

BACK to basics

INSPIRE THE
SENSES



Alisha Rimando



Alisha Rimando is recognized as one of the nail industry's leading experts in training and education. In her 28 years experience, her work has been described as "ground-breaking" as she has been a platform artist and motivational speaker for thousands of promotional and educational events, and competed in hundreds of nail competitions around the globe winning the *World Nail Championship* in 2005 in *Pink and White Sculptured Nails*. She is the featured artist in many training videos, including hosting the current *Milady Standard Nail Technology* DVD Series.

Alisha's expertise and application techniques have been featured in more than 150 beauty and trade publications as a contributing author world wide such as *Teen Vogue*, *Bridal Guide*, *Self*, *Fitness*, and *Seventeen* magazines, as well as numerous industry trade magazines like *Nails*, *Nailpro*, *Scratch (UK)* and *Stylish Nail (Japan)*. Her career took an additional leap in 2008 as a contributing author to *Milady Nail Technology* and *Standard Cosmetology* textbooks, a consistent honor she engages with each new edition.

Through the years, Alisha has worked with R&D chemists to develop nail enhancement products, nano technology skincare, cuticle treatments, polish collections and natural nail treatments. Alisha's artistic creations have been sought after for numerous ads and campaigns as well as garnered celebrity status being featured with Jennifer Hudson in her video "Spotlight" and leading teams at NYC Fashion Weeks.

Her passion for educating the nail community takes her on another adventure with the conception and development of *GlossaryLive.com*

WHAT YOU WILL LEARN?

Upgrade regular manicure and pedicure services to luxury spa experiences.



PRO TIPS

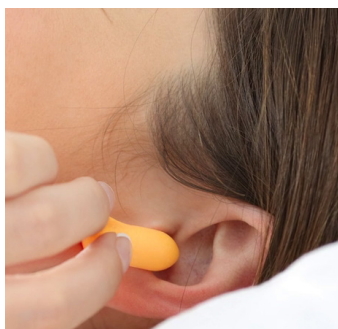
- Creating an experience-focused service can increase your revenue by 100%.

1 Create a theme & value for your experience-focused service. In the spa industry value equals comfort, luxury & the small details.

SOUND



2 Ensure sounds in the spa are peaceful & relaxing. You don't want to hear blow dryers or chatting, instead play soft spa music.



3 You can offer earplugs as a method of erasing ambient salon noise.



4 Play soft spa music or have a water feature close by to bring sounds of the natural world into the treatment.



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SMELL



5 Use scent to help your client transition to another place. Scents can help energize or relax, so offer options to your clients, so the scent fits with their current mood.



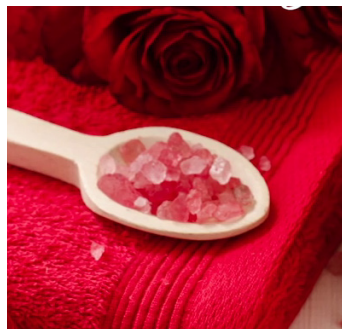
6 Scented candles are a great option, as are plug-in diffusers.



7 Fragrant snacks will help set the spa scene.



8 Sweet & fruity scented hot drinks will arouse relaxation & calm the client.



9 Scented products are a great mood enhancer.

PRO TIPS

- Doubling your value & income does not mean doubling your time.



10 Take time to consider how the service will feel to the client. Test it out on your colleagues for motivational training while also trialing the new concept.



11 Upgrade to fluffy towels.



12 Upgrade to hot, wet towels during the service.



13 Add soft, fluffy, luxurious robes to the salon client journey.



14 Add soft pillows & super soft blankets to offer comfort & style to the scene.

VISUALS



15 A neat & tidy salon needs super storage in order to keep all unused products & equipment out of view.



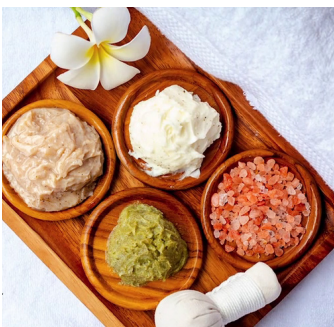
16 Organize all retail shelving so it's appealing & attractive to look over & fits the styling of the salon. Make it enticing, easy to navigate & full of necessary homecare products.



17 Beautiful, strategically placed & aesthetically pleasing retail shelving will create further sales.



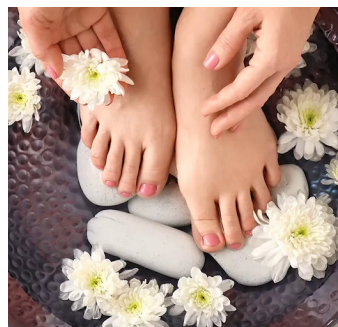
18 Add a beverage station for great salon styling & a super offering for waiting guests & hydration during & after the service. Make sure to check them over at regular intervals to keep them smart, fresh & hygienic.



19 Invest in beautiful dishes & trays from which to serve the treatment. This gives an instant upgrade to the service taking it swiftly into the spa zone. The products are easily decanted into dishes using disposable spatulas.

PRO TIPS

- Make sure the salon is neat & tidy, hide cleaners & back bar items. Create visually pleasing displays & always check these displays to ensure they stay neat.
- While using the products, make sure to discuss each one; its uses, benefits & homecare potential to set the scene for retail sales.



20 Add fruit slices, herbs or petals to foot soaks to raise them up to spa level luxury status.



21 Turn down the lighting to create a more relaxing ambience & set the scene for the treatment. Make sure to have task lights ready in your working area, so you can clearly see your products & implements.

TASTE



22 Upgrading your treatments to offer hot & cold drinks & snacks can be just what your client needed to entice them to upgrade to a luxury manicure or pedicure.



23 Luxury cocktails, or a flute of Champagne, for an afternoon delight are seen as a very special treat.



24 A cool glass of mint lemonade on a hot day after they arrive from their busy morning will be a welcome sight. Marry this with a cooling mask for a complete soothing & cooling experience.



25 Provide a treat with the service to add so much more value to the treatment & turn your salon into the talk of the town.



In this workbook you have learned that an original approach to your treatments and services sets you apart from your competition. Simple and low-cost upgrades to your service offering motivates and inspires your team, is exciting for the clients and can double up your income. Thoughtful upgrades, that are easy to implement in your salon, will take your treatment menu up to the next level.