

Survey of Major Yellow Pages Advertisers *

Beauty Salons

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Men/Women/Children Hair Salon-Perms, Cuts, Curls, Frosting, Styling, Streaking, Waves, Weaving, Up-Dos, Bleaching, Coloring, Shaping, Highlighting, Spirals, etc. Hair Design - All Textures Facials/Make-Up/Skin Care Permanent Make-Up/Bronzing Braids/Corkscrew/Interlock Manicures/Pedicures Fashion/Trendy Cuts (List) (Custom) Wedding Packages Corporate Spa Programs Video Imaging/Hair Relaxing Cornrows/Twists/Casamas Ultrasonic Rejuvenation Group Bookings	Hair Straightening/Extensions Laser Hair Removal/Electrolysis Face & Body Waxing Ear Piercing/Body Piercing Solar Light System/Water Therapy Reiki/Relaxers/Reflexology Aromatherapy/Herbals "Boy Cuts"/Scrunch Look Fantasy Makeup/Stress Reduction Acid & Cold Waves/Dreadlocks Sculptured/Gel Nails / Nail Art Computerized Hair Color/Styling Sun Glitz/Coconut Highlights Spa Body Care/Mud Baths/Scrubs Trichoanalysis/Detox Treatments Fusion/Interlocking/Net/Dome Deep Pore Cleansing Acupressure/Certif. Hypnotherapy	Hair Loss or Thinning/Hair Replacement Full Nail Service - Tipping/Wrapping Body Wrap - Silk, Linen, Herbal, etc. Cellulite Treatment/Body Polishing Wigs/Hair Repair/Accessories Permanent/Semi-Permanent Coloring Corrective/Understated Coloring Dbl Process Blonding/Roller Set Shampoo ETHNIC SPECIALTY DEPICTED Blow Cuts/Military Cuts/Long Hair Styling Eyelashes/Lash & Brow Tinting Aging Skin Care/Peels/Microdermabrasion DAY SPA FEATURES/BENEFITS Facial Massage/Acne Treatment HAIR CARE PROCESS DESCRIBED MANY HAIR STYLES – LIST/PHOTOS Therapeutic Massage–Swedish/Sports DETAILED LISTS OF OFFERINGS
Key Brand Names:	Aveda Dermalogica Biolage ICE CHI ISO	Joico Matrix Logics Nexxus Mastry Paul Brown	Paul Mitchell Sassoon Vavoom Redken Sebastian Wolff Rusk Tigi Yonka Etc.
Confidence Factors:	Years In Business Problem Hair Experts Training – Sassoon, etc.Specialty Licensed/Certified Stylists Before & After Photos	PHOTOS/ILLUSTRATIONS "100% Satisfaction Guaranteed" Advanced Cutting Techniques Smoke-Free Environment	Awards Won/Professional Staff Owner's Name(s)/"Name" Consultant Redken System, Matrix Products, etc. European Skin Care/Full-Day Pampering Spa Excellence Awards/"Strandologist"
Convenience Factors:	Days/Hours Open Evening/Weekend Hours Location Data/Maps Free Parking/Valet Parking Handicap Accessible	Multi-Locations/Walk-Ins Taken Virtual Tour of Day Spa Appointments (Same Day) Private Booths/Gift Certificates In-Home Service - Weddings	Credit Cards/Checks/ATM Cards One-Stop Full Service/Toll Free Number Phone Consultation/Phone Price Quotes Website Address/Free Brochures Invitation/Inducements to Visit Website
Special Services or Extras:	Make-Up Seminars/Lessons Senior/Student Discounts Beauty/Hair Products Sold Stretchmark Removal Ayurvedic/TheLasso Free (Makeover) Consultations	Laser Tattoo/Freckle Removal Offer to First-Time Customers Separate Facilities - Men/Women Glycolic, AHA Peel/Event Updo Electrolysis (No Needle) Acne Care/Hair Weave Class	TV or Film Shoots / Wellness Packages Acrylic Nail Coat/Manual Lymph Drainage Tanning Salon/Masseuse/Dry Sauna Facial Peels/Oxygen Facials/Men's Facials Laser Light Therapy/Pamper Gift Specials Salt Glows/Yoga/European Pedicure
Typical Related Headings:	Hair Styling Hair Replacement	Manicuring Barbers & Stylists	Hair Goods/Hairpieces Day Spas