



Salon In-Store Sample Scripts

INTRODUCTION MESSAGE - NO MORE BAD HAIR DAYS:

Today is your last bad hair day. Welcome to (INSERT COMPANY NAME HERE), where professional stylists and the art and science of Aveda combine to indulge you with exquisite looks for your hair and a style that matches your lifestyle. Trust us to find a look that best complements you through expert styling, coloring and conditioning. We look forward to pampering you!

COLOR SPECIALISTS:

Do blondes really have more fun? Have you ever wanted to look in the mirror and see a red head? Or explore your dark side as a brunette? (INSERT COMPANY NAME HERE) specializes in hair coloring and can create the new, fun look you've always wanted to try with our expertise and first-class hair products. Coloring outside of your normal lines can be fun.

PERMS:

Are you ready for your next wave of success? Get a wave unlike any you've ever experienced. No more dry, tight curls that frizz out but incredibly well-conditioned body and shine that's easy to style. Whether you want a partial perm for added volume, or a spiral wave for dramatic texture, we'll introduce you to the next wave of beauty.

PRODUCT FEATURE - GENERAL:

Thank you for choosing (INSERT COMPANY NAME HERE). Our commitment to your look doesn't stop when you walk out the door. That's why we offer some of the finest products in the industry to help you keep that "just-came-from-salon" look, including proven brands like (INSERT BRAND NAME HERE), (INSERT BRAND NAME HERE) and (INSERT BRAND NAME HERE). Now, which one will work best for you? Just ask your stylist!

PRODUCT FEATURE - SPECIALTY:

Re-invigorate your scalp...and yourself! Ask your stylist about the many benefits of (INSERT BRAND NAME HERE) "Tea Tree Shampoo", an invigorating cleanser for all hair types. "Tea Tree" enhances vitality and luster as it tingles, cleans and refreshes.

SEASONAL:

Before the family reunion picture this summer, look to us to make sure everyone looks great. From hair cuts for the kids to maybe a little bit of color for you, we help you create the picture perfect family.

MAKEOVER YOUR ON-HOLD.

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