

Professional Salon



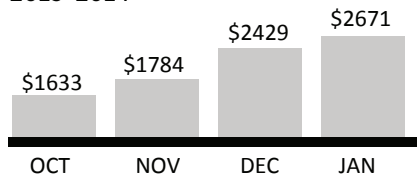
Portland, Oregon - Annastasia's is a full service salon dedicated to helping each guest make a great first and a long lasting impression. Professional Stylists help make guests feel and look their best by crafting a look that uniquely fits each guest's key features. Taking into account their face, skin, and eyes, while accommodating their ideal lifestyle. The staff lives the mission to inspire, educate, and support their guests and one another. While reinforcing that real beauty begins on the inside. Annastasia's is dedicated to creating an exceptional environment for the salon team to ensure an exceptional experience for each guest.

<http://www.annastasias.com>

COMPARATIVE SALES Total Sales OCT13-JAN14

Brand	Qty	Total
Alterna	(26)	\$492
Framesi	(464)	\$9835
Redken	(1004)	\$14,400
Pureology	(159)	\$3,041
GROH®	(207)	\$8,517

REVENUE GROWTH 2013-2014



GROH®

Created by Nature. Unlocked by Science.

ANNASTASIA STATS

Number of Stylists: 23
In business since: 1985



Luke Huffsutter | Salon Owner

Has developed a supportive and education oriented salon. This creates an environment where stylists are open to trying new processes and products to create greater success for themselves. This collaborative style of working supports practices that have built a thriving business.

LEADERSHIP & GROH® AMBASSADORS

Sandie Griffith, Stylist 17 years GROH Brand Ambassador

A combination of creative thinking and business sense. The first messenger for a new brand or product, champions innovation and methods in the salon. Works internally training a team to educate and communicate the value GROH products bring.



Kristi, April, Toni, & Natalie, Stylists | Early Adopters

Smart, active and value driven. Early adopter stylists embrace new innovation and new opportunities. They take initiative to be educated and to share what they are experiencing. They understand that as their business grows that redefines and adds value to their salon guest experience. With a new product and service in their toolbox they can actively engage in a dialog with guests about how GROH contributes to boosting their everyday efforts to live a healthy lifestyle.



PRO-TREATMENT CONVERSION RATE Conversions 1/14/14-2/22/14

of Service Treatments: 52
Customer Conversion Rate: 30%
17 of 52 customers purchased product



Conversion Rate



30%

THE HEALING POWER OF NATURE

All Natural | Certified Organic Ingredients
No Chemicals or Dyes | No Chemical Extracts
100% Vegan | Whole Food | Manufactured in USA