



XENA PARSONS
INDEPENDENT HAIRSTYLIST
HAMPTON BAY, NEW YORK

“BY OFFERING OUR SALON GUESTS THE ITALIANSTYLE HAIRCUTTING METHOD, FRAMESI *FAST* COLORING TECHNIQUES AND PRODUCTS, WE CAN SUPPLY HEALTHY, MODERN, AND FASHIONABLE HAIR IN *MUCH LESS TIME!*”



CUT QUICKLY WITH CONFIDENCE WITH ITALIANSTYLE HAIRCUTTING

Like all things Italian, the ITALIANSTYLE Haircutting Method is beautiful, modern, pragmatic and done with passion.

As a stylist, salon owner and artist, it is essential for me to offer my clientele the quickest and most precise haircuts.

I was fortunate to have been a part of the precision haircut movement.

Our salon guests were looking for a haircut that would fall into place without the use of setting, teasing or hairsprays.

I achieved this goal through study and practice when working on a client or training new staff members.

As time went on, the length of time to perform a precision haircut was not working for the economics of the salon or the busy lifestyles of the clients.

Fortunately, clients are requesting more services such as smoothing treatments, highlights, conditioning and blowouts, however, they want it in less time and with the same or better quality as before.

By offering our salon guests the ITALIANSTYLE Haircutting Method, framesi *FAST* coloring techniques and products, we can supply healthy, modern, and fashionable hair in much less time.

*Sounds too good to be true?
It's not, it's framesi.*



INCREASE REVENUE WHILE BOOSTING STYLIST PRODUCTIVITY!

THE CHALLENGE:	THE SOLUTION:	THE BENEFITS:
<p>CREATING A HIGH QUALITY HAIRCUT IN LESS TIME</p>	<p>THE ITALIANSTYLE HAIRCUTTING METHOD With pragmatism as a foundation, the ITALIANSTYLE Haircutting Method advises us to study the head shape, the flats and rounds as well as growth patterns.</p> <p><i>The ITALIANSTYLE Haircutting Method creates a very accurate and individualized haircut in 10 - 20 minutes.</i></p>	<p>AS A STYLIST: Guests can be added to daily bookings and their hair looks beautiful out in the world for the full duration of the haircut and serves as a walking advertisement for us.</p> <p>AS A SALON OWNER: Increased revenue for the salon and each individual stylist by adding a haircut or two in a day is equal to having an additional stylist in the salon.</p>