



How to be Your Guest's Hero

YOUR Studio 2-Day Visit

Have Shanna Moll train staff in YOUR salon

Shanna is passionate about helping those with hair loss and believes in sharing everything she knows to help other stylists become their guest's hero!

Learn about Shanna: <https://shannamollstudios.com/shanna-moll/>

Day 1 in your salon:

- Shanna will **present her knowledge** about the advantages of expanding into hair replacement and specifically long hair bonding
- Shanna will share photos and explain how our **studio environment** was created to maximize the guest experience from the very moment guests enter the salon
- Your salon will receive a **binder** with everything you need to know to add long hair bonding to your portfolio of services
- Our **forms and contracts** will be included for your use
- Shanna will share how she chose her **partners (vendors)**, advise you on the same, and make connections and introductions
- The afternoon on Day 1 will be **hands-on practice** and will include practice preparing, applying, removing, and cleaning systems

A sampling of what you will learn:

- The **psychological benefits** of long-hair bonded systems and other systems
- How to conduct **consultations** with people who have hair loss and or/ thin, fine hair
- The **different types** of hair replacement options that are available
- **Who is a candidate** for each type of hair replacement system
- Which options work for **different situations**, which options will not work, and why
- The different **causes of hair loss** – alopecia, trichotillomania, male pattern baldness, hormone imbalance, cancer, etc.
- How **Trichology** (the science of scalp health) can help and who is a candidate
- Tips and tricks
- Mistakes Shanna made and how to avoid them
- The products needed to begin with hair replacement
- How to price systems to maximize profit while being affordable to guests
- How systems can be customized

Day 2 in your salon:

- This day will begin with a **review and Q& A**
- **Live models** will receive bonded hair
- Trainees will have **hands-on practice**

ADVANTAGES TO HAVING SHANNA TRAIN IN YOUR SALON

- You can train up to 10 hairdressers in your home location
- You can begin long hair bonding immediately
- You can schedule a visit to Shanna Moll Studios in Austin (at no charge) to see the environment we have created and how the experience is for our clients

The total cost for this visit is \$3000