



The Chic Geek

Chic Geek by Nikki B. “Incredible Ingredient: Sachi Inchi”

Sachi Inchi and Plukenetia Volubilis; sounds like tongue twister, right?! These two names are a one in the same incredible ingredient sourced by Philip Pelusi himself for his Tela Beauty Organics product, Guardian Angel Solar Hair Serum.

Philip choose USDA Certified Organic Plukenetia Volubilis Seed Oil (pronounced pluck-an-ay-sha vol-u-bill-is and well known as Sachi Inchi, pronounced saw-cha in-chee) for its strength, moisture, smoothness and shine. USDA, standing for United States Department of Agriculture. Organic, meaning this ingredient meets the strict standards of organic growing, harvesting and manufacturing of the USDA.

Philip choose the very best quality, meaning cold-pressed, Sachi Inchi Oil expressed from Plukenetia Volubilis Seeds which are native to tropical South America. Cold pressed is a manufacturing process that allows the ingredient to retain all its nutrition value during manufacturing. This is true of any cold pressed oil even oils we cook with such as Extra Virgin Olive Oil. Just check the label to see if it's a cold pressed version.

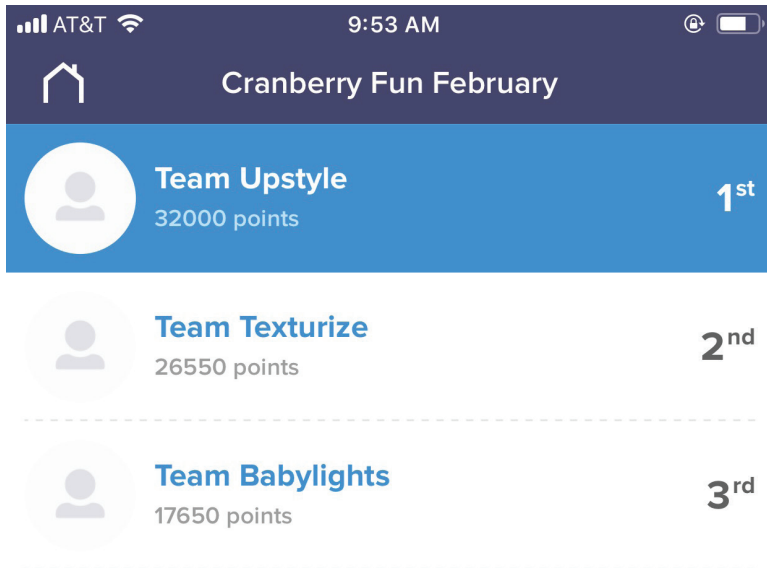
The Sachi Inchi seeds and oil high are rich in protein and fatty acids Omega 3, 6 and 9 to strengthen, hydrate and help with heat protection. This incredible ingredient also is rich in hair protective antioxidants Vitamins A and E to help protect from environmental pollutants while helping slow the oxidative process that fades hair color.

Through the high-tech process Philip uses called Micro Emulsion Technology, to prefect the molecular size of his ingredients, Sachi Inchi is a quick penetrating emollient that hydrates hair and helps smooths during styling and creates lots of lustrous shine and manageability. And all of this with zero build-up! Every ingredient, including oils, Philip chooses are cleansed away with the next shampoo while never stripping or drying the hair or scalp.



Kudos

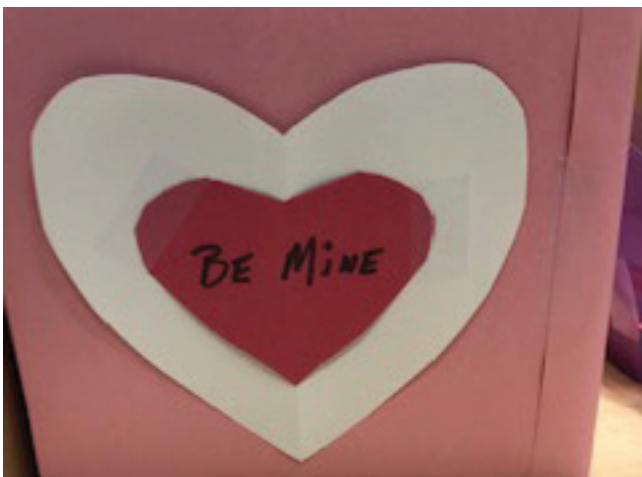
Cranberry



Melissa came up with this idea of a goose chase.... adding services bah colors ... prebooking ... you name it's in here and the designers are having so much fun because it's digital. I just wanted to shout out to all the designers our numbers are improving as well as prebooking kudos to Melissa for coordinating this and taking the time to update!!!! Our cabin fever has now turned into fun!!!!

Fox Chapel

Fox chapel team is doing a great contest for the February month of any add on services they do putting a heart in a box and and if they reach over a certain goal pizza party. They are already over 30 add ons!!!! Congrats!!!!



Also want to welcome back Amber Lynn!!!

Shout out to Fox with only four designers working we did 1100 in services, 239 in bah, 6 first time spas, 4 build a book clients and 1 refer a guest!

South Hills Village

CONGRATULATIONS to Angela on her beautiful healthy (10lb 11oz) baby boy – Landon
Born January 20 , 2019

Good Luck to each team on our next quarterly game, "Grow Your Garden"

Each team will decorate their mirror with a flower they earned by enhancing their guest's ticket with color or healthy hair treatments. The team with the most flowers will each win a gift card. The designer, within the team, with the most flowers on their mirror will win extra!!

Squirrel Hill

Fabulous unicorn hair by Liz!



Testimony from Nextdoor



Jamie Fair, Bryn Mawr · 2 Dec

I go to the Philip pelusi in Squirrel Hill, and work with Kristen, one of their managers. One thing I will say about Philip pelusi is not only that it is locally owned, but that they are one of the only salons that I know of that require ongoing training for all of their stylists. This was told to me by a friend who works in the industry.

Monroeville

Happy Birthday to Kara, February 10th! So happy we get to celebrate another one with you!

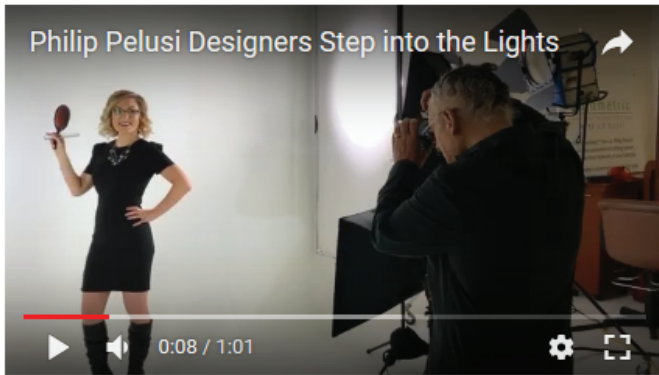
On January 27 after the salon closed, 8 employees came in on their own time, and deep cleaned the salon! We had pizza and great music and cleaned out everything in 2 hours!



Thanks to Shelly,
Sheila, Alex, Bryan,
Kate, Shawnell, Chris
and Diona!



What's New on Youtube



Philip Pelusi Designers Step into the Lights

140 views • 3 days ago

Watch as Philip Pelusi Designer's Linsey, Dale & Demi, step from behind the scenes and move in front of the lights at the latest Philip Pelusi Photoshoot.

Philip Pelusi - A Cutting Edge Vision

PLAY ALL



Philip Pelusi: "A Cutting Edge Vision - Most Rewarding"

PhilipPelusi

16 views • 1 week ago



Philip Pelusi: The Talent Agents

PhilipPelusi

43 views • 2 weeks ago



Philip Pelusi: Developing His Own Product Lines

PhilipPelusi

32 views • 2 weeks ago



Philip Pelusi - A Cutting Edge Vision: Training & SPACE

PhilipPelusi

68 views • 2 months ago

Take a behind the scenes look at the the exclusive photoshoot featuring designers: Linsey, Demi and Dale with photos shot by Philip Pelusi.

Also on Youtube, The Cutting Edge Vision series continues with new interviews with Philip Pelusi as he discusses his most rewarding accomplishments and inspiration in developing new products and his talen agent groups.

What's New on Busy Stylist

- *Shannon from Westmoreland shares her Fave Rave
- *Nikki B. gives us another great Chic Geek article
- *Weekly salon kudos
- *BTS photos from the designer photoshoot
- *BTS photos from Product Talk with Jill from Cranberry and Karly from South Hills Village
- *Joanne from Squirrel Hill shares her Fave Rave
- *Photos from Leadership Training class with Andrea and John



Testimonies

Fox Chapel

"Debbie was amazing!! She took the time to really talk over the (admittedly large) changes I wanted. She was very nice and listened well. She was not overly chatty which I appreciated!! Also she would stop every little bit and make sure the lengths looked right. Overall I was highly impressed with the entire staff and experience."

- Lacey B.

"Kelly was wonderful and professional! I knew what I wanted but wasn't sure how to explain. With my little explanation she knew what I was looking for. And my cut turned out exactly what I was looking for. Couldn't be more happier!"

- Kelly L.

Monroeville

"This was my first time at Philip Pelusi, and I can say it was a great experience. Very professional and knowledgeable staff!! I will definitely recommend Philip Pelusi to my friends and family."

- Susan H.

Robinson

"The staff were polite and the salon was spotless. Jessica, as always, was friendly and professional. She always listens to what you want from your cut, and does not make you feel like you are being rushed."

- Carrie W.

"I was surprised that a hair salon at a mall could/would offer such top-of-the-line service. I will definitely return."

- Cara F.

"Miranda was absolutely wonderful, she was so easy to work with, we set our goals with the understanding that the blonde I wanted couldn't realistically be done in once session. She explained to me exactly why, what she was doing and offered additional services that I was able to take advantage of. Honestly it was the best experience I've ever had at a salon and I can't wait to go back! She did AMAZING! So happy with my hair!"

- Megan B.

"Michelle was excellent! I moved from out of state like 6 months ago, and I am so glad to have found her."

- Maria F.

South Side

"Loved Jade!! She did a great job cutting my hair and was fun to talk to!"

- Jessica Y.

Westmoreland

"Kelsey was awesome, took the time to find what I wanted to achieve. Great personality and gave great advice and listened to me for what I wanted. Made next appt. for the future."

- Christine F.

Southland

"Stylist was RICKI. Very attentive. My concerns were her concerns. Very accommodating looking at the picture I brought many times. I was annoying myself. HA HA!! But not her. MY FIRST VISIT But definitely not my last!!!"

- Mary F.

Philip Pelusi Guest Services Student Loan Contribution Payback Program

Effective the seven (7) months of employment the employee must be Skill Certified to perform all job duties including adequate communications skills and marketing necessary to build frequent clients. Working peak traffic hours/or work hours as needed and minimum of four (4) shifts.

Must have borrowed funds from an accredited lender (e.g. PHEAA).

Philip Pelusi Designer Student Loan Contribution Payback Program

Effective the seven (7) months of employment the employee must be Skill Certified to perform all services including adequate communications skills and marketing necessary to build and have started to build frequent clients. Effective use of Build a Book, Refer a Friend and First Time Clients offer. Working peak hours/or works houses as needed and minimum of four (4) shifts.

Must have borrowed funds from an accredited lender (e.g. PHEAA) to attend Cosmetology Training.

To learn more about these programs please ask your salon leader.

2019 Vacations

It's time to schedule your 2019 request off vacation time whether a Team Member is eligible for 1 or 2 or 3 weeks' vacation.

Advertising

March Specials

Earn More Product Bonus!

- **Service Focus: Beauty on Demand for Weddings and Proms**
- **20% Off Smart Styling Treatments**

Limit one per customer. Club Members only. In-salon offer. Offer valid March 31, 2019. While supplies last. Does not apply to travel size. Not valid with any other offers. No double discounts. No substitutions. Additional restrictions may apply.

Your Opportunity to Add On Healthy Hair!

• **\$5 off Spa Hair Therapy Treatment**
 **Not Advertised Designers promote \$5 off Spa Hair Therapy treatment for all new guests. This promotion is not advertised.

The Knot

Beauty on Demand is now a featured beauty service on The Knot! This will help us gain exposure and credit among the top competitors in the bridal market!

Going Digital

The Campaign:

Through the end of April we will be advertising digitally to attract new guests into the salon.

Our Target:

This campaign targets female consumers between the ages of 21-40 with an income of \$50,000+ who show behaviors of being interested in salon services in the Cranberry and Ross Park areas. The consumers will be targeted through keyword searches such as "hairstylist near me" as well as geo-targeting locations.

The Offer:

25% off to first time guests

The Code:

25OFF1ST

February Advancements

- Regina M. (RP) - A5
- Katherine C. (RTM) - PR
- Chelsea A. (RTM) - C+
- Amanda H. (W) - PR
- Kelsey L. (W) - PR

January Top 3

Services

- Andrea H. - W - 230
- Regina M. -RP - 207
- Lyndsie F. - PM - 202

BAH

- Rheanna L. - FX - 57
- Barbara L. - RTM - 52
- Sarah C. - PM - 45
- Cameron N. - SS - 45



February Training Schedule

<u>Date:</u>	<u>Class & Meetings:</u>	<u>Time:</u>	<u>Models:</u>	<u>Who Attends:</u>
2/4/2019	Color Formulation	11:00 – 4:30	No	All New Hires
2/5/2019	Advanced Volumetric	11:00 & 3:00	Yes	Designers who completed initial Volumetric series
2/6/2019	Tela Hair Care	10:00 – 1:30	No	All New Hires
2/11/2019	“We Paint Hair” Creative Color	11:00 – 3:00	No	All New Hires
2/12/2019	Advanced Haircolor Knowledge	11:00 – 3:00	No	Open to anyone
2/18/2019	Art of the Blow Dry/Haircrafting	11:00 – 3:00	No	All New Hires
2/19/2019	Advanced Volumetric	11:00 & 3:00	Yes	Designers who completed initial Volumetric series
2/21/2019	Toni & Guy @ SPACE	11:00 – 2:00	NA	
2/25/2019	Healthy Hair & Texture Management	11:00 – 3:00	No	All New Hires
2/26/2019	Social Media Training	10:00 – 12:30	No	Open to anyone who wants to learn how to use social media

March Training Schedule

<u>Date:</u>	<u>Class & Meetings:</u>	<u>Time:</u>	<u>Models:</u>	<u>Who Attends:</u>
3/4/2019	Volumetric 1	10:00 – 3:00	No	All New Hires
3/5/2019	Trend Haircutting	10:00 – 1:00	No	Open to anyone
3/6/2019	P2 Formulas for Success by Texture	10:00 – 4:00	No	All New Hires
3/7/2019	Buzz Agent Meeting	10:00 – 12:00	NA	Buzz Agents
3/11/2019	Volumetric 2	10:00 – 3:00	No	All New Hires
3/12/2019	Advanced Volumetric	10:00 & 2:00	Yes	Designers who completed initial Volumetric series
3/13/2019	Leadership Training	10:00 – 1:00	No	By Invitation
3/18/2019	Volumetric 3	10:00 – 3:00	No	All New Hires
3/19/2019	Trend Haircolor	10:00 – 1:00	No	Open to anyone
3/25/2019	Men’s Precision Volumetric	10:00 – 1:00	Yes	All New Hires
3/26/2019	Advanced Volumetric	10:00 & 2:00	Yes	Designers who completed initial Volumetric series

401k Meeting Dates 2019

Southland (SL) – Tuesday, March 26 @9:30am

Squirrel Hill (SQ) – Thursday, March 28 @9:30am

Westmoreland (WEST) – Tuesday, May 28 @9:00am

Robinson Mall (RTM) – Wednesday, May 29 @10:00am

Monroeville (MRV) – Thursday, July 25 @9:30am

Pittsburgh Mills (PM) – Wednesday, July 31 @10:00am

Ross Park (RP) – Tuesday, September 24 @9:30am

Cranberry (CRN) – Thursday, September 26 @10:00am

South Side (SS) – Tuesday, October 29 @10:30am

YTD (1.1.19 - 1.31.19)

Refer a Friend

Cranberry - 42

Fox Chapel - 27

Monroeville - 17

Pittsburgh Mills - 15

Robinson - 24

Ross Park - 26

South Hills Village - 22

South Side - 27

Southland - 12

Squirrel Hill - 24

Westmoreland - 36

Build a Book

Cranberry - 13

Fox Chapel - 12

Monroeville - 10

Pittsburgh Mills - 3

Robinson - 59

Ross Park - 12

South Hills Village - 16

South Side - 9

Southland - 44

Squirrel Hill - 12

Westmoreland - 9

\$5 First Time Spa Hair Therapy

Cranberry - 34

Fox Chapel - 31

Monroeville - 5

Pittsburgh Mills - 14

Robinson - 3

Ross Park - 12

South Hills Village - 23

South Side - 15

Southland - 4

Squirrel Hill - 3

Westmoreland - 16

SSMT

Cranberry - 78

Fox Chapel - 14

Monroeville - 5

Pittsburgh Mills - 12

Robinson - 7

Ross Park - 17

South Hills Village - 30

South Side - 8

Southland - 21

Squirrel Hill - 36

Westmoreland - 39

January's Top Refer a Friend, Build a Book, \$5 Spa Hair Therapy Services and Super Saver Monday/Tuesday

Refer a Friend

Cranberry - 42
Westmoreland - 36
Fox Chapel - 27
South Side - 27

Build a Book

Robinson - 59
Southland - 44
South Hills Village - 16

\$5 First Time Spa Hair Therapy

Cranberry - 34
Fox Chapel - 31
South Hills Village - 23

Super Saver Monday/Tuesday

Cranberry - 78
Westmoreland - 39
Squirrel Hill - 36

Anniversaries

Fox Chapel

Hanna B. - 1 Yr
Rheanna L. - 1 Yr

Ross Park

Ashley H. - 1 Yr

Robinson

Tracey G. - 3 Yrs
Chelsea A. - 1 Yr

South Hills Village

Olena S. - 9 Yrs

Southland

Krista B. - 24 Yrs
Nichole F. - 18 Yrs
Kendall K. - 7 Yrs

Squirrel Hill

Julie B. - 17 Yrs
Kristina R. - 2 Yrs
Aja B. - 2 Yrs

Resource Center

Jeffrey R. - 40 Yrs
Nikki B. - 26 Yrs

Birthdays

Cranberry

Erin P. - February 7
Kathryn T. - February 7
Stephanie H. - February 18

Fox Chapel

Rheanna L. - February 13
Tim D. - February 24

Monroeville

Kara C. - February 10
Ashley G. - February 25

Ross Park

Stephanie S. - February 16

Southland

Jennifer B. - February 26

Squirrel Hill

Aja B. - February 1
Liz H. - February 9
Joe S. - February 15
Joanne R. - February 18

Salon's Top 2 Designers January 2018

New Retention

Cranberry

1. Brandi B. - 100%
2. Lindsey S.- 100%
3. Jill W. - 100%

Fox Chapel

1. Wes L. - 100%
2. Keona R. - 53.85%

Monroeville

1. Kate V. - 50%
2. Bryan C. - 42.86%

Pittsburgh Mills

1. Maureen M. - 100%
2. Christine B. - 66.67%

Robinson

1. Tracy S. - 100%
2. Johnna M. - 75%

Ross Park

1. Donald T. - 66.67%
2. Melissa R. - 50%

South Hills Village

1. Danette S. - 100%
2. Beth D. - 100%

Southland

1. Kristina H. - 100%
2. Krista B. - 66.67%
3. Shannon P. - 66.67%
4. Dawn Y. - 66.67%

South Side

1. Shannon P. - 100%
2. Brittany L. - 55.56%

Squirrel Hill

1. Anthony R.- 100%

Westmoreland

1. Heather B.- 50%
2. Minda M.- 37.50%

Frequent Retention

Cranberry

1. Brandi B. - 94.44%
2. Gina K. - 93.06%

Fox Chapel

1. Tim D. - 94.83%
2. Debra C. - 92.23%

Monroeville

1. Kate V. - 95.08%
2. Kara C. - 94.87%

Pittsburgh Mills

1. Katrina O. - 92.68%
2. Charleen T. - 89.89%

Robinson

1. Michelle M. - 95.77%
2. Tracy S. - 94.87%

Ross Park

1. Melissa L. - 95.89%
2. Danielle T. - 94.19%

South Hills Village

1. Teresa B. - 98.39%
2. Jennifer L. - 96.97%

Southland

1. Deanne F. - 95.74%
2. Dawn Y. - 95.38%

South Side

1. Kristen P. - 90.48%
2. Shannon P. - 90%

Squirrel Hill

1. Anthony R. - 100%
2. Monica M. - 100%
3. Sandra W. - 100%

Westmoreland

1. Rita K. - 95.65%
2. Heather B. - 95%

February Trend Tips

Super Natural Hair – Part I

by Nikki B.

“Come as you are” is no longer just a fun expression for a laid-back party! It epitomizes the most popular hairstyles for 2019; Super Natural Hair Textures. Short curls, cotton candy-esque spirals, or long corkscrews; the less fussed-with hair appears this season, the more on-trend. And Philip Pelusi is way ahead of the curve with his natural hair revolution, Philip Pelusi Texture Management! Dare we call him “The Curl Whisperer”?

Get the Look: No matter the size and style of curl or wave, texture and condition issues are universal; lack of moisture, frizz, swelling in humidity, color protection, split ends and lack of shine are all common issues. And with Philip’s revolutionary technologies we are no longer restricted to limited options. Chemicals are becoming passé with today’s customers wanting natural looking hair with a natural approach to maintenance. Also, we have moved on from old-school styling with crispy coatings. This will not do for today’s soft, natural hairstyles.

Texture Management: Introducing, a completely new option, Philip Pelusi Texture Management! By depositing cutting-edge, high-technology ingredients inside the hair strand we can help manage texture as if mother nature intended hair to behave that way. Our P2 by Philip Pelusi Formaldehyde Free Keratin Treatment with Ceramide Complex Blow Out, is a semi-permanent hair smoother and rejuvenating treatment in one. This in-salon treatment can be used on all hair types including colored treated and highlighted hair. It helps eliminate frizz and leaves hair smoother and shinier for approximately 4 – 6 weeks with hair reaching optimal results in 2 – 4 application times.

This is a no Formaldehyde, no Aldehyde, no Formaldehyde Derivatives, no harsh chemicals, no irritating or harmful fumes or unpleasant odors, non-toxic, Sulfate free, Paraben free, Allergen Free Fragrance formula. The P2 Formaldehyde Free Keratin Treatment with Ceramide Complex Blow Out doesn’t alter the hair’s chemistry and leaves hair stronger rather than weakening its internal structure.

This unique treatment helps hair worn curly experience reduced frizz, less expansion and a smoother cuticle while giving those same heads of hair easier blowouts when styled smooth. Philip’s exclusive strengthening and moisture-binding plant-based Hydro-Charged Pelusi Ceramide Complex, Patent Pending, leaves hair feeling renewed, stronger, silky, shiny and lustrous. Powerful antioxidants Fennel and Grape Seed and hydrating Organic Aloe help improve the condition of hair as well.

Hydration Regimen: A Philip Pelusi stylist-prescribed at-home product regimen is also critical to achieve this look. Moisture needs to be imparted from the start, the shampoo! Try P2 by Philip Pelusi MoistureSheen Shampoo and MoistureSheen Conditioner. Hair is drenched with the weightless humectant Cassia Angustifolia Seed leaving hair full of body, key to achieving this look.

Special Treatment: Give hair a one-two punch of strength and moisture with a once weekly treatment. Try P2 DailyHaiRx Xtreme Treatment with Gluten Free Wheat, Corn and Soy Proteins to help result in better defined, longer lasting curls and waves with less separation. Couple this with our P2 Deep Hydrating Hair and Scalp Conditioner. Hyaluronic Acid quenches dry scalp and hair giving it a renewed, healthier, shinier appearance with better styling performance.

Super Natural Hair – Part 2

by Nikki B.

The next step in this season's "come as you are" hair texture party is styling! This phrase epitomizes the most popular hairstyles for 2019; Super Natural Hair Textures. Short curls, cotton candy-esque spirals, or long corkscrews; the less fussed-with hair appears this season, the more on-trend. And Philip Pelusi is way ahead of the curve with his natural hair revolution, Philip Pelusi Texture Management! Dare we call him "The Curl Whisperer"?

Upward Spiral: For styling, bring in some big science technology to control texture from the inside of the hair strand instead of coating the outside. Our P2 Decrease Smart Style Treatment is almost a necessity to hair worn in its natural curly or wavy texture or blown out smooth. It's proprietary, high tech, Multi-fruit Microemulsion, consisting of citrus fruits Lemon and Orange plus Whortleberry, is a bulk and frizz reducing powerhouse. Mist onto wet hair then air, diffuse or blow dry. Hair feels natural, light, never flat, never sticky or greasy.



Wanna-be Natural Textures: With this trend being so popular, naturally straight hair textures want in the curl action too. Try our P2 ReCurl Smart Styling Treatment. It cannot turn straight hair curly but can help boost natural curl and wave and makes a great setting and styling tool. Smooth a dollop onto damp hair, then hand-scrunch while drying with a diffuser to help create hand-made waves. P2 ReCurl can be used on dry or damp hair and braided into loose braids of a variety of sizes. Once dry, remove braids for a bohemian look.

The Art of The Diffuser: But how to style natural texture? Properly using a cone diffuser with internal prongs allows curls to be separated and held away from the scalp, thus taking the weight off often heavy curls. Hair dries more quickly with more volume and defined curls. If hair is short, apply styling products then finger-set curls followed by airdrying or diffuse-drying. Medium to longer hair can be airdried but this is where a diffuser can really help dry and style the hair more quickly with better results.

Go the Distance: For tighter curls and waves, hold the diffuser closer to the head. For longer, looser curls and waves hold the diffuser farther away from the scalp and every few seconds lift the diffuser up towards the scalp moving in a slow yo-yo like fashion. Most importantly, apply styling product to almost soaking wet hair and during styling avoid touching naturally curly or wavy hair with your hands. This will disturb the cuticle and distort the curl pattern causing frizz. Once hair is completely dry, finesse by finger-styling curls or waves with our P2 Honey for further definition and hydration.

Color the Trend: Hair color for the super natural trend should be natural looking too. If color is solid, it should be soft with subtle highlights. For longer and looser curls and waves, natural hued Balayage or Ombré techniques can play a role to add dimension and depth. More good news is that all Philip Pelusi products contain loads of color protecting technology to help protect your curly color investment!

R**- READY**

- Maintain a constantly clean and inviting salon environment

E**- ENTHUSIASTIC GREETING**

- Greet every guest with a smile, every day.
- Give every guest a verbal greeting of “Welcome to Philip Pelusi.”

L**- LISTEN TO GUEST’S NEEDS**

- Provide a thorough consultation to discover what the guest wants.
- Use Image Profiles to determine the guest’s needs.

A**- ACHIEVE THE LOOK**

- Create a design team spirit that works to provide every guest with comprehensive education for a complete haircare, skincare, and cosmetic experience.
- Encourage guests to smell, touch, and feel the products used to create their look.
- Share your vision for the future with every guest. Establish the guest’s goals and desires for their next visit...and beyond.
- Assure that every new guest leaves with a fully complete Image Profile.

T**- THANK GUESTS FOR THEIR VISIT**

- Thank every guest, every time for visiting Philip Pelusi.
- Educate guests on referral program.
- Ask guests to respond to Guest Surveys.
- Encourage guests to allow for Before and After photographs for Social Media.

E**- EXTRA MILES! GO THEM!**

- Assist every guest with their coat and direct them to the appropriate area.
 - Inform guests of any special offers and promotions.
 - Provide every guest the opportunity to receive any complimentary services currently offered.
 - Assist guests with the selection of at-home product needs and future appointments.
-