

October 2008

www.HairHow.us

HAIR!S

HOW!

THE MAGAZINE FOR SALON PROFESSIONALS

HAIR PRO
Skills

Hair: Heading Out Hair & Beauty Team

DON'T BE A HOSER

- *Never let go of the hose! If you're just starting out: practice makes perfect.*
- *Keep water pressure gentle so as not to spray client's face or let water trickle down their face or into ears.*
- *Create a water-fall effect with the water by gently placing the hose at the forehead and letting water fall down the hair.*
- *Keep water temperature luke-warm. Very hot water dries out the hair shaft and roughs up the cuticle and very cold water is not relaxing.*

THE SHIATSU SHAMPOO

By Naomi Mannino

Shampoo Techs: Don't scrimp or rush at the shampoo bowl. Instead, take your time and slip in a few secrets from massage therapists to give clients an unexpected treat!

Ever see the clients who come rushing in from work, late for their appointment or in-between their lunch hour? Maybe they've just escaped from a houseful of little kids. You never know where they are coming from so how can you quickly ease them into the service and make them want to come back again and again? "We definitely stress time well spent at the shampoo bowl," advises Nicholas Penna, owner of Salon Capri who has been styling hair in the Boston area for over 40 years. Beside the way clients are treated by your receptionist, the shampoo service is the first real impression your client will get of service at your salon. "If you spend this time appropriately to relax the client at the bowl, they'll be more open and apt to relax and enjoy the cut and style, too. And the better they feel, the better you'll feel, too!"

An important step before whisking a client off to the shampoo bowl is to consult with the client to see what they'll need in a shampoo. And it's not just a cursory "What are we doing today?" Find out if their hair was recently processed, what kind

of damage it takes every day and your client's lifestyle so you can decide what product to use at the shampoo bowl and later, what type of style will suit this client best. Once you get to the bowl, you have the opportunity to ease this client into the service by gently adopting massage-like techniques and secrets from massage therapists. In fact, Xac Cruz of XacAnthony Salon in New York City explains, "adding massage techniques to a shampoo session, or as I like to call it, a 'Hair Bath,' is not only an amazing, relaxing and unexpected treat for a client, but it also improves blood circulation that delivers nutrients to their hair and scalp. And, believe it or not, it only takes 5 minutes! I use Acupressure points, called Tsubo in Japan." Tsubo are weak spots along an energy path and typically occur near joints, in the depressed junctures where muscles meet. Two points are easily found at the natural hollow between the ear and the middle line of the neck at the base of the skull. You can apply gentle pressure to Tsubo points and just a few seconds can help relieve tension and open up pathways. Clients don't know

CLIENTS DON'T KNOW WHY THEY FEEL BETTER, BUT YOU WILL!

why they feel better, but you will! Edmondo Blando, owner of Salon Vanity in Philadelphia, Pennsylvania has even taken it a step further and created soothing rinsing techniques like his 'hair waterfall' and uses his all-time favorite Moroccan oil to incorporate into his clients' massage treatments as add-on services his clients demand. Check out **Shu Uemura Art of Hair** for how-to's on more formal massage treatments, called 'Hair Ceremonies' you can offer your clients like Nicholas Penna does at his salon. These can include aromatherapy hair oils and techniques in services you can offer on your menu that go way beyond a typical shampoo or massage and can create even more profit for your salon. Or, just get a few secrets to incorporate into your own shampoo repertoire!

With that, a great way to begin a shampoo session is by using sweeping hand motions to drench client's hair downward and under the nape of the neck. Not too cold, not too hot. Let the water do its job to remove product residue. One thing a client always notices first is the aroma of the product being shampooed into their hair so take advantage of these aromatherapy effects, explains Penna. Pick products that smell heavenly or include specific botanicals for both aroma and action so that shampoo is also 'doing something' for the client's hair needs. Keep a selection of basics on your back bar, advises Penna: one shampoo for moisturizing, one for clarifying, and one for color protection should give you enough choices and follow the same idea for conditioners.

It's during the shampooing that you can slip in some Shiatsu and other scalp massage secrets that really feel wonderful and make all the difference for your clients. In fact, the Indian Head Massage originates in India, where it is carried out regularly on all family members to keep scalp and the hair in good condition, relieve tension, and promote health. A smart way to get great technique tips is from a certified massage therapist (if you know one) or watch and learn from one on a video like this great free Videojug video (<http://www.videojug.com/film/how-to-do-an-indian-head-massage>) which uses a nationally certified massage therapist to demonstrate the steps in an Indian Head Massage. This way you can adopt a few ideas for your shampoo (Warning: The American Massage Therapy Association advises that in most states it would be illegal for someone who is not a massage therapist to claim to or advertise they provide massage of any kind. Check your state and local laws before providing massage or considering incorporating massage techniques into shampoo services). Have fun with it, try the simple motions out on volunteers first and make them your own before using them on clients. Remember, always ask clients if they are comfortable and perform all motions gently!

- Once hair is wet and your client's head is in the shampoo bowl, use your fingertips to perform circles at either side of the base of the neck on the (wet) bowl side. This is a good place to hold gentle pressure at the base of the hairline/

ONE STYLIST'S TSUBO SHAMPOO

Xac Cruz incorporates Tsubo techniques into his shampoos 1–2–3:

- 1. After wetting the client down, I apply a small amount of shampoo to my hands, lather it up and evenly pat down onto the hair for ensure an even 'hair bath.' I start with my pinky behind the temporal area and in front of the top of the ear with my ring finger just above that and my middle finger just above that.*
- 2. I apply a small amount of pressure pushing down in a circular motion (do not rub) then I move upward replacing my middle finger with my pinky and repeat. When I get to the top of the head where there is no muscle, I squeeze gently on both sides and hold for 10 seconds.*
- 3. At the base of the skull near the hairline, I turn my hands upside down cupping the back of the head in the palm of my hands and apply the same pressure to the base of neck using my palms to squeeze the top of the head. I finish with gentle fingertip circles.*

skull for a few seconds. Or, you can perform small circles up and down this area if the person seems very tense.

- Fan fingers upward and stroke shampoo through roots at scalp. Use one hand to stabilize the forehead. Place the other hand with thumb and fingers spread at neck line and glide hand up into the hairline. Repeat glide. (Stylists agree, though, keep shampoo at scalp only. Do not pile hair up on top of the head or rub throughout hair shaft because it only distresses the hair cuticle, dries it out, and roughs it up.)
- Bring hands to the side of your client's hairline in a fan with fingers pointing up. With heel of hands in contact with the scalp use circular fingertips motion to shampoo around hairline. Repeat this motion toward crown, massaging shampoo gently all around other areas of the scalp.
- You can also rub vigorously back and forth, using small motions all over for a more intense feeling if your client likes it, keeping fingertips in contact with the scalp at all times to minimize roughing of the hair.
- Slowly reduce rubbing to stroking fingers through the hair and move to the top of the forehead and use the fingertip circles again to move down the hairline ending with gentle circles at the temples.
- End the shampoo by stroking fingers downward over scalp slower and slower. Then rinse using a 'water-fall' motion.