



Serious Foot Care Education
for Nails Techs.

AUGUST 11-13, 2019

Hilton Atlanta Northeast
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Vice President



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The Challenges in the Industry

- Highly competitive market
- Salons on every corner
- Lack of uniqueness in product & service offering
- Customer attrition exceeds new customers
- Fear of change and charging for your worth



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Time to Think Differently?

YES!

- Seek new solutions to differentiate yourself from others
- Discover what services and products clients need – even when they don't know they need them
- Help them make wise decisions about their wellness options – because that's what they are concerned about!
- Offer the level of quality services you would want to receive to yourself!



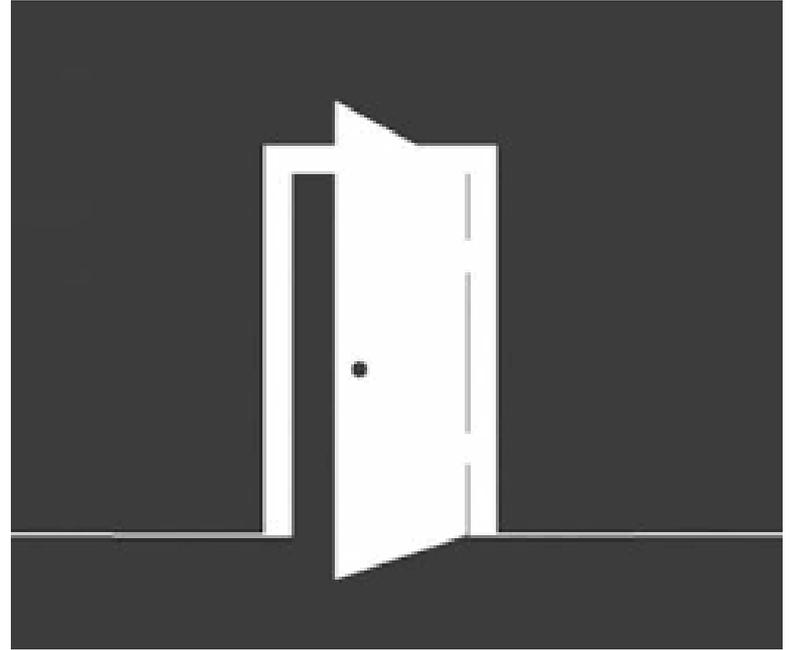
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The Back Door Approach

A highly competitive market and a move towards change requires different strategies for reaching new clients, growing existing clientele and reaching higher levels of success.

We call this a “back door” approach.



What is It?

It's about finding an open door by doing something different!

A door to:

- New opportunities (services/partnering)
- Reach new clients/different types of clients (change of focus)
- Achieving growth (education/revenue)



The Opportunities

#1: Advanced Foot Care

- Baby Boomers are largest growing customer base (in US)
- General increased awareness of the importance of good foot health
- Increase in Diabetes and other circulatory ailments

An area with growing opportunity but few players with advanced training and product knowledge.



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Advanced Foot Care

- Focuses less on fancy concoctions and more on treatments that service a more holistic approach to a client's health.
- Advanced protocols for pedicuring combined with effective products that yield long-term results.
- Requires advanced training and knowledge that goes well-beyond what you learned (and should have learned) in school.
- Further, an impeccable environment where hygiene goes beyond your state's protocols and follows more of what is common in medical environments. Pathogens are everywhere and the seemingly minor abrasions common in pedicuring can lead to disastrous consequences for your client's health.



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Toe Nail Reconstruction

What is it?

- A means to restore toe nails partially or completely
- Trauma, partial or full removal, or simply chipped

Why?

- Life-changing service
- People suffering from lost toe nails rarely ever seek pedicure services due to embarrassment/fear/shame

Solution? Barefoot by LCN

- Developed more than 28 years ago in Germany under the name Pedique – specifically for toe nails
- Used in over 80 countries by both salon professionals and podiatrists
- Extremely elastic resin (gel) that adapts to movement of foot.
- Healthier alternative and major advantage over acrylic or other hard gel
- Contains Piroctone Olimine and Mycrocrystalline Silver (nano silver)
- Superior training: scope, referrals, advanced techniques, product knowledge



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Toe Nail Reconstruction



barefoot
by 

Dare to go BAREFOOT!



Photo credit: Kora Botha

LCN Barefoot is a highly elastic resin designed specifically for toenail reconstruction with the unique power to provide life-changing cosmetic results.

Ask your Certified Barefoot Technician if LCN Barefoot is right for you!



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The Opportunities

#2: Anti Age Care

- Meets the need for new and unique salon services
- Plays on the demand for growing anti age care – “reversing the signs of aging”
- Think differently about product selection – their active ingredients and purpose
- Another segment without market saturation in the professional space!
- Have you heard a client say “My hands look so old!”? And when they reach a certain age, they look at their legs the same way!



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What Do These Have in Common?

The Opportunity to Retail!

- Fact: Hair stylists on average sell more retail than nail technicians. Why?
 - More incentives to do so
 - Fulfill the client's desire to have the results of the service last as long as possible
 - In general, they appear to have a greater confidence in themselves and frankly put a large value on their skill and services – they **will** charge more for add-ons large or small!



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Retail for the Technician

Foot care retail is much easier than nail care retail. Why?

- Feet are constantly on the defensive – constant movement, sweaty environment, bear the weight of the world and their owner
- Dry, callused, moist, stinky – you name it, people have it and they want it addressed
- Prone to external influences after service (give them solutions that combat them)
- Continued benefits of service at home
- Remember, you're the professional – they trust you. They look to you for advice on home care. Why set them free after a service only to go to a box store and buy a cheap, ineffective cream?



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Retail Product Selection

Know your clientele

Diabetic, elderly, athletes

Use your retail product in your service.

Educate the client on why you are using it. Explain how it will extend their service through home care

Offer a small, but well-curated selection that will serve the needs of what you see most

Dry skin, chapped/cracked heels, dull/gray skin

Mind your inventory!

Product on shelves means money that is tied up. Only purchase what you know you can sell in a reasonable time frame



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Retail Goal?

- Retail product should pay your rent! ...or at least a good part of it.
- Separate your service revenue from your retail revenue. Aim for 10% retail to service revenue.
- Keep this goal in mind. Help it drive your success.

Meet Retail Guru Susi Norfolk!



Photo courtesy of Nails Magazine



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Susi's Retail Philosophy

Susi's retailing philosophy [excerpts from Nails Magazine interview]

- Complete product knowledge is extremely important. You have to be able to explain how each product works. Monthly product meetings are essential in order for your team to be able to sell effectively.
- Before-and-after photos are another good way to show the results produced by your products.
- Avoid filling your shelves with candles, bracelets, etc., which only overwhelms the client. Stay focused on the branding of your main product lines.
- Introduce new products regularly. Bring at least one or two new products per month – clients are always excited to see them.
- Show clients your appreciation for their support. Susi offers a 15% discount on retail items during the month of December and during clients' birthday month.



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