

## Better Business

### SOUTHERN HOSPITALITY

#### MUSE SALON AND SPA

Located in Alpharetta, GA, and opened four years ago, Muse Salon and Spa has become one of the most talked about beauty spots in the Atlanta area and is among the fastest-growing salons in the Southeast. Much of Muse's success can be attributed to the talents of celebrity stylist and co-owner Daniel Jones, who has worked closely with such renowned stylists as Luis Llongueras, Jacques Dessange, Charles Worthington and Franco Currelto. Jones has worked on music

videos, TV commercials, film and fashion shows such as Versace, Calvin Klein and Saks; is certified in SO.CAPUSA Hair Extensions; and is a L'Oréal Professionnel Regional Portfolio Artist, which entails traveling to New York City to train and educate hairstylists from around the world.

"All of these opportunities give me the ability to grow as a stylist and stay ahead of trends and fashions," Jones says. "This ensures we can offer a unique experience like no other at Muse."

Muse, which has a 30-member staff, offers a full menu of salon and spa services and retails luxury product lines such as Kérastase and Shu Uemura. According to Jones, providing stand-out customer service is a one of the most important goals of the salon. "Our relationships with our clients mean everything to us," Jones says. "Whether it's a product or a service, we want clients to experience the absolute best every time they visit the salon." —L.A.



#### Doctor's Orders

Stylists at Hair by Bennie and Friends in Louisville, KY, have a new tool to help them recommend BennieFactor products for each client's needs: BennieFactor Professional Prescription Notepads.

"Clients leave a salon feeling so much better when the stylist they trust recommends a product," says founder and owner Bennie Pollard. "These prescription pads help alleviate the pain of uncertainty, and the clients have a better understanding of which products fit their hair type and hairstyles best."

The notepads, which are being used at salons across the country that retail BennieFactor products, resemble a doctor's prescription pad. They feature check boxes for recommending the appropriate shampoo, conditioner and styling products for each client, in addition to space for noting the client's next appointment and stylist's name.

"I've noticed a big increase in BennieFactor sales in my salon when stylists use the recommendation notepads," he says. "And retail sales equal client loyalty." —L.A.



#### SIGNATURE SERVICE

Looking for a new way to get your daily dose of fruits and vegetables? At NAZ KUPELIAN SALON in Lexington, MA, health-conscious clients can simply book the salon's Beauty V8 Fruit Facial, which is custom-blended in advance based on individual skincare needs. The three-step treatment includes an exfoliating mask that may contain pineapple, peach, strawberry, milk or olive oil; a moisturizing mask with ingredients such as avocado, sunflower oil and almond oil; and a scalp massage using olive, sunflower, orange blossom and almond oils. The all-natural combinations leave the skin refreshed and glowing without any blotchiness or skin irritation. Who knew being healthy could be so indulgent? —L.M.



#### THE ART OF EDITORIAL HAIR

Stylists looking for new ways to hone and express their craft—and earn extra money—might want to explore the niche world of editorial styling. But while working on magazine photo shoots, ad campaigns and look books may seem like an extension of the work you do in the salon, there's a whole new set of rules and techniques to be used on set, according to editorial stylist Giovanni Giuntoli. To help stylists learn these skills, Giuntoli developed Tearsheet, a company that provides on-set styling education. The three-day courses, which take place in New York City, simulate a real photo shoot, with photographers, makeup artists and fashion stylists on hand. "Most hairstylists haven't experienced the dynamics of a shoot," Giuntoli says. "Our courses teach both hairstyling and on-set behavior."

Concepts taught in Tearsheet courses include collaborating with a team to develop a cohesive feeling, creating two-dimensional looks, how to approach and evaluate photographers and agents, creating multiple looks on the same model in one day and ways to "cheat" for the camera. Once stylists graduate, they become part of the Tearsheet Artistic Team and get the opportunity to work on shoots with Giuntoli. According to Giuntoli, the courses can also benefit the stylists once they're back in the salon. "Editorial work helps build technique and will improve their creative eye," he says. "Plus, they'll come out of the course with professional images they can use to promote themselves to new clients." For more information, visit [yourtearsheets.com](http://yourtearsheets.com). —L.M.



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