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BIZ

Salon

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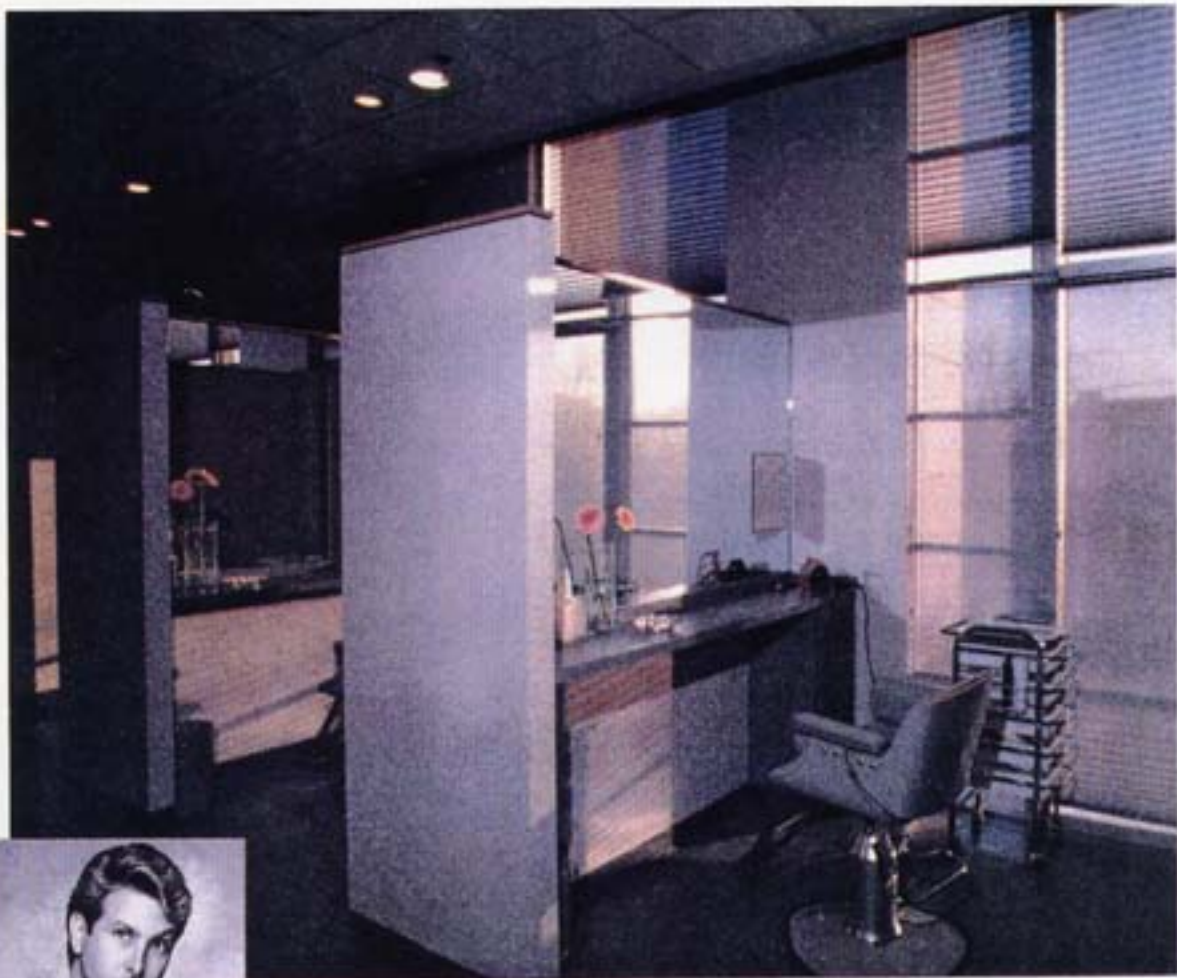
Premiere Issue

SALON STAR PREDICTIONS

SUMMER FASHION SPLASH!

DALLAS DO'S & DON'TS

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In The BIG D...

The Big Name Is

NEINAST

Paul started cutting his mother's hair at age six. By twenty-five, he had opened his first salon in Dallas' affluent Park Cities area. His reputation and client list rapidly grew to include many of Dallas' most prominent men and women, as well as socialites and celebrities from coast to coast.

By W. Denis Hand



In 1978, the Paul Neinast Salon moved into its current three-story location in the glamorous Oak Lawn section of Dallas. The generous space of this 4500-sq-ft salon gave Paul the opportunity to fulfill a dream. "A client never feels rushed in my salon as each of the three levels center around a designated purpose," he proudly states. "My number one priority was to create a beautiful, but functional, environment that would please my clients, my staff, and myself." Paul has accomplished what he set out to do, and, in our opinion, he took it big step further!

PAUL NEINAST'S

Tips For Success

- Find a location that is convenient to the clientele you want to attract.
- Build location awareness—be findable.
- Always go the extra mile in providing service—to everyone's clients.
- Insist that staff practice good hygiene and maintain an appearance that represents your client's standards.
- Build a staff that works well together and gets along.
- Eliminate any kind of negativity in the salon—even if it's your top stylist.
- Hire a capable assistant manager/receptionist. Pay a premium for the person at the front of the salon.
- Always check references of staff before hiring.
- Don't scrimp on back-bar products. Use only the best on clients in the salon.
- Be selective in the dispensary. Establish salon product brands to be used by all of the salon's staff.

Today the Paul Neinast Salon features head-to-toe salon services, valet parking, and even an elegant brunch, if desired. But that's just the beginning. Once hair, skin, and nail care is completed, clients are invited to browse through Neinast's stunning jewelry boutique, a fine gift gallery, a new 1400 sq-ft Lilly Dodson fashion studio, and a comprehensive beauty care products counter. The Paul Neinast Salon is big. It offers clients full beauty and fashion service with Texas-size style. ><

