



Style Account brings your stylist/client relationship into the 21st Century. The 360 degree photo hair and colour history helps your stylist truly understand your needs so that you get the cut that's in your head.

No more 'it's a great cut but not what i asked for'

Safe & Secure

We are passionate about the importance of data security. The Style Account system is built with banking standards of security.

All information is safely stored and will be used strictly in accordance with the Data Protection Act (1998).

Style Account is an Equal Opportunities Employer

Designed by E media 01709 533144



...your interactive
hair accessory

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STYLE ACCOUNT: INTERACTIVE CONSULTATION THAT'S REVOLUTIONISING THE SALON EXPERIENCE

Designed with help from leading salons, Style Account takes consultations to a whole new level.

Style Account is an innovative digital record of a client's entire hair history, at the touch of a screen.

Unique client experience. A new journey:

- Unique solution for client loyalty
- Touch-screen consultation
- Facilitates client feedback
- In-chair interactive entertainment
- Style Account Online with exclusive rewards



Welcome to a whole new world of luxury and

style

grow the business & continue to innovate for your

clients

“ THE SALON INDUSTRY IS GETTING MORE COMPETITIVE BY THE YEAR. IT IS HARDER TO RECRUIT STAFF TO GROW OUR BUSINESS AND CONTINUE TO INNOVATE FOR OUR CLIENTS.

STYLE ACCOUNT HAS GIVEN US THAT SOMETHING DIFFERENT. OUR CLIENTS AND STYLISTS LOVE IT ”

Hannah, Mamouchi, Truro

Style Account. The unique client experience that delivers real benefits to your salon:

- Increase salon profits by up to 30%*
- Increase product sales by up to 25%
- Maximise client loyalty to your salon – not just to your stylists



7 OUT OF 10 CUSTOMERS ARE LOYAL TO THE STYLIST
NOT THE SALON (WWW.STYLEACCOUNT.CO.UK)

Salons are vulnerable if the best stylist leaves or a customer
has just one bad experience.

The Style Account system makes clients loyal to salons not stylists.

Having Style Account in your salon means having instant access to a
detailed, visual, customer database including face shape, skin tone,
hair condition – and even where they're going on holiday this year!

Such detailed information gets new stylists up to speed quickly and
helps you to set targets and encourage excellence.

Style Account makes clients less likely to change salons. You hold
their entire hair history and they'll love showing you exactly what they want.



"I want it the same as last time"



Style**six**

Maximise loyalty.



...giving you that personal

touch

Style**seven**



inchair interactive entertainment from a different

view



INCHAIR INTERACTIVE ENTERTAINMENT

Forget flicking through old copies of Vogue, Style Account's luxurious in-chair touch screens keep clients informed and entertained throughout their salon visit.

After the consultation, their screen can show carefully selected messages advertising recommended hair care products, salon promotions and hair and beauty tips from your staff.

Uniquely, all members will receive exclusive rewards as a 'thank you' for watching.

Style Account in-chair entertainment is a bespoke TV channel for your salon.

Increase your product sales by up to 25% by using it with the 'Recommended Product' section of the client's Style Account.





STYLE ACCOUNT ONLINE WITH EXCLUSIVE REWARDS

Like Facebook, every client has their own online Style Account. Designed in your salon's own branding, it is a great way to communicate with clients and build loyalty.

- 5 star 'rate my cut' - gives clients a discrete way to say what they really think
- Recommended products for their hair & skin type
- Upload images for inspiration – (wedding hair or favourite celebrity hairstyles)
- Book salon appointments online*
- VIP rewards from local bars, restaurants and shops
- Free members LifeStyle e-zine - featuring celebrity news and gossip, fashion and beauty tips and advice from leading international stylists like Paul Mitchell's Marcus Koehler.



For more information log on to:
www.styleaccount.co.uk



“ Innovation is the key to the future, and the Style Account system is the key to future innovation.

A system with an unusually wide ranging scale of function that supports your Salon business in a easy and uncomplicated way! ”

Marcus Koehler, International Stylist and Creative Director of leading Paul Mitchell affiliated salon; KHD, Darmstadt