

SALON OF THE MONTH

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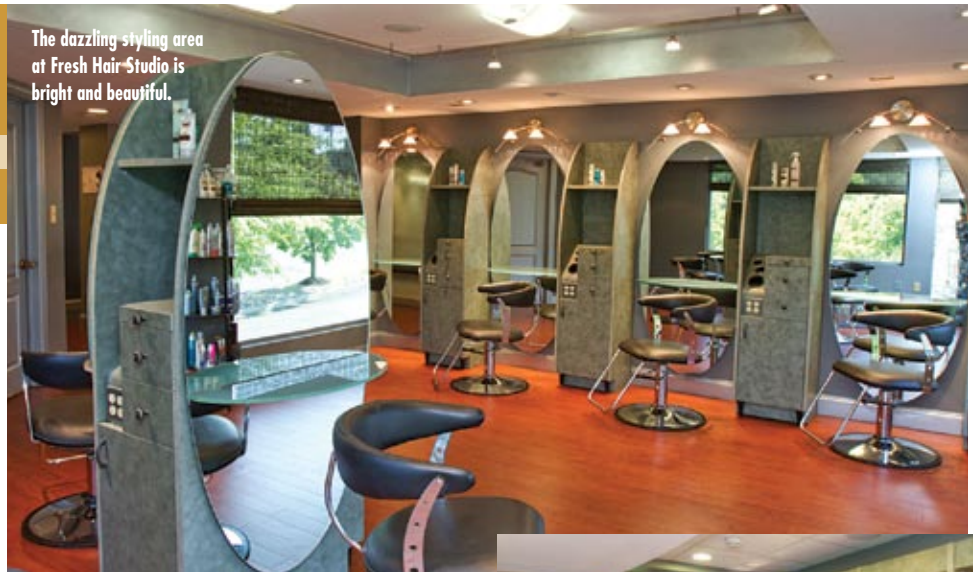
Getting Fresh

Fresh Hair Studio attracts top-notch talent and loyal customers with in-house education and savvy marketing tactics.

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At Fresh Hair Studio, getting fresh isn't a problem; it's a requirement. In a salon boasting an owner and two employees who are guest artists for Goldwell, education takes top priority. But, naturally, Fresh's owners respect the journey just as much as the destination. "We all started out at the bottom," laughs Deborah Gavin, who co-owns the salon with friend Laurie Haney. The pair met while working as shampoo girls two decades ago, and continued together until opening Fresh in 2002. After only two years, their venture expanded into its current 3,200-square-foot home that's now home to 48 employees.

Gavin notes that a major draw of the salon is education. Fresh's assistant program goes beyond the basic watch-and-learn process: Every week the salon holds classes exclusively for them, with in-depth two-day seminars hosted twice annually. "We try to make the seminars like a retreat; we have a group dinner and spend some fun, quality time together," Gavin relates. Additionally, the



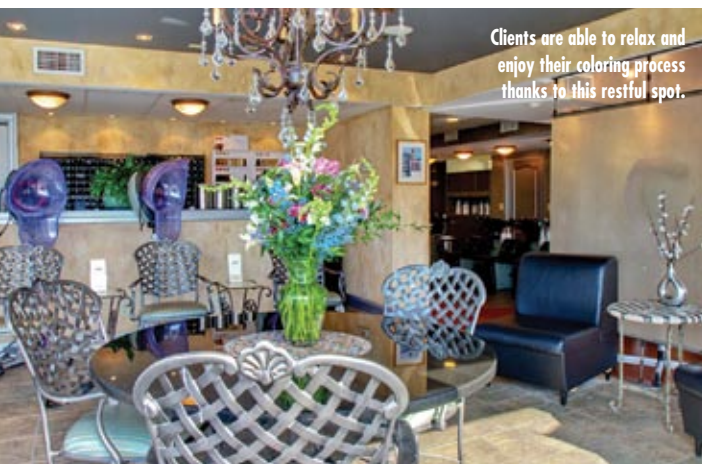
The dazzling styling area at Fresh Hair Studio is bright and beautiful.

staff is encouraged to attend trade shows for "back room exposure" (Gavin's own assistant tagged along so frequently that she herself became a guest artist for Goldwell), and everyone's involved in "teach back" sessions, where team members are sent to an event and then instruct the rest of the staff on what they learned. "When you teach, you have to truly understand your craft," Gavin sagely points out. Fresh's staff has received numerous NAHA nominations for their photo shoot work, and the salon hosts monthly classes, open to all salon professionals, through its own academy.

Clients also receive education when they visit Fresh, as the staff provides detailed color consultations. "Our goal is to create something special for the client; even our terminology is different," beams Gavin. So, for example, instead of highlighting, a client receives "detailed slicing" to create a signature look. Fresh also offers a loyalty program that provides guests with credits



for prebooking, retail purchases and client referrals. Moreover, customers enjoy an open-air mixing area ("We mix color in front of them so they know they can't get this in a store," notes Gavin), after which they can relax in the processing lounge. These special touches have helped Fresh build a strong client base, while staff members remain united in a passion for their craft. Muses Gavin, "I think like minds are drawn together." — Tracy Morin



Clients are able to relax and enjoy their coloring process thanks to this restful spot.

Haircolor: Goldwell
Hair care: Goldwell
Best-selling product: Magic Finish Brilliance Hairspray
Furniture: Formatron