


# NEU<sup>TM</sup>

## HAIR 4 MEN

REPLACEMENT SYSTEMS

IN DEPTH EDUCATION PROGRAMME  
FULL MARKETING & BUSINESS SUPPORT. **PROVEN SUCCESS**



Are you a Hair Salon owner that is looking to expand on your service menu?

Do you have clients that would require our Male Hair Replacement systems?

Would you like to add a conservative £100,000 additional revenue for your salon from just 25-30 clients?



GROW YOUR SALON BUSINESS WITH ONE OF THE WORLDS FASTEST GROWING CONCEPTS, AND LET **NEU HAIR 4 MEN** HELP YOU ACHIEVE THIS THROUGH OUR **READY-MADE HAIR REPLACEMENT BUSINESS OPPORTUNITY.**

**HJ** BRITISH HAIRDRESSING  
BUSINESS AWARDS

2018 FINALIST

# ABOUT US



**NEU Hair 4 Men** is a franchise concept that makes hair loss replacement systems and revolutionary hair loss replacement products affordable and accessible to consumers and salons across the UK & Ireland. We recognise the ever-increasing grooming needs of the modern man and provide salon owners and stylists the tools, education and solutions to ensure that they can cater for this specialist service.

In a world of diversification, **NEU Hair 4 Men** offers salon owners the opportunity to introduce an additional and profitable segment into their menu. **NEU Hair 4 Men** attracts a wealth of new clientele.

**Our concept has multiple benefits:** salon profit, stylist job satisfaction+life transforming results for the client.

## FACTS

- 25 % of men begin to bald by the age of 30.
- 66% of men are bald or have a balding pattern by the age of 60.
- A skilled hairdresser can completely transform the way a client feels about themselves and rebuild their self-confidence within 2 hours.
- A hair loss client spends on average 5 times as much as any other client over a 12-month period.

## HOW DOES IT WORK

There are a growing number of men that are dealing with signs of Male Pattern Baldness and Hair loss. Our objective is to ensure that within the next 12 months upon online research, a guy can easily source a **NEU Hair 4 Men** salon that is within a 30-mile radius of their preferred location. They will be able to visit for an initial complimentary consultation and get professional advice within 7 days of initial contact.

Upon visiting the salon, the stylist is able to share with them a significant wealth of information, knowledge and experience that reassures them that there is help available and they can live an active and normal lifestyle whilst enjoying a full head of hair. As a company, **we provide in-depth in-salon training and direct support** to enable professionals to offer this service. We expect this information to support an 80% conversation with the remaining 20 % of clients being referred to a recommended Trichologist.



# WHY JOIN OUR SALON NETWORK?

A SALON CAN BECOME A NEU HAIR 4 MEN CONCEPT SALON INTRODUCE UP TO £100K OF ADDITIONAL REVENUE TO THEIR SALON FROM AS LITTLE AS 30 CLIENTS IN YEAR 1.

**Offer a niche service to a growing market.** The **NEU Hair 4 Men** hair replacement system that has longevity and encourages repeat business with excellent word of mouth recommendation. Your salon should expect to achieve a minimum of 30 hair replacement clients in year 1 who visit every 5-6 weeks for maintenance services. **NEU Hair 4 Men** salons should achieve a **conservative £100,000 additional turnover to their business in year 1.**



"We make hair replacement systems easily accessible to males across the UK through a nationwide **NEU Hair 4 Men** Salon network that is supported by us at **NEU Hair 4 Men**. We give salons the backing, training and marketing support by adding a genuine high-quality concept, brand & product to their existing salon business"

## GIVE YOUR CLIENTS

- increased boost in morale & self-confidence
- long-term solution to their hair concerns
- regular and specialist advice from a hair stylist who is completely skilled and experienced in their field
- in the instance that the hair concern requires specialist help from a Trichologist, we will support you referring them to a recommended and highly regarded expert in hair health and trichology

We support you with cleverly orchestrated and **targeted marketing campaigns and Search Engine Optimisation**, that will inspire and educate men to contact a **NEU Hair 4 Men** salon and book an appointment for a free consultation.

**We educate salon owners on the benefits of marketing their new business** and during your ongoing education, we will provide you with marketing tools, and support to help you promote your new service to a local audience demographic.

We are recognised by leading industry professionals as being fully committed and equipped to inspire and **support salon owners** hoping to grow their business. The **NEU Hair 4 Men** education programme **certifies the team as hair replacement specialists** and ensures a salon can offer men's consultations, hair fitting and design services to their clientele within an agreed territory.

**NEU Hair 4 Men** will help you **build a reputation as a reputable salon of professional hairstylists who can offer a specialist hair replacement service** that will **consistently satisfy customer's needs**, generating not only repeat business but word of mouth referrals.



# PRICING PLAN

# £3,995

## FULL SALON BUSINESS OPPORTUNITY

### The Benefits

We will provide you with full ethical training in order to offer full and partial Hair Replacement Systems to your own clientele, cut-ins and routine monthly servicing for removal, clean up, and re-attachment.

NEU Hair 4 Men will provide you with the necessary training and on-going support for you to feel fully comfortable with hair replacement clients as you do with your existing clients.

Full & On-going Training

Exclusive NEU Hair 4 Men Territory

NEU Hair 4 Men Retail Product Range & Counter Top Display Stand

Salon Opening Marketing Pack

Exclusive NEU Hair 4 Men Trade Account (order all your future hair systems and application stock at our trade prices).

NEU Hair 4 Men Branding

Manuals & Client After Care Guides

Unlike normal hairdressing, hair replacements enable you to have repeat business from clients visiting for monthly servicing

You can offer NEU Hair 4 Men products to your own existing and new client base

On-going training & support is provided throughout your journey with NEU Hair 4 Men. We will promote NEU Hair 4 Men within your salon across our website and social media platforms.

# PRICING PLAN

# from £595

## ONE DAY MEN'S HAIR REPLACEMENT TRAINING

### The Benefits

NEU Hair 4 Men offer one-to-one training to professional salons, barbers and stylists in all areas of our hair replacement systems.

Our in-house training at our Southampton Academy can be tailored to your specific requirements, allowing you or your salon to offer the very best hair replacement systems with 100% confidence.

Full One Day Course - £595 / Maximum 1 extra student - £149

#### Course Itinerary:

Introduction to Bespoke Hair Replacement Systems for Men.

About Pattern Baldness

Hair Replacement Systems vs. Hair Transplants and other methods.

Different Types of Hair Systems & Pieces.

How to Conduct a Full Client Consultation.

Cutting the Hair System to a Template.

Application of a Bespoke Hair System.

Fitting the Hair System with Adhesives & Tape.

Removing a Hair System.

Maintaining a Hair System & Client After Care.

Product Training.

NEU Hair 4 Men Retail Products & Training.

**NEU**<sup>TM</sup>  
**HAIR 4 MEN**

REPLACEMENT SYSTEMS

**TO APPLY** - Visit: [www.neuhair4men.co.uk/join-us](http://www.neuhair4men.co.uk/join-us) | Email: [enquiries@neuhair4men.co.uk](mailto:enquiries@neuhair4men.co.uk)

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