

# The Active Consumer

## Get What You *Really* Want At The Salon

(NAPSA)—Changing your hair-style, whether it is a dramatic cut or new hair color, is a big decision. Celebrity colorist and Joico spokeswoman Beth Minardi offers the following “Salon Talk” tips to help make your next salon visit a success:



**Beth Minardi**

- It's true that a picture is worth a thousand words. Bring photos of hair you like as well as hair you don't like—this will help your colorist or stylist understand exactly what you want.

- When scheduling your appointment, tell the receptionist that you need an extra 10 or 15 minutes for a consultation.

- Communication is crucial. Bounce ideas back and forth with your colorist or stylist so that you both agree on what to do.

- Ask for a timetable—sometimes your stylist or colorist can't achieve the look you want in one appointment. For example, changing from dark hair to platinum blond can't happen in one visit.

- Speak up—voice concerns throughout the appointment. Often, a bad haircut ends up that way because the client didn't speak up earlier.

Remember, colorists and stylists want happy, satisfied clients who come back. Talking your new style through before and during your appointment is a good idea.

For more tips, visit [www.joico.com](http://www.joico.com) and call (800) 445-6426.