

## INTRO

Thinning hair is a sensitive topic. This guide is designed to help you approach the subject and recommend the perfect customized plan to your clients.

#### DISCUSS AND EDUCATE

Good preparation helps facilitate the conversation with your client:

- + OPEN BODY LANGUAGE
- + EYE CONTACT
- + PERSONAL INTRODUCTION
- + CAREFUL LISTENING
- + OPEN-ENDED QUESTIONS

THESE SIMPLE RULES WILL HELP THE CONVERSATION FLOW:

#### **D O**

Discuss thinning hair with empathy.

Let your client know they are not alone.

Ask your client questions about their hair.

Listen to your client and their needs.

Be discreet because your client's comfort is at stake.

Talk about creating a healthy scalp.

Wait for your client to bring up the issue of thinning hair.

Negate your client's feelings about thinning hair.

Get too medical during your consultation.

Talk excessively about how bad your client's hair is.

Complain about your client's hair texture.

Speak negatively about hair-thinning products.

Nioxin has always been about the journey of helping people, trying to make someone's life a little happier, a little better.

EVA GRAHAM, NIOXIN FOUNDER



### DISCUSS & EDUCATE

Here are some useful conversation starters you can use:

Have you noticed any changes in your hair recently?

Does your hair or scalp feel too oily at the end of the day?

Do you find hair in the shower drain, in your hairbrush, or on your bathroom floor?

What do you like about your hair?

When wearing your hair in a ponytail, has it lost its volume?

How does your scalp feel?

Does it feel tight, dry, or itchy?



# 3-STEP CONSULTATION



#### STEP 1 / IDENTIFY THE NEED

#### CLIENT

"My hair is so fine, limp, and flat."

"My fine hair breaks easily and grows so slowly."

"It seems like my hair started to thin when I was sick or under a lot of stress."

"My hair keeps getting thinner at the hairline."

"I have tried taking better care of my hair, but it hasn't helped."

#### YOURSELF

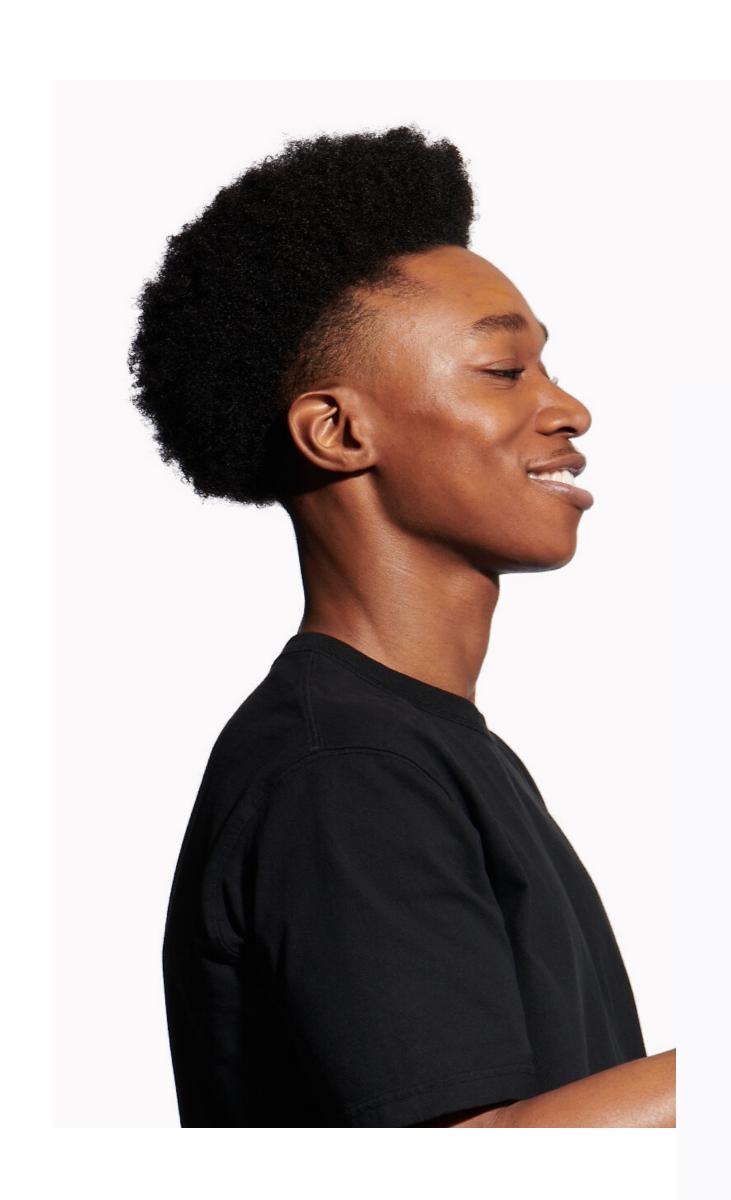
"What types of challenges do you face when styling your hair?"

> "How long has this been a concern?"

"What are you currently doing about it?"

"What do you like about your hair?"

"What would you change about your hair?"



#### STEP 2 / DISCUSS & EDUCATE

Discussing how NIOXIN
works and identifying
your client's specific
concerns helps
to educate as well
as build credibility
and expertise.

#### STEP 3 / RECOMMEND

#### A CUSTOMIZED PLAN



# Keep the following points in mind for your 3-step consultation:

Discuss what the discussion revealed.

Assess the scalp environment with your client before and after the dermabrasion service.

Educate the client as to what can be seen.

# Assessing the scalp condition can identify:

Environmental debris.

Differences in hair diameter/miniaturization.

Visible circulation or lack of it.

Moisture, dryness, exfoliation.

## PROFESSIONAL EDUCATION FOR THINNING HAIR

Half of the customers you see every day are concerned with fine or thinning hair, and you will always be the No. 1 trusted source of advice.

Start changing lives today with the N°1 globally selling salon brand for thicker, fuller hair. Visit nioxin.com.

