

BALMAIN  
H A I R +

Course  
Système Volume Service



Système Volume  
60% more hair



## The agenda

### First part

Introduction Balmain Hair

Système Volume, a unique concept

The new salon service salon routing

The products and the Flux Technology

Benefits of Silk Tips

Hair options

Client consultation

What to discuss during the consultation

Discover your face shape

Cosmetique

Cost calculation

### Second part

Step-by-step application of Volume<sup>+</sup>

Design with Volume<sup>+</sup>

### Lunch

### Third part

Practice all on live models



## Balmain

Balmain is THE name in the fashion & hair industry. Celebrities such as Gwyneth Paltrow, Madonna, Sarah Jessica Parker and Beyonce have been spotted several times at the red carpet wearing the hot creations of Christophe Decarnin. The fashion house Balmain is situated in the fashion capital Paris where all trends are born. The buzz around Christophe Decarnin's creations for Balmain is amazing; his vintage looks where style meets rock and roll, even opening Paris Fashion Week.

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## Balmain Hair

Balmain Hair is a global leading extension company. Innovation in hair fashion is our priority and stands for the commitment to quality, value and innovation. Balmain Hair supports the professional, certified education, marketing assistance in an accessible and comprehensive way for immediate implementation.

### 3 main pillars:

- Product innovation
- Marketing
- Education



BALMAIN  
HAIR+

75% of all women are  
looking for more volume

Now new: next to Revolutionary service  
your color, cut and creating long lasting  
style services add the volume by FX hair  
new Volume Service application and Silk  
Protein Cosmetics



## Système Volume - The long lasting volume service

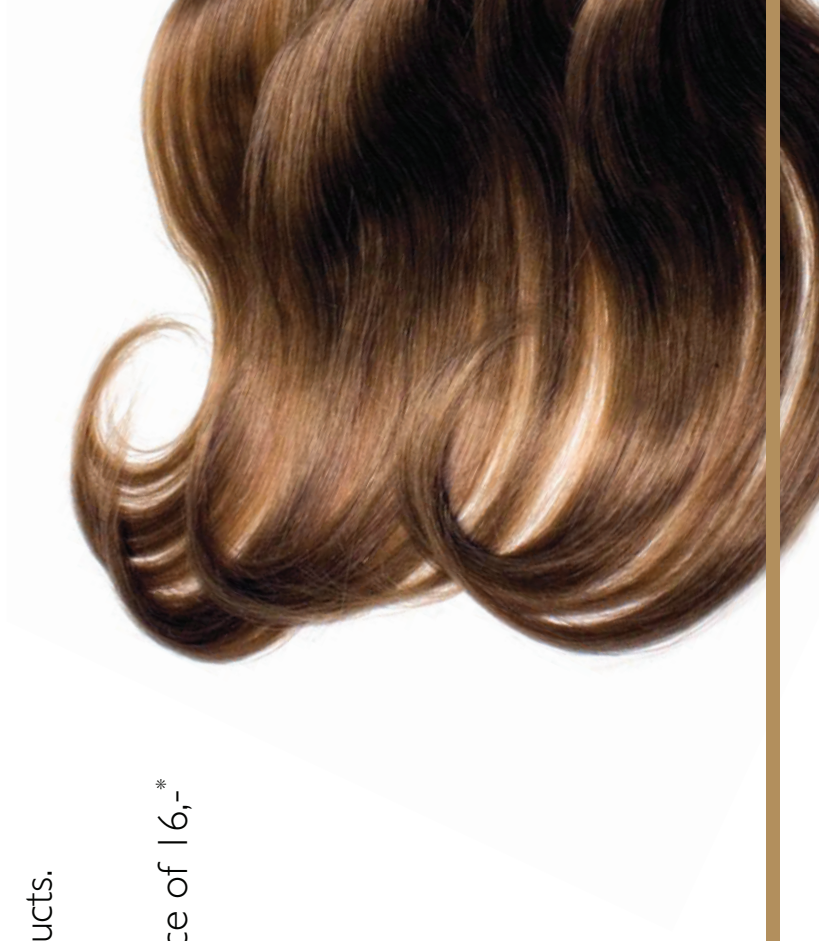
Revolutionary new service for selective salons only

Système Volume is a new salon service, providing long lasting volume with premium quality products.

Fulfill the everyday desires of your client at a starting price of 16,-\*

- Voluminous hair
- Thick hairends
- Curls that stay
- Full fringe
- Extra color and volume

\* Suggested consumer advice price



## 75% of all consumers want more volume

Volume Color  
Service 25 cm

Fringe Volumizer  
Color Fringe  
2 minutes • 16,-



Basic Volume  
Basic Highlights  
8 minutes • 48,-



Volume Length  
Service 40 cm

Basic  
Lengthening  
36 minutes • 465,-



Complete Volume  
Complete Highlights  
12 minutes • 96,-



Luxurious  
Volume  
24 minutes • 192,-



Luxurious  
Lengthening  
48 minutes • 620,-



## Système Volume:

Most common treatment in the salon to create volume:

- Cutting, blow drying, coloring, perm, styling etc.
- Lead to temporary volume, sometimes a day or week.

### Benefits of Système Volume

- Up to 80% timesaving – no more tricks to keep the volume
- 64% quicker than single extensions systems
- Permanent Volume service
- A junior stylist can do application, constant quality.
- Free Volume with color treatment



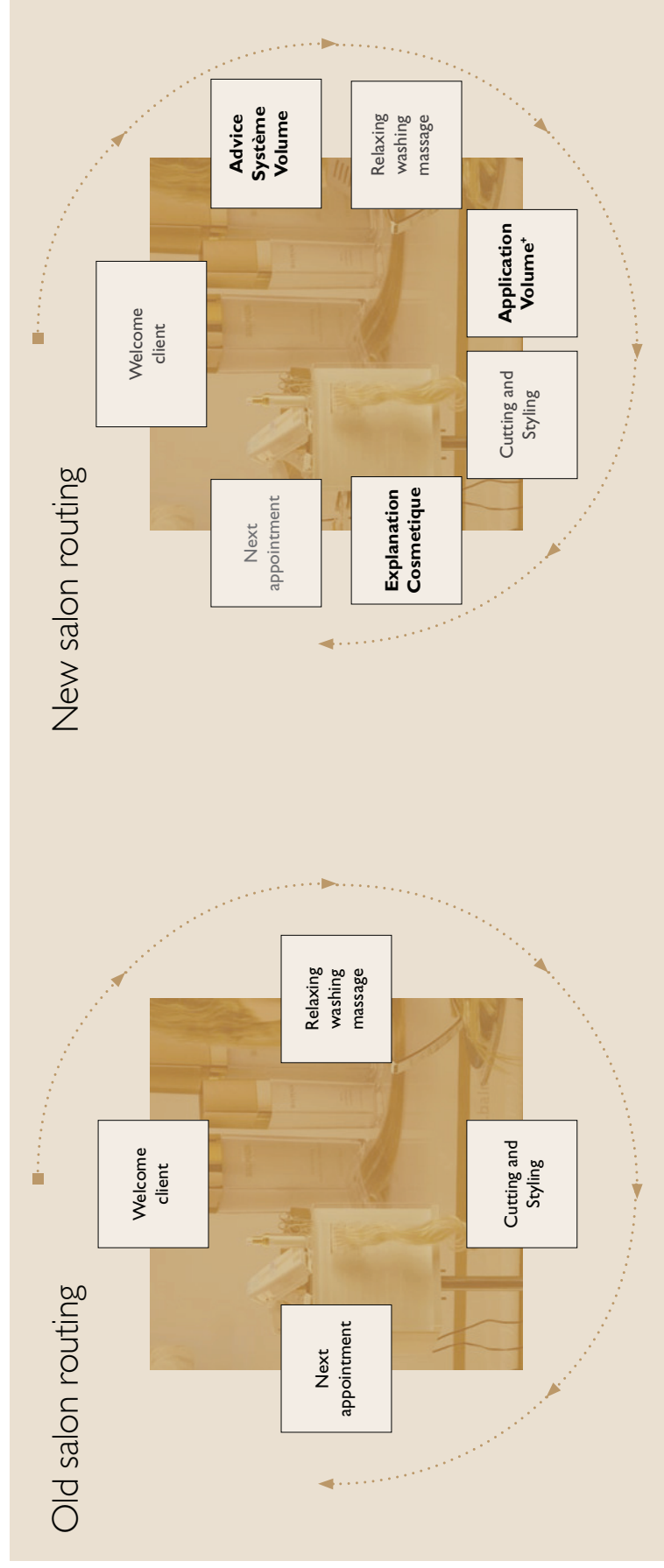


## The Volume Service consists of 4 ingredients

| Communication  | Hair  | Application  | After Care   |
|--|---|--|--|
| <p>Strong communication</p> <ul style="list-style-type: none"> <li>• Premium tester area</li> <li>• Easy tool for client consultation</li> <li>• Strong visuals and DVD</li> </ul> | <p>Two different hair types based on the individual needs</p> <ul style="list-style-type: none"> <li>• Most comfortable and natural integration</li> <li>• Treatments for fine hair and normal hair</li> <li>• Long lasting volume 3 to 4 months</li> </ul> | <p>New generation of hair application and integration</p> <ul style="list-style-type: none"> <li>• Up to 80% time saving</li> <li>• Patented technology</li> <li>• Easy and comfortable application</li> </ul> | <p>Superior hair care line Cosmetique</p> <ul style="list-style-type: none"> <li>• Unique hypoallergenic formulas</li> <li>• For individual hair types</li> <li>• Creates 10% more volume</li> </ul> |



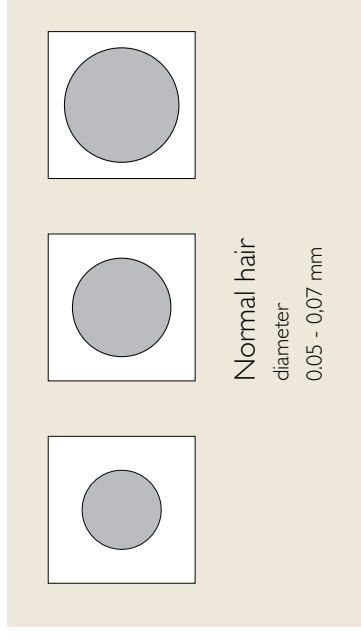
## The new salon service



## Two hairtypes based on the individual needs

Volume treatment in two different hair types, for perfect integration

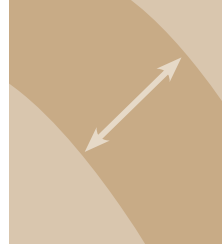
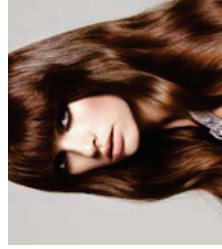
- **Cheveux normaux**, 25 cm and 40 cm long, diameter 0.05 - 0.07 mm
- **Cheveux fins**, 25 cm and 40 cm long, diameter 0.04 mm



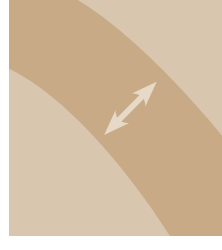
- Pre layered hair for a natural look
- 9 Blended colors, to create the extra depth
- 9 Single colors, including 3 level colors (can be colored in any other color)
- Tailor made solution



## Volume+ 25 cm and 40 cm



Cheveux normaux



For fine hair Cheveux fins



## Volume+ Applicateur and Positionneur

What makes the Applicateur so unique

- Revolutionary speed of application (80% timesaving)
- Light weighted, easy to handle machine
- Patented technology
- High-tech and esthetical design
- 3 years guarantee

What makes the Positionneur so unique

- Controls accurate and comfortable positioning
- Designed to follow the shape of head
- Guarantees constant quality
- Comfortable to work with for client and hairdresser



## Flux technology

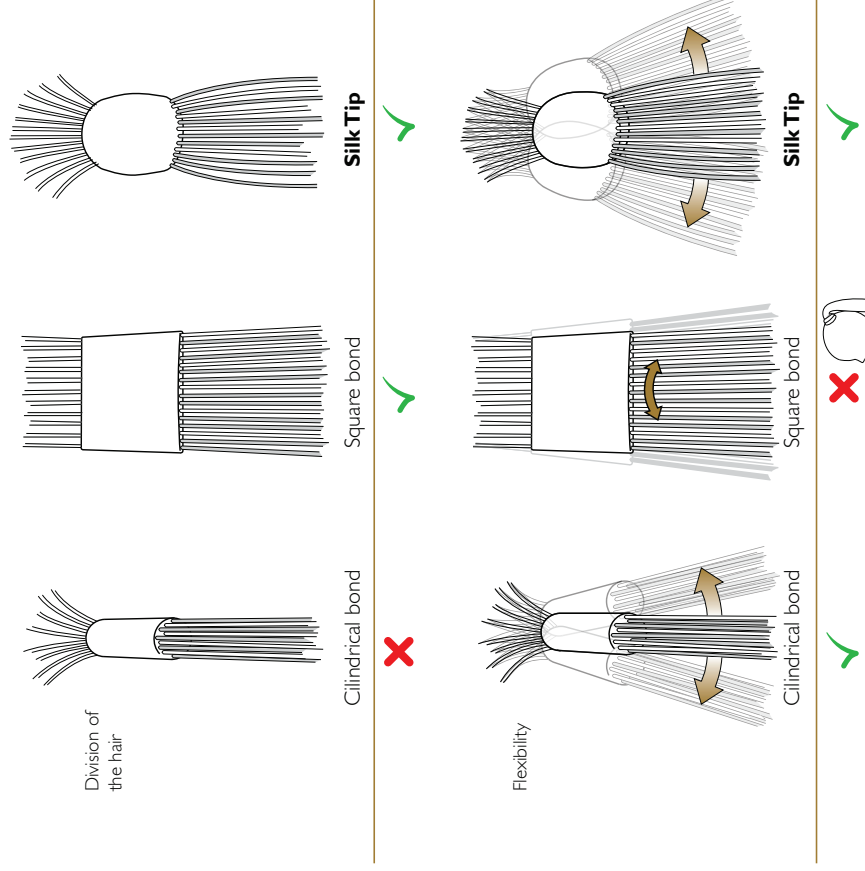
Flux technology, more natural hair distribution  
as with conventional techniques

- Most comfortable and fastest hair connection
- Optimal hair distribution. It spreads the hair so no 'spaghetti look'
- It is a strong/transparent micro connection
- Silky finishing
- It is comfortable to wear because of flat backside
- After application, perfectly oval shaped



Fluxing Silk Tips

## Present bond types in the market



## Colors

### Color Clips

- Risk free tester: stylist and client can quickly visualize both color and volume
- Presenting the available colors in a clear and beautiful way

### Natural color blends

Within the 18 colors Balmain Hair designed 9 color blends for unlimited color variations.





## Superior hair cosmetic line Cosmetique



## Superior hair cosmetic line Cosmetique

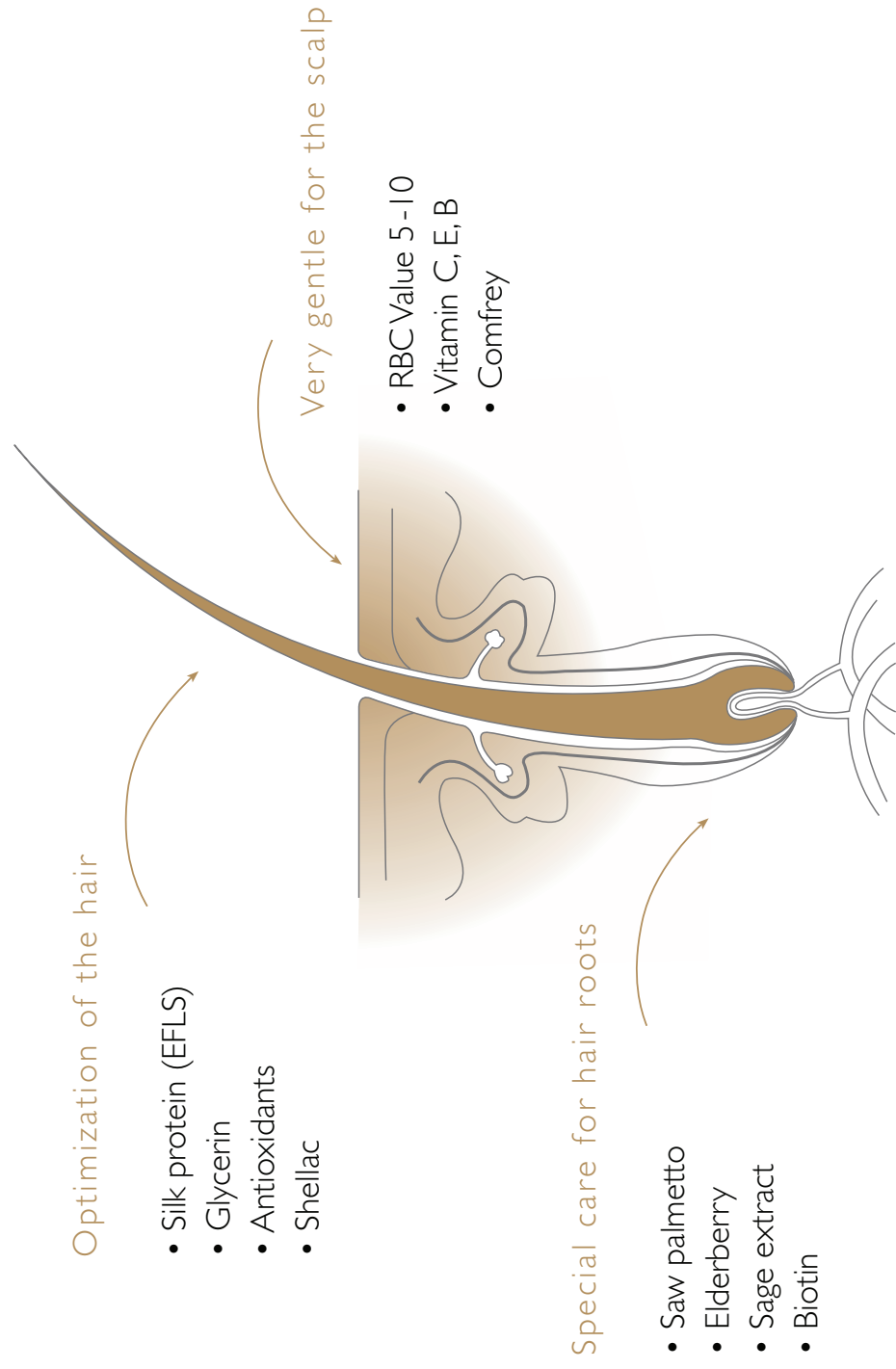
- Specially designed for hair with extensions
- Every hair is different (the characteristics such as quality and structure is genetically defined), therefore only ingredients can be used that serve both hair textures at the same time.
- Extension hair is not cared for by it's natural sebaceous glands
- Formulas for two different hair types:
  - Treated, normal hair
  - Fine hair

Why so unique?

For 3 very good reasons



## Superior hair cosmetic line Cosmetique



## Superior hair cosmetic line Cosmetique

### I. First reason: The hair roots

- New hair growth is stimulated by the ingredients saw palmetto and elderberry
- Stimulate the hair-root follicle in the sleeping stage to an active stage

Follicle stimulated by sage and elderberry extract and biotin



Nourishing and better blood circulation



Optimizes the quality of new grown hair



## Superior hair cosmetic line Cosmetique

### 2. Second Reason: The scalp

- Very gentle washing active substances to leave the microbiological flora intact
- Vitamin C, E, B and Comfrey support this

RBC: Red Blood Count scale (between 0-40)

Regular shampoo 20 - 25

Baby shampoo 15

Cosmetique 5 - 10

Bad RBC results in:

- Overstimulating the sebaceous glands
- Oily hair
- Irritated and extremely dry scalp



## Superior hair cosmetic line Cosmetique

### 3. Third reason: Optimization of the hair

- Extraordinary moisture binding capacity of silk protein, supported by Glycerine
- Creates 10% more volume
- Amino acids penetrate deep in the hair which improves moisture binding capacity
- Antioxidants neutralize damaging effects caused by heat and sunlight
- Protecting layer because of shellac and silk proteins



## Superior hair cosmetic line Cosmetique

### Cosmetique Hydratante for fine hair

- 10% visibly more volume
- Regulates hair moisture
- Improves hair growth
- Gives a silky shine
- Fresh and breezy scent

### Product range

- Shampooing Hydratant
- Creme Hydratante
- Spray Vitaminé Hydratant



## Superior hair cosmetic line Cosmetique

Cosmetique Nutrition Intense for normal and treated hair

- Nourishes and revitalises the hair
- Preserves color
- Protects the hair
- Gives a silky shine
- Mysterious flowery scent

### Product range

- Shampooing Nutrition Intense
- Creme Nutrition Intense
- Masque Nutrition Intense
- Spray Protecteur Nourissant





## Cosmetique for in-salon use only (1000 ml)

- Use before the application of Volumizers
- Cleanses the natural hair thoroughly
- It removes the hair of all residues
- Improves the bonding capacity

### Product range

- Shampoing Nettoyant en Profondeur  
(Pre treatment shampoo)
- Shampoing and Crème Nutrition Intense
- Shampoing and Crème Hydratante



## Boar Hair Brush

*Specially designed for extensions*

- Creates a healthy shine, reduces static hair and avoids hair breakage
- Helps distribute the hair's natural oils
- The boar hair brush is a special mix of boar hair and synthetic fibres, for an optimal brush result.



# Client consultation

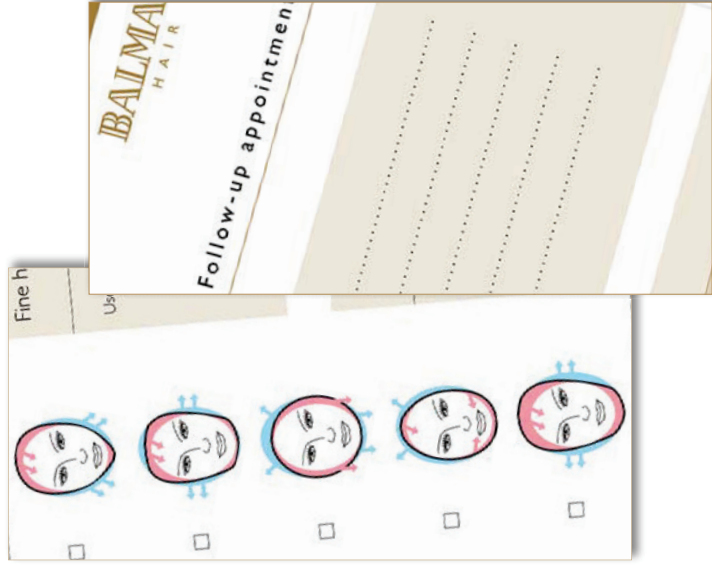
Consultation form



## Client consultation

### What to discuss during the consultation

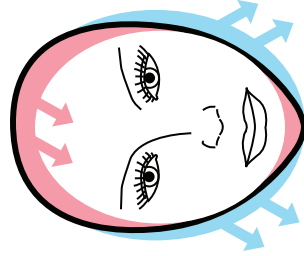
- Discover the clients wish
- The hair diagnose
- The clients face shape & give advice
- How to take care of your hair with Volumizers
- How to brush your hair with Volumizers
- Home care with Cosmetique
- How to take care of the hair during: sleeping, swimming, sauna etc.
- Follow-up appointment



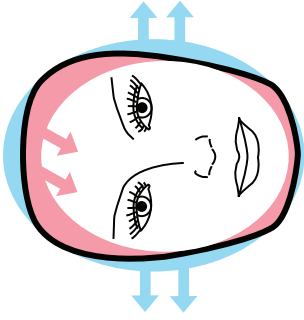
## Client consultation

Discover the face shape

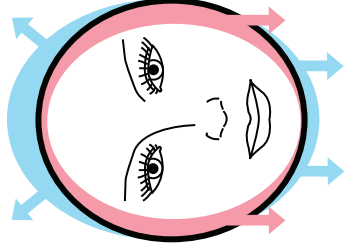
Heart-shaped face



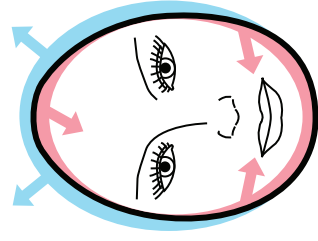
Square/Angular face



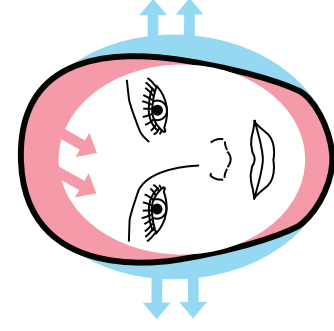
Round face



Triangular face



Oblong face



## Client consultation

### Cost compare

Basic volume service, 1box/treatment at an hourly rate of € 60,-

|                  | Système Volume                                      | Fill-In extensions                                    |
|------------------|---|---|
| Treatment price  | € 65,-  | € 17,95   |
| Time             | 12 minutes<br>12 minutes per treatment              | 30 minutes<br>1 minute per extension                  |
| Product cost     | 1 x € 65,- = € 65,-                                 | 3 x € 17,95 = € 53,85                                 |
| Time cost        | € 1,- x 12 minutes = € 12,-                         | € 1,- x 30 minutes = € 30,-                           |
| Total salesprice | € 65,- x 2 + € 12,- =<br><b>€ 142,- (excl. VAT)</b> | € 53,85 x 2 + € 30,- =<br><b>€ 137,70 (excl. VAT)</b> |

You will have more turnover in less time! This extra time can be used for other applications/ treatments, which in turn increases the turnover even more. It is also convenient for the client, no need anymore for a long visit to the hairdresser!

Note: This example is without all other supportive treatments like cutting & styling

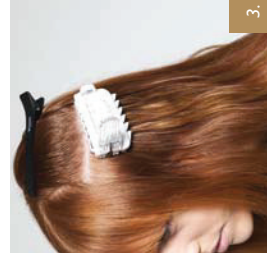
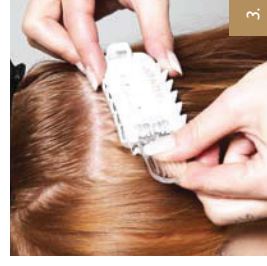
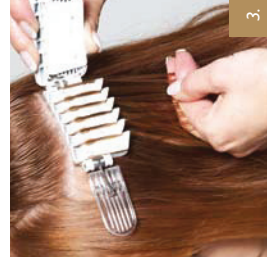
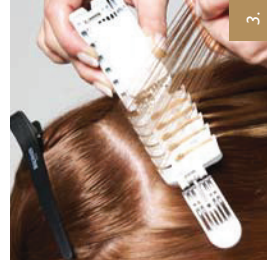
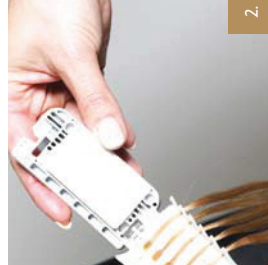
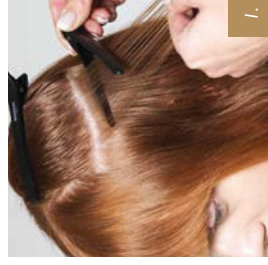
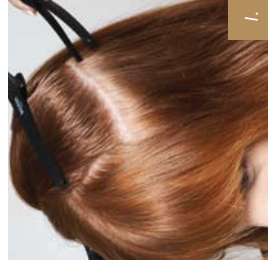
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## Application

### Step-by-Step

1. Sectioning
2. Preparation of the Positionneur
3. Placing the Positionneur

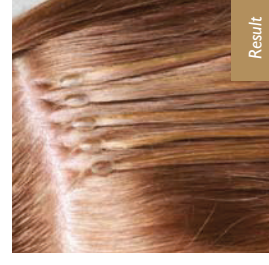
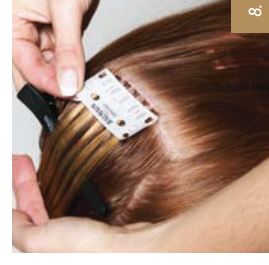
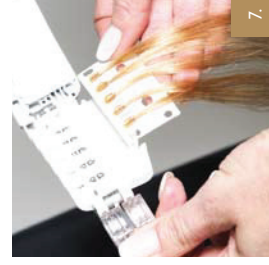
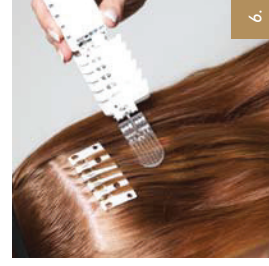
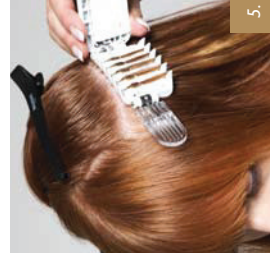
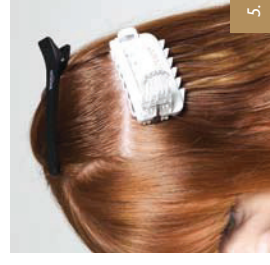




## Application

### Step-by-Step

4. Connect the Applicateur to the Positionneur
5. After the sign remove the Applicateur
6. Remove Positionneur if these have cooled down (ca. 2 min.)
7. Preparation of the second Positionneur
8. Remove the foil if these have cooled down (3 min.)



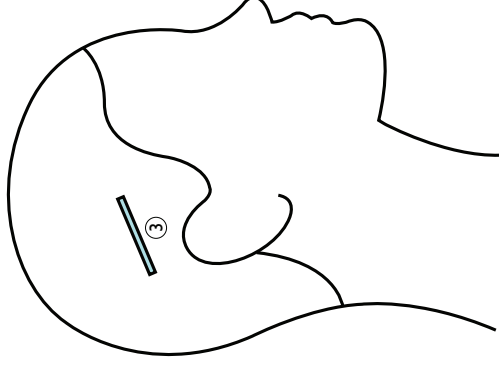
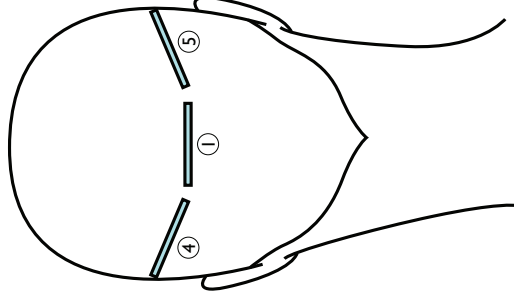
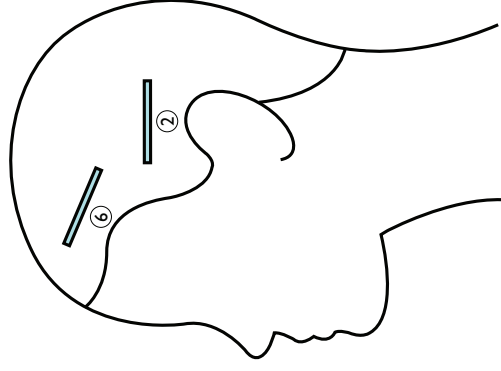
## Application

End result



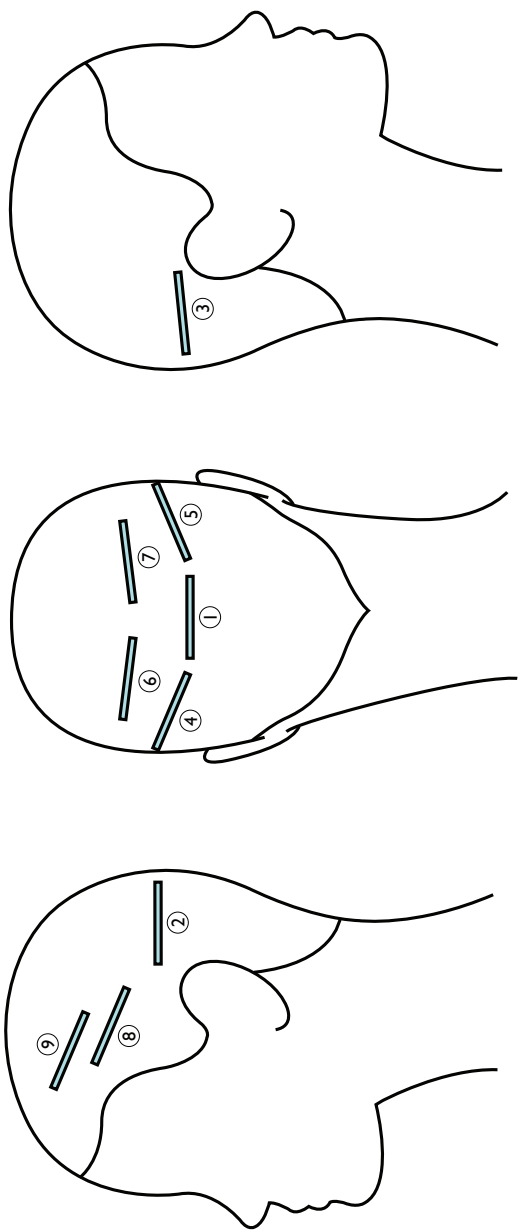
## Planning & Placement

Basic volume treatment 6 foils



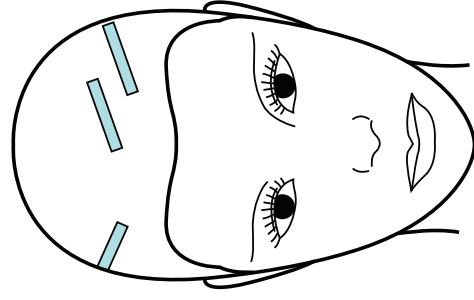
## Planning & Placement

Working order

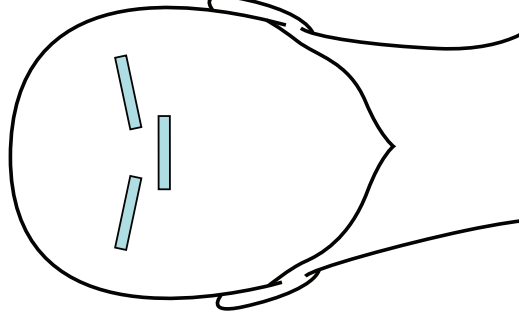


## Planning & Placement

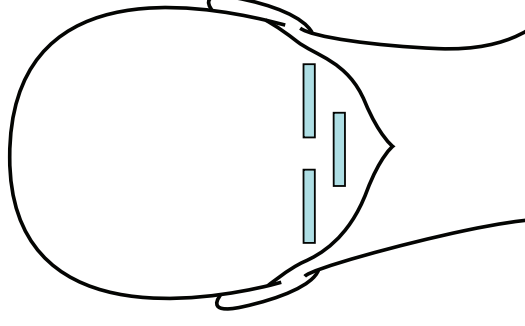
Designs with Syst me Volume



Fringe



Crown



Neck

## Total concept

The consultation, where the desire of the client and professionalism of the hairdresser meet

- Desire of the client
- Hair diagnostic
- Analysis of face shape
- Tailor made application plan
- Advice about home care
- Questions and answers





Training and Sales support

- Course Book
- DVD
- Complete Partner Program (6 in-salon training and promotion events)



Promotion

- Volume Secret VIP invitations
- Free Volume Secret Samples
- Shopping Bags
- Poster



Service

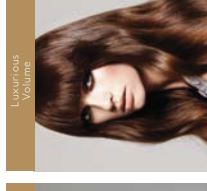
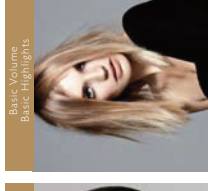
- Instant stock with display
- Applicateur
- Positionneur
- Quick Remover and Dissolvent

## Additional turnover

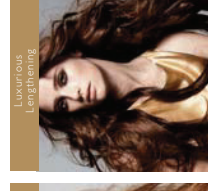
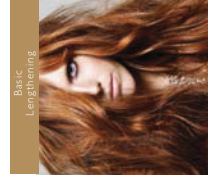
Indication of turnover based on 12 months after training period (excluding regular salon services)

| Services offered                             | Average Consumer Price | How many Customers per year? | Usage on year    |
|--|------------------------|------------------------------|------------------|
| Fringe Volumizer 25 cm (1 foil)              | 16,00                  | 30                           | 480,00           |
| Color Fringe 25 cm (1 foil)                  | 16,00                  | 50                           | 800,00           |
| Basic Volume Treatment 40 cm (3 foils)       | 78,00                  | 30                           | 2.340,00         |
| Basic Highlight Treatment 25 cm (3 foils)    | 48,00                  | 30                           | 1.440,00         |
| Complete Volume Treatment 40 cm (6 foils)    | 155,00                 | 20                           | 3.100,00         |
| Complete Highlight Treatment 25 cm (6 foils) | 96,00                  | 20                           | 1.920,00         |
| Luxurious Volume Treatment 40 cm (12 foils)  | 310,00                 | 10                           | 3.100,00         |
| Luxurious Volume Treatment 25 cm (12 foils)  | 192,00                 | 10                           | 1.920,00         |
| Basic Lengthening 40 cm (18 foils)           | 465,00                 | 10                           | 4.650,00         |
| Luxurious Lengthening 40 cm (24 foils)       | 620,00                 | 10                           | 6.200,00         |
| Cosmetique                                   | 160,00                 | 80                           | 12.800,00        |
| <b>Total Turnover</b>                        |                        |                              | <b>38.750,00</b> |

### Volume Color Service



### Volume Length Service





## Partner program 7 steps

|   |  |   |   |  |   |   |
|---|--|---|---|--|---|---|
| <p><b>1</b><br/>1 day</p> <p><b>CONCEPT TRAINING</b></p> <ul style="list-style-type: none"> <li>• Installation</li> <li>• Technical training</li> <li>• Concept explanation</li> <li>• Basic consultation</li> <li>• Go over client database with consultant</li> </ul> | <p><b>BASIC TRAINING</b><br/>0.5 day</p> <ul style="list-style-type: none"> <li>• Evaluation</li> <li>• Recap technical training and concept</li> <li>• In depth consultation</li> </ul> | <p><b>ADVANCED TRAINING</b><br/>0.5 day</p> <ul style="list-style-type: none"> <li>• Evaluation</li> <li>• Recap of consultation</li> </ul> | <p><b>SALES TRAINING</b><br/>0.5 day</p> <ul style="list-style-type: none"> <li>• Evaluation</li> <li>• In depth sales training and training on Cosmetique</li> </ul> | <p><b>CREATIVE TRAINING</b><br/>0.5 day</p> <ul style="list-style-type: none"> <li>• Client satisfaction check</li> <li>• Creative training</li> </ul> | <p><b>CERTIFICATION</b><br/>0.5 day</p> <ul style="list-style-type: none"> <li>• Client satisfaction check</li> <li>• Recap of all training days</li> </ul>  | <p><b>LIFE LONG SUPPORT</b></p> <p>Every month the Balmain Hair consultant will support the salon with:</p> <ul style="list-style-type: none"> <li>• new promotions and product information</li> <li>• extra training</li> <li>• service</li> <li>• commercial support</li> <li>• web activities</li> </ul> |
| <p><b>IN-SALON PROMOTION</b></p> <p><b>Invite clients for free treatment (Step 2).</b></p>  |  |   |   |  |   |   |
| <p><b>IN-SALON PROMOTION</b></p> <p>Consultant serves invited clients with free treatments.</p> <p><b>Invite clients for free treatment (Step 3).</b></p>   |  |   |   |  |   |   |
| <p><b>IN-SALON PROMOTION</b></p> <p>Salon staff serves invited clients with free treatments under supervision of consultant.</p> <p><b>Invite clients for free treatment (Step 4).</b></p>  |  |   |   |  |   |   |
| <p><b>IN-SALON PROMOTION</b></p> <p>Salon staff serves invited clients with free treatments under supervision of consultant.</p> <p><b>Invite clients for free treatment (Step 5).</b></p>  |  |   |   |  |   |   |
| <p><b>IN-SALON PROMOTION</b></p> <p>Salon staff serves invited clients with free treatments under supervision of consultant.</p>  |  |   |   |  |   |   |

## Volume Secret Experience Days

Education combined with a unique introduction offer to your clients

During the introduction phase Balmain Hair Consultants will help you build your new Volume Service by handing free treatments to your clients.

FREE  
100 testers  
for your top  
clients to  
experience



Volume Secret VIP invitations



Ad



Consumer /  
Consultation Brochure

## Système Volume

# Thank you.

