



SALON
BUSINESS
SOLUTIONS

Diverse • Sustainable • Ethical

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[ABOUT US]

SALON BUSINESS SOLUTIONS was born when 4 passionate individuals with many years of experience in the hair industry saw the lack of help and support during the pandemic for salons from their suppliers. This lit a flame that has brought us here today.

Having worked together successfully for the past 10 years building many close relationships with salon owners and stylists, we understand what is needed to help salon businesses flourish. We have listened to and seen first hand the challenges that are being faced everyday by salons and we have created a unique and innovative concept to overcome them all.

We have sourced the most innovative, sustainable, vegan & cruelty-free products on the market all with the provision of exceptional educational support, plus a solution for the online situation. We have also teamed up with a whole host of affiliate partners to help any salon achieve their goals. All whilst having fun together, creating long term partnerships and excelling at customer service.



[EDUCATION]

Knowledge is power and we want to share the knowledge of amazing Stylists with the world.

We have academies across the country;



We have created a network of courses giving access across the country to the best in new modern hairdressing talent.

We are giving space to up and coming stars who are pushing the boundaries and creating excitement within the industry.

No one is off limits - if you have a course/vision and you want to deliver that to your peers then we will help you do it.

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[ONLINE SHOP]

40% of UK consumers feel that the high street has been too slow in adopting new technologies to their shopping experience.

96% of UK hair salons don't have an online store whilst ALL of their suppliers sell the brands that they recommend (often cheaper) online as the client is sat in the salon chair.

“ We want to change that and give you a 24/7 online shop facility to make money from existing customers but also open your business out to the whole of the UK. ”

In return for stocking the SBS retail portfolio we will design & produce a bespoke online shop that can either bolt on to your existing website or even act as a stand alone platform.

When a client purchases products from your online shop this will feed directly into our system where we will then pick, pack, despatch & invoice your client without you having to do anything, you will receive a very generous ££ commission at the end of every month based on every product that goes through your website.

We will also support you with business ideas to drive traffic to your website generating additional sales.

NINE YARDS™

A premium Swedish haircare brand, Nine Yards was born from a desire to do things differently. The brand has already bagged a Gold award at the World Brand Design Society and the shelf-friendly bottles will bring clients flocking for these bathroom must-haves.

Nine Yards is a look and an outlook, a product that challenges the expected, to help inspire the free thinkers - the straight, the wavy, the curly, the squares in the round holes - to do their thing.

It's taken 5 years and a vast number of (human) tests and samples to create a range of professional products that perfectly balances functionality and natural ingredients. 100% free from parabens, sulphates and MIT amongst other unnecessary ingredients, these highly concentrated miracle workers contain potent natural goodies including Shea Butter, Broccoli Seed Oil, Aloe Vera, Wheat Protein, Meadowfoam oil, Argan and Sunflower seed extract, and all but one product in the range is Vegan-friendly.



EVERY Green COLOR

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EVERYGREEN is a trichology-focused, professional haircare line comprising high performance formulations based on plant extracts and certified organic ingredients, chosen for their efficacy and synergy for visibly healthy hair and scalp.

Environmental, social and economic sustainability is at the heart of EVERYGREEN. The brand is dedicated to sourcing sustainable, certified organic ingredients, using fully recyclable containers, and avoids unnecessary outer packaging for the products. On a social level, EVERYGREEN supports ActionAid, changing lives of women and girls around the world as well as setting up the EVERYGREEN Project which enables young entrepreneurs to integrate into the world of work. EVERYGREEN is 100% Italian made.

8 solution based ranges, offering a tailor-made approach to haircare, comprise specific formulas designed to tackle a variety of common hair and scalp ailments, while essential and organic oils including lavender, rosemary, sweet orange, apricot, pomegranate, coconut and thyme will have clients hooked! From colour to treatments and retail, EVERYGREEN has everything you need to offer vegan, sustainable services.



R+Co

R+Co products are about an experience. The packaging and fragrances were designed to enhance that experience and evoke a feeling, place, style or attitude.

Created by a trio of the top session stylists in the business, R+Co is renowned for its wide-ranging, treatment-orientated line of hair products, which celebrate individuality, knowledge and artistry. Using natural ingredients (and no parabens, sulphates, mineral oil or petrolatum) this exquisite range is 100% vegan, cruelty-free, gluten-free and colour-safe, fragranced with five sublime signature scents that appeal to men and women alike.

Award winning formulas, without parabens, sulfates (SLS or SLES), mineral oil and petrolatum. R+Co is all vegan, gluten free, colour-safe and Leaping Bunny-certified.

SUNLIGHTS® *balayage*

PROFESSIONAL STYLISTS WORLDWIDE AGREE:

SUNLIGHTS is the Perfect Paint!™ SUNLIGHTS® is a proprietary, state-of-the-art, Kaolin clay-based lightener developed exclusively for balayage hair painting techniques. Engineered to work with ANY manufacturer's crème developer, colour line and bond multiplier, SUNLIGHTS is extremely versatile and provides the best lift in the business.





KERATIN COMPLEX®

Beautiful hair every day

Keratin Complex® started a revolution in 2007 when we merged proven keratin science with cutting-edge technology to develop a first-of-its-kind treatment powered by Signature Keratin. Since then we have continued to lead the industry and have been voted favorite smoothing treatment over and over again. Our full portfolio of customizable smoothing treatments is designed to make your hair healthier while addressing individual needs and hair type.

Each of our treatments eliminates frizz, increases manageability, repairs damage, and leaves the hair noticeably softer with luminous shine!

NEED TO KNOW

Get maximum manageability and smooth results with this new, zero-downtime keratin treatment in two hours or less.

PERFECT FOR

All hair types.

LONGEVITY

Up to 3 months



DELILAH

Born in the heart of Lancashire, Delilah Chloe brings a delightful collection of home fragrance and bath & body luxuries with a designer-quality finish at an affordable price.

We believe in life's simple pleasures and a good fragrance can offer just that. A scent can bring back precious memories and create new ones alike.

Our fragrances are lovingly hand poured in Lancashire and created to fill every space with long lasting scent, designed to rejuvenate your aura. To make our luxury scented candles we use the finest-quality soy wax and fragranced oils, available in our range of original scents and seasonal favourites.

Delilah Chloe has been featured in Forbes magazine, The Independent, The Sun, Prima and more.





Arguably the most sought-after authority in men’s grooming, Vaughn did not find success by accident. The son of a barber, his interest in hair piqued at an early age, and he gave his first haircut as a teenager in 1976. Vaughn cut his teeth at some of the country’s top salons and quickly found himself behind the chair grooming a loyal list of clients, as well as behind the scenes at photo shoots working with the likes of Annie Leibovitz, Mark Seliger, Robert Maxwell and the late Herb Ritts.

ICONS OF STYLE

Vaughn’s client list includes some of the most well-known names in the world—Bruce Springsteen, Richard Gere, Daniel Day Lewis, Tom Brady, President Bill Clinton, Jeff Gordon, Ashton Kutcher and Al Pacino—as well as everyday guys who do anything but fade into the background.

THE COLLECTION

V76 by Vaughn celebrates the tradition of men’s grooming with an American sensibility. The sophisticated collection offers must-have classics updated for the modern man—and does so with an effortless, uncomplicated approach.

ALL OF THE V76 BY VAUGHN PRODUCTS ARE:

- Made with American-Sourced Ingredients
- Packed with Vitamins and Minerals
- Petroleum-Free • Sulfate-Free • Mineral Oil-Free
- Paraben-Free • Gluten-Free • Vegan or Vegetarian
- Cruelty-Free • Keratin complex

[CHARITY PARTNERS]



SBS AND MOTOR NEURONE DISEASE

Motor Neurone Disease is an uncommon condition affecting the brain and nerves. Its symptoms include muscle weakness, slurred speech and difficulty swallowing.

It is nearly always fatal.

We are supporting the MND Association in memory of dear friend, Robin Dobie. Rob was born in 1975 in the same month as Sam Griffiths, one of our co-founders. They went to school together and became best friends, occasionally enjoying shared holidays. They played football for school, town and county for many years. They were soul-mates. Sam is godfather to Rob's daughter, Mia .

In 2013 everyone was devastated to learn of Rob's diagnosis and witnessed the slow deterioration from a man-mountain to life in a wheelchair. He suffered all the typical symptoms but never complained, never lost his sense of humour and his ability to laugh at himself and others. He even did a skydive in aid of the charity.

Every Friday night Sam visited Rob, who by this time, was bed-bound. These were magical evenings, although sometimes Sam fell asleep with fatigue after a long week's work. He feels guilty about this. Rob was always proud of Sam's achievements and interested in his work. Towards the end, Rob lost his speech and communicated via a computer on which he was as funny and rude as ever.

Sadly MND took his life in September 2018.

We are supporting this charity in memory of Rob, hoping that one day a cure can be found and sparing other families the pain the Dobie family experienced.

www.mndassociation.org

SBS AND HAIR AND BEAUTY CHARITY

We have all been in the industry a very long time and seen salons fall on hard times. We wanted to raise money and awareness for the support that is available to them.

Hair & Beauty Charity is the official

charity for the hair and beauty industry; dedicated to helping hairdressers, barbers and beauty professionals in the UK.

The charity offer financial support to industry professionals facing difficult times due to unforeseen circumstances such as illness, bereavement and financial hardship. Beneficiaries are supported with regular payments or one-off grants to make their lives a little easier.

www.hairandbeautycharity.org

FUND RAISING

As well as SBS donating every year you can make a difference to. As clients pay their invoices there will be the option to round it up to the nearest £sterling. All the extra money will then be split 50/50 and donated to each charity.

Also we hold 2 events annually from, Silly Jumper Day to Football matches to cycling ridiculous lengths and everything in between, to raise awareness and funds for these amazing charities.



[AFFILIATES]

We want to go above and beyond and do what no other manufacturer/supplier has ever done, we want to give you, our SBS customer, preferential rates with all our affiliate partners below.

We're committed to helping you make your business even more efficient and cutting edge, to rewarding you and your employees, and to helping you stand out even further as a leader in your field.



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[MEDIA]



COSEPOLITAN celebrates hair beauty fashion body
 4. Best dry shampoo for afro hair



COURTESY OF BRAND
 SPIRITUALIZED DRY SHAMPOO POST

INDEPENDENT
 NEWS CORONAVIRUS ADVICE LOCKDOWN GUIDE US POLITICS VOICES SPORT C
 INDY/BEST Home & Garden Kids Books Travel & Outdoors Fashion & Be



This was our first time using R+Co products but we've officially been converted. Not only does its whole range look amazing, but - as the name suggests - it leaves hair looking TV ready. The shampoo is an innovative multi-tasking product, using juniper oil to balance out the oils in your scalp while badassa seed oil deeply conditions each strand. The corresponding conditioner is just as impressive, adding body to even the flattest hair. While they're admittedly pricey, this is our top choice for anyone looking to splash out for a special occasion.



SALON BUSINESS SOLUTIONS



ELLE NEWS FASHION BEAUTY LIFE + CULTURE HOROSCOPE



1 OF 13
 R+Co Moon Landing Anti-Humidity Spray - £31

This genius spray uses Buriti and Sea Buckthorn oil to nourish your scalp while repelling moisture for a frizz-free and totally shiny 'do.



R+Co have released Zig Zag Root Tearing Texture Spray (£30), the final addition to the Ashley Streicher x R+Co collaboration. This lightly tinted formula brings a bit of energy to strands, adding durable grip and hold at the roots for an all-day ample look. It blends into any hair colour for a dusty-free, flexible texture, thanks to retins and a polymer complex that creates an invisible, web-like effect between the hair fibres. Formulated with bamboo stem extract, styling resin, mineral pigment and zeolite. Available from beautyrebelstore

THE SUNDAY TIMES

GLAMOUR

GRAZIA

VOGUE

heat

ELLE UK.COM

HELLO!

TATLER



[SBS REWARDS]

At Salon Business Solutions we believe loyalty should be rewarded. That's why all our loyal customers will have access to the SBS Rewards platform. This unique service gives **YOU & YOUR TEAM** access to over 270 top retailers and rewards you with exclusive discounts and offers. To qualify for this service all you have to do is stock one of our brands and be a regular customer of SBS its that simple.

This service can be used by you as an employee benefit for your own salon by giving them access to it from day one, or can be used to incentivise the team for goal achievement to then gain access to the platform.

The platform has unlimited use, unlimited savings, and unlimited rewards for you and your salon team.

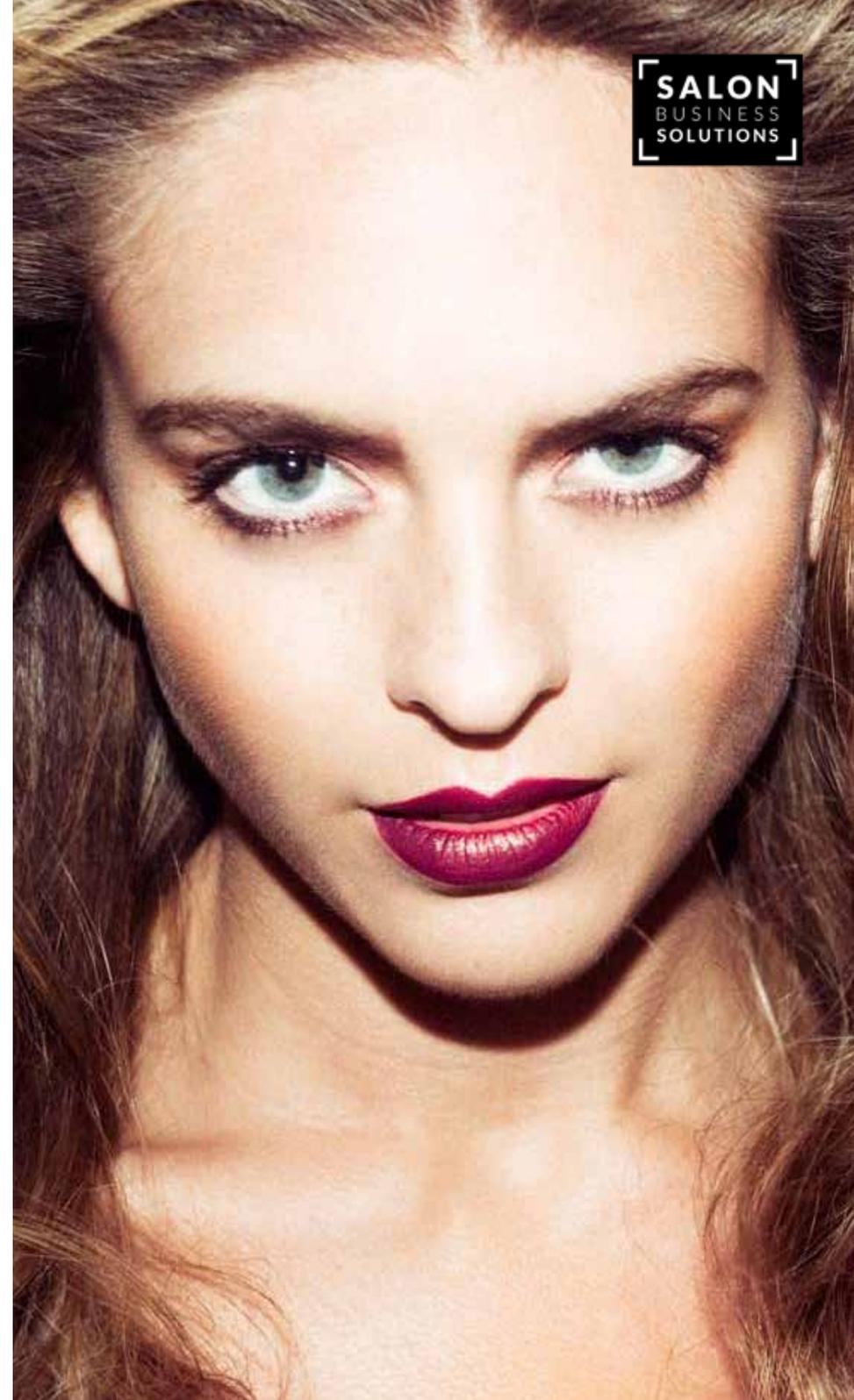




SBS has partnered with Gloss Communications to give our salons exclusive access to a range of salon empowerment packages. Whether you're a novice looking for a crash course in what your client communication should look like, or you want to build your media profile, we'll give you the skills and knowledge to promote your business.

Gloss Communications is a leading lifestyle, health, hair and beauty PR agency, with divisions covering PR, marketing, social media, events. Gloss is part of the Alchemy PR Group, who have worked with a wide range of lifestyle, music, entertainment and well-being brands including Henkel, Sony Music, Trevor Sorbie, Wanderlust, Ministry of Sound, Nissan UK, GEM, Defected/Glitterbox, Hitachi, Electric Brixton, Ingenious Media, Pete Tong, Café Mambo, Universal, Virgin, DJ Magazine, London Hong Kong Dragon Boat Festival, Jamie Stevens, Jack Howard, Tara Smith, Karine Jackson, Errol Douglas, Gina Conway Aveda Lifestyle Salons & Spas, Elchim Hairdryers, Christopher Appleton and more.

Gloss is an ethical company, and has worked with vegan, organic, and sustainable products and companies since the beginning. We have spearheaded campaigns on issues including the use of plastic, vegan products, sustainability, careers and employment in the beauty and hair industries, covid-19, and beyond.





SALON EMPOWERMENT PACKAGE

Our 1-2-1 Salon Empowerment Package includes:

A 2-hour consultation with the salon owner/team to include a presentation on communication essentials (branding, marketing, PR, website and social media) and a bespoke look at the salon's specific needs. We will give you a practical plan to lift your salon communications and the tools you need to put it into action.

TAKE-AWAY TOOLKIT TO INCLUDE:

- hair specific marketing calendar
- press release template
- best practice guide: demystifying trade PR (including how to target your content)
- best practice guide: local PR
- social media guide

AWARD ENTRIES GUIDE

Got your salon communications in order and want to shout about your success? This 2-hour course will show you how to compile a winning entry, including a consultation to identify practical angles for you to include and a list of UK industry awards to enter with deadlines.

[SALON SUSTAINABILITY]

WHAT IS SALON SUSTAINABILITY?

Salon Sustainability is a recycling program designed for the Hair and Beauty industry to make salon recycling simple, clean and cost effective that salon owners, stylists and freelancers can focus on what they love most, doing hair!

Most councils wont recycle foil, colour tubes, hair and excess colour chemicals. We recycle the unrecyclable giving salons the ability to recycle up to 95% of their waste.

WHAT CAN SALONS RECYCLE?

Salons can choose to recycle as little or as much as possible by choosing from our 5 recycle bins:

- Plastic
- Foil and Metals
- Paper
- Hair
- Chemicals.

 @salonsustainability  /salonsustainability club



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