don't want to leave them home sometimes. However it is strongly advised that you organise care for your children when your appointment exceeds one hour as we do not have any designated play areas and for toddlers our salon floor is not the best place for crawling. Supervision by you is required at all times for the comfort of other clients who are in the salon as we wish to create an environment which is relaxing for all clients, along with acceptance of liability of any salon damage.

## Toilets

There is a bathroom with a toilet and shower at the rear of the salon. You are welcome to use this facility.

## Gift Vouchers

We offer gift vouchers for all our services and products and they make the perfect gift for the person who has everything!

## Gift Wrapping

Gift wrapping is provided free of charge in the form of beautiful gift boxes, to combine gift vouchers with home hair care products.

## Refreshments

Several refreshments are provided free of charge and include; Nespresso coffee (your choice of 6 flavours), tea (your choice of 3 flavours), cold water, and on occasion red or white wine. If you wish to bring your own food or drinks you are welcome to store them in our refrigerator!

## Emergency Exit

There is only 1 (one) main exit to our salon at the front of the shop. In the event of an emergency please listen to the Manager or your stylist for directions. They will follow the Emergency Evacuation Procedure and lead or direct you to the Emergency Assembly Area.

## Price List & Quotes

We have a 'sliding scale' price list. Which means each stylists services are priced based on their years of experience and qualifications. The price however does not change the time your stylist spends with you. Quotations are available on request, however we do prefer not to quote over the phone as we can't see your hair and cannot correctly diagnose what services you may need. You can book in for a FREE 15 minute consultation with any one of our stylists and they can accurately provide you with a quotation and secure your booking.

## Bridal & Party Bookings

Bridal and large Party Bookings are accepted. We ask that you deposit 50% to secure these bookings. Cancellations are hard to fill at late notice and if a party does not show up for their appointment it can leave several stylists with nothing to do for several hours!

## Occupational Health & Safety Policy

This policy recognises that Stone Island is responsible for the health and safety of all employees in the workplace. In fulfilling this responsibility we have a duty to provide and maintain a working environment that is safe and without risks to health. All Employees, Visitors, Clients and Contractors have a duty to take care of their health and safety and that of others, must comply with all safety procedures and directions, and inform the business owner of dangers, accidents and near misses occurring at the workplace.

## Workplace Bullying Policy

Stone Island is committed to providing all employees with a healthy and safe work environment free from bullying, harassment, intimidation, threats and physical violence. Bullying is repeated, unreasonable behaviour directed towards and employee or group of employees that creates a risk to health and safety. Stone Island expects all Employees, Visitors, Clients and Contractors to behave in a professional manner and to treat each other with dignity and respect.

## Are you sick?

If you or your child is sick and you have a booking, we would appreciate if you could re-schedule your booking. We have so much contact with so many different people throughout the day that we pick up other people's illness easily!

## Jewelry

Please ensure that you secure earrings or any jewelry you remove in your handbag or ask us for a small plastic bag. We appreciate you removing it, however it can get easily lost with the floor being constantly swept. We are unable to replace items lost, however if we find a piece it will be placed in our Till Draw and we will make every effort to contact you.