

The background of the image features a white, curved surface with several clear glass spheres of varying sizes. A large sphere on the right contains a small, clear liquid droplet in its center. The lighting is soft and even, highlighting the smooth textures of the glass and the white surface.

nioxin[®]
— PRO CLINICAL —

STARTING THE CONVERSATION

CONSULTATION GUIDE

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:

DO

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.

DON'T

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

HOW TO OPTIMIZE PERSONAL RESULTS ?

Start with in-salon treatment,

followed by the adequate
at-home routine

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](https://www.nioxin.com).**



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