

HAIR CUTTERY

CASE STUDY



OVERVIEW

Hair Cuttery, the largest privately owned and operated chain of full-service hair salons in the country, partnered with Talent Resources to help reintroduce the brand which had been acquired by new ownership after hundreds of salon closings due to COVID-19. The company tasked Talent Resources with strategically relaying their reopening message to guests and consumers across the country while reinforcing the chain's number one priority, safety.

Talent Resources assisted the brand in an initial press release, as well as an additional release and content surrounding safety measures such as Hair Cuttery's curbside cuts initiative. Talent Resources was also responsible for leveraging the salon's influencer partnerships and positioning the overall campaign around Hair Cuttery's leadership in the hair and beauty industry.



STRATEGY

Talent Resources advised the Hair Cuttery team to make their initial announcement of new ownership transparent, and stay in communication with guests through social media.

To continue reinforcing safety, Talent Resources PR team assisted Hair Cuttery in leveraging their BARBICIDE® Certification by partnering with Leslie Roste, RN, BSN, the BARBICIDE® National Director of Industry Relations and Education. Roste instilled an additional level of comfort in guests' entering the salon by highlighting the brand's extensive safety measures.

RESULTS

The campaign led to
over 6 million media impressions

and coverage in top outlets such as the Miami Herald, Modern Salon, and NBC Washington.



Hair Cuttery Adapts to COVID-19 Safety Protocol with Expansion of Curbside Cuts

The salon chain now offers exclusive Curbside Cuts at select locations throughout the country

The Hair Cuttery Family of Brands continues to adapt its COVID-19 safety protocols with the expansion of Curbside Cuts—a convenient and safe way to receive a haircut outside of a traditional salon setting—to salons in four states. The Curbside Cuts initiative was first launched in August 2020 in an effort to ease guests' concerns about getting haircuts during the height of the COVID-19 pandemic. Now, with the expanded offering, guests in need of a haircut will be able to get one by a licensed stylist in an open-air setting.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20201008005942/en/>



Hair Cuttery Stylist & Guest Emily Taylor at Aventura, Miami Curbside Cuts (Photo: Business Wire)

"We have the power to shape our guests' experience every time they walk through our doors," stated Seth Gittitz, Chief Executive Officer of Hair Cuttery Family of Brands. "Curbside Cuts is about much more than doing hair; it's about meeting the needs of our guests while also doing our part to continue protecting their health and safety. We're very excited that we're able to expand this initiative to different regions of the country and provide a sense of normalcy to our guests during the health crisis."



Hair Cuttery rolling out curbside cuts outside as pandemic precaution



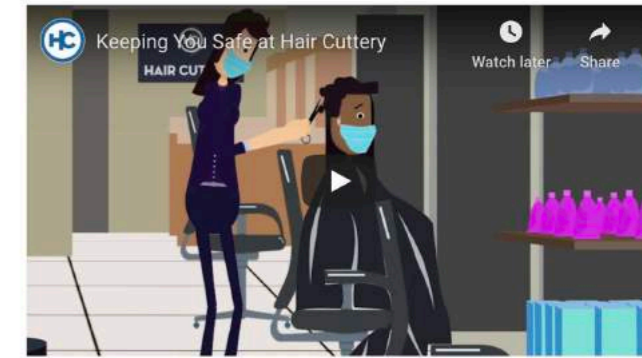
If you're shaggy but concerned about catching and passing on the coronavirus pandemic that's infected more than 36 million world-wide, a unisex hair salon chain is pitching a potential solution.

Hair Cuttery is rolling out curbside cuts, where people can get their hair cut, including by licensed stylists, outside the hair care shops in the open air as a COVID-19 safety precaution. The Centers for Disease Control said the virus is less likely to spread outside than indoors, provided that people are wearing masks and practicing social distancing.

The Virginia-based chain said the initiative aims to ease people's concerns about getting haircuts during the height of the coronavirus pandemic that's killed more than 215,000 Americans so far.



Hair Cuttery Safely Reopens 500 Salons Under New Ownership



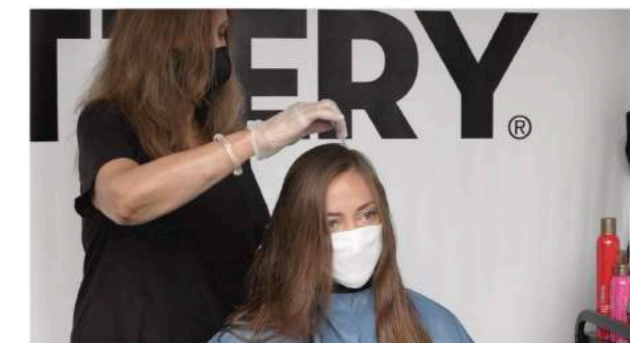
Under the guidance of new leadership, Hair Cuttery has now reopened 500 salons in a phased approach. Sanitation procedures have been put in place to ensure the safety of salon professionals and customers.

"We are excited to begin a new chapter. Our salon professionals are trained, equipped, and reinforced to handle COVID-19 challenges to ensure a healthy, successful future of salon visits for our customers," stated Seth Gittitz, Chief Executive Officer of Tacit Salon Holdings, LLC. "By reopening safely, we will be well-positioned to help our community move into future phases while staying happy and healthy."



Miami-area salon offers hair-cutting services outdoors

BY RODOLFO ROMAN, SPECIAL TO THE MIAMI HERALD
SEPTEMBER 03, 2020 06:00 AM



A Hair Cuttery stylist cuts South Beach's Emily Taylor's hair in Aventura. The salon is offering curbside cuts outdoors in Aventura.

South Beach resident Emily Taylor was lucky enough to get a haircut right before the COVID-19 pandemic shutdown.

Usually, she keeps her hair shoulder-length. Right now, her hair reaches mid-back.

Her hair was "scary-looking," said Taylor who wasn't comfortable getting a haircut inside a salon because of the virus. "It has split ends."

Then she saw an ad on social media about Hair Cuttery, 18237 Biscayne Blvd. in Aventura, offering outdoor curbside cuts.

"I considered cutting my own hair, but I have seen some horror stories on social media. I decided to leave it to the professionals," Taylor said.

CORONAVIRUS
Coronavirus in DC, Maryland, Virginia: What to Know on Oct. 9

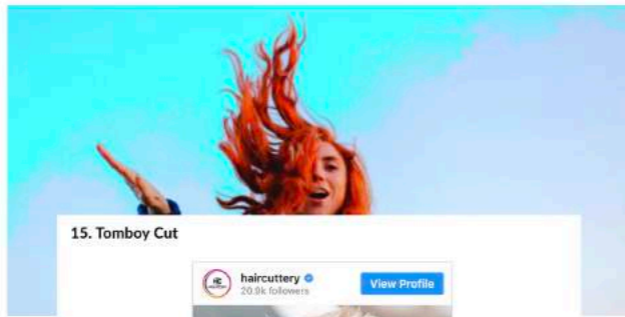
Here's what to know about the coronavirus data, resources and reopenings across the D.C. area.

A spike in new D.C. residents seeking coronavirus tests has continued through the week. As of Friday, testing levels are still slightly higher than average compared to past weeks.

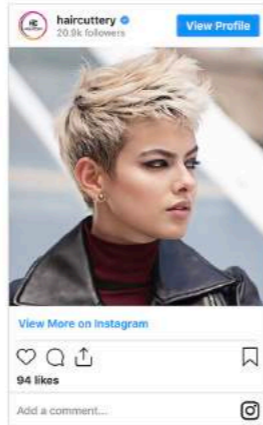
This week, an average of 4,015 COVID-19 tests were administered in D.C. each day. That's nearly 1,000 tests more than the average number of tests administered daily in September (3,245).

A Northern Virginia hair salon is offering curbside haircuts as part of their COVID-19 safety initiatives. Hair Cuttery announced the official expansion of their "Curbside Cuts" Friday. The initiative first launched in August in an effort to ease clients' concerns about getting haircuts during the pandemic. Curbside cuts are now available daily at the chain's Penrose Square location in south Arlington.

55 Best Short, Long & Medium Hairstyles For Women In 2020



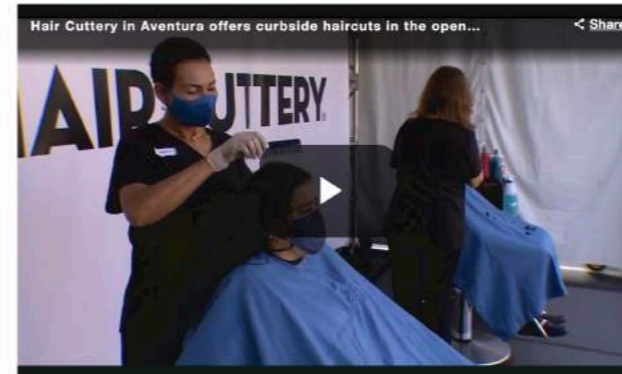
15. Tomboy Cut



If your style is evolving, let your hair do the same. "Cut and color are bold, but there is plenty of styling versatility," says Steve Waldman, Hair Cuttery's Salons Technical Director.

< SHARE OCTOBER 5, 2020

Hair Cuttery in Aventura offers curbside haircuts in the open air



Still a little gun-shy about going into your favorite salon for a haircut with COVID and everyone freaking out? Don't let COVID-19 stop you from getting a new 'do. We know a place that'll style your hair out in the fresh air.

If you're not ready to go back to your favorite beauty shop, listen up. At Hair Cuttery in Aventura, you can get a great cut and plenty of fresh air.

Olga Fields: "Our guests were looking for an option to have their haircuts done outside."

The move to set up curbside cuts outside the shop was a necessary one.

Olga Fields: "We're in a pandemic, so we still have guests that are hesitant to walk into places."

Even though the work's being done under the sun, your safety is still the top priority.

The Best Tips For Using Dry Shampoo In Between Washes — For All Hair Types



What are the dry shampoo benefits for hair?

While dry shampoo is great for making hair in need of a wash feel and look fresher, it also has so many other benefits.

Says Steve Waldman, Director of Technical Training at Hair Cuttery Family of Brands, "Dry shampoo can add volume to hair that has a tendency to be flat. It's great for a spruce up after working out, if humid weather has had its way with you, and to stretch out the time between shampoos."

It also helps you to save money. That's because the less often you go for blowouts, or the less often you use products to wash your hair, the less money you spend. During a recession, that's always a plus.

How To Bleach Your Hair At Home, According To Stylists & Colorists



How can you practice proper aftercare?

To make sure your hair is strong, moisturized, and that the elasticity is in tact, you can perform a test on your hair to check it regularly. "Take a few hairs and test the strength between your finger tips," says Hair Cuttery's Salon Director of Technical Training, Steve Waldman.

Does it seem brittle? Does it easily fray or break? It's not passing that strength test and needs more TLC.

Use conditioners and treatments that have protein in them to help to rebond the hair. Because when your hair is moisturized, adds Waldman, "This will ensure that your next step with tone and color will deposit evenly and look beautiful, whether you're coloring at home or in a salon."

You can also maintain your blonde hair color at home by using a semi-permanent hair dye.

They're hiring! This nationwide company is hiring over 1,000 people in Florida



Olga Fields lost her job in March. She worked in retail for years. After two months of being furloughed, she was hired at Hair Cuttery as a district leader.

"I run 13 salons all the way from homestead to Aventura. My job is really to go inspire, motivate, run the business and see how we're doing. Look for great people [and] talent scout," added Olga.

The full-service hair salon has 75 locations in South Florida and they're hiring over 1,000 people. Requirements include experience in the hair styling industry.

"We're looking for talented stylists. People who are passionate about their craft. All of our stylists are a licensed cosmetologist from the state. Anybody who would be applying to work at Hair Cuttery is already licensed and already a professional," said Seth Gittlitz, CEO of Hair Cuttery Family of Brands.

The Do's & Don'ts Of Coloring Your Own Hair

do: part properly

"An irregular or zig-zag parting can diffuse the hard line of new growth making it less severe and appear as more of a shadow," says Steven Waldman, director of technical training at Hair Cuttery/Bubbles Salons.

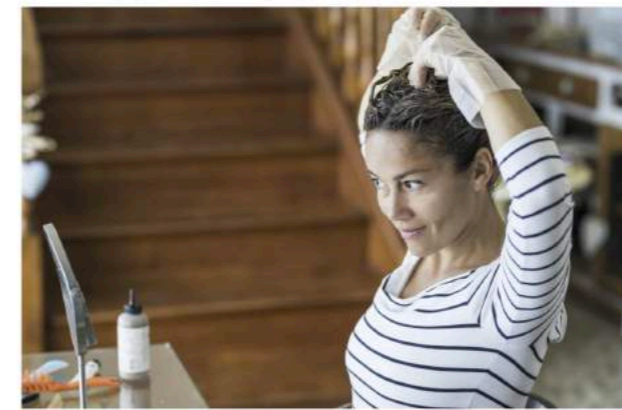
To help you section the hair like a pro, you'll need a good metal tail comb and some clips handy, says Becker.

"You want to achieve even results, so sectioning hair avoids tangles and ensures that all hair strands have a thorough application of hair color. I always comb hair first and then section into four quadrants (two in the back and two in the front)."

don't: try to lift hair drastically lighter than your natural color

Save the drastic changes for the experts who know how to avoid 50 shades of yellow.

"When trying to lift your hair too light at home orange and yellow undertones are revealed that are almost impossible to control," says Waldman. "Also, the chemicals needed to lighten hair dramatically can cause irreparable damage to hair that was not properly analyzed and strong enough for the process."



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Posted: Oct 08, 2020 2:21 PM EDT
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VIENNA, Va. —(BUSINESS WIRE)

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To schedule a Curbside Cut, guests must call the select locations where the service is offered to make an appointment. Each customer will receive a Signature Cut while sitting in a salon chair outside, situated under a tent to protect them from the elements of the Fall months. All Hair Cuttery stylists and guests must wear masks covering their nose and mouth for the duration of their time at the salon, whether indoors or outside at the curbside set-up.

To add to the ensured safety for all guests, Hair Cuttery has partnered with BARBICIDE® National Director of Industry Relations and Education Leslie Roste, RN, BSN. She is recognized as the industry expert in ensuring the safest return to work for Beauty Industry Professionals. Roste has worked in the cosmetology industry for more than a decade and created the BARBICIDE® Certification Program that Hair Cuttery implemented. She has worked alongside the salon chain to develop and execute its sanitation standards during the COVID-19 pandemic and continues to consult with the company to make sure best practices are in effect.

"It's very encouraging to see the strides the Hair Cuttery has taken to fight back against the coronavirus," said Roste. "The beauty industry is such an intimate business; safety and sanitation has always been and will continue to be of the utmost importance. Guests should feel reassured of the safety of their services provided through evidence of the BARBICIDE® Certifications proudly displayed in Hair Cuttery salons. BARBICIDE® is on the EPA's List N of disinfectants expected to kill the coronavirus when properly used on surfaces."

The CDC recommends social distancing and open-air facilities whenever possible to reduce transmission of COVID-19. The Hair Cuttery's expansion of Curbside Cuts comes as a direct response to these guidelines in an effort to offer greater options for guests who may be hesitant to visit a traditional salon. The company first launched Curbside Cuts in Aventura, FL, in August 2020, and will now include 11 additional salons in four states.