

Survey of Major Yellow Pages Advertisers *

Beauty Supplies & Equipment

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Salon Design/Furnishings New & Used Equipment/Service Hair Dryers/Blowers Facial & Skin Care Products Buy Used Equipment/Furniture Wholesale & Retail Nail Products/Tools Hair Care & Color Products Products Permanent Waves Shampoos/Conditioners Ethnic Products (Specified) Complete Salon Furniture Leasing Programs Custom Cabinetry	Customized Salon Equipment Clippers & Blades Wigs/Falls/Accessories Styling/Drying/Shampoo Chairs Standard & Custom Furniture Brushes/Combs/Hairstyling Tools Color Coordination Aesthetic Equipment Electrolysis Equipment Thermal Oxygen Therapy Equipment Spa & Massage Equipment Medicinal Products/Aromatherapy Full-Service Salon on Premises Barber Supplies / Human & Synthetic Hair	Salon Interior Design Service Hydraulic Chairs / Floor Mats Salon Furniture/Space Planning Shampoo Bowls – Porcelain, etc. Natural Bath & Body Care MANY BRAND NAMES (Designer) Fragrances Peeling Products/Export Sun Screens / Thigh Creams Waxes/Essential Oils Standard & Custom Furniture Hair for Weaving & Braiding Hydrotherapy Equipment			
Key Brand Names:	Abba African Formula Alterna Aurelle Back to Basics	Big Sexy Carefree Clairol Designer Touch Fermodyl	Joico Lanza L'oreal Mary Kay Matrix	Naturelle Nexxus Optimum Oster Paul Mitchell	Revlon Redken Revlon Rogaine Sebastian	Softsheen Vavoom Wahl Wella Zotos ETC.
Confidence Factors:	Years in Business Major Distributor Consultation Available Factory Direct Pricing Full Service Distributor Wholesale Prices	Manufacturers “Award-Winning Professional Salon Designers” “Save by Ordering Direct” “Experience the Difference” Professional Salon Designer on Staff	“We Service What We Sell” “Exclusive European Designs” Authorized Dealer Specialists on Staff – Makeup, Hair Care, Skin Care, etc.			
Convenience Factors:	Showroom Hours Location Data/Map Delivery Service Toll-Free/Fax Number “Showroom, Office & Factory at One Location”	Multi Locations Listed Leasing Available 7 Days a Week “We Deliver & Set Up” 24-Hour Phone Service Invitation to Visit Website	Phone Orders/Free Catalogue Easy Financing Credit Cards Immediate Delivery Website/E-Mail Address Shop/Order Online			
Special Services or Extras:	Computerized Design Service Hair & Nail Classes Open to the Public Furniture/Equipment Repair Svc	Off-Hour Appointments Skin Care/Salon Education Equipment Trade-Ins Sharpening Service	Remodeling Service Foreign Language(s) Mustaches & Beards “Cruelty-Free Cosmetics”			

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Typical Related Headings:	<p>Electrolysis Equipment Cosmetic Supplies</p>	<p>Beauty Supplies & Equipment Repair</p>	