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FOR IMMEDIATE RELEASE

Tools and Trends of the Trade

PBA Releases the Exclusive Salon and Day Spa Consumer Trend Report at Symposium 11

The **Professional Beauty Association (PBA)** released an important study of industry trends in its first-ever **Salon and Day Spa 2007 Consumer Trend Report** compiled by research authority The Benchmarking Company. Launched to PBA members at **Symposium 11**, the study showcases the patterns of salon and spa goers, including frequency of visits, preferences, lifestyle behavior and buying habits. Using these results, salon and spa owners and other industry professionals can tailor their marketing and business strategies to better identify, recruit and retain customers.

PBA strives to keep its members updated on the latest trends. Volunteer leaders on the Salon/Spa Leadership Council helped craft this survey to provide valuable input for salon and spa owners looking to better understand their customers. The **Salon and Day Spa 2007 Consumer Trend Report** focuses on female clients who have attended salons and/or spas for more than manicure or pedicure service at least once in the past twelve months. The major five key consumer trends include:

- **Escape Artist** - Women are motivated to visit salons/spas to escape their stressful environment.

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- **Personal Beauty** - Women seek to improve their appearance and expect to forge an emotional tie with their salon and stylist.
- **Practicality Rules** - Customers are willing to pay a premium for services and products while also being interested in receiving a good deal.
- **Speak Up** – Salons are not communicating enough marketing messages to customers, and women say they would prefer to be contacted by their salon/spa for more than appointment confirmations.
- **VIP World** – Being part of an exclusive beauty club and feeling special in a spa/salon experience is very important to women, and they want to feel “fabulous” when they walk through the salon door.

“This groundbreaking report will help salon/spa owners assess their clientele and see what services they like, what magazines they read and what products they don’t mind splurging on,” says **Steve Sleeper**, Executive Director, **PBA**. “We asked very specific questions to better understand female customers so that our **PBA** members can tailor their business strategies accordingly, retain customers longer and maintain customer satisfaction.”

This extensive report shows that women are very routine and consistent when it comes to the type and number of salon visits. A majority of salon services reported were hair (90%), waxing (26%), and nails (20%); a majority of spa services were massages (24%), facials (19%), body treatments (16%), and skincare (15%). Consumers view salon services as primarily hair care and spa services as “relaxation type” services.

Retail purchasing trends revealed that hair products dominate all product purchases at salons and spas, and women say that they do not mind paying a premium for haircare products. Women are most motivated to purchase beauty products because it is on sale (#1 reason), they ran out (#2) or to pamper themselves (#3). The study also showed that 51% of women buy a product

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based on a friend's referral and that once a woman discovers a product or services she likes, she will continue to buy it for many years.

The buying study also shows that the amount spent in a spa is significantly more than in salon. Top beauty products, including type of products and brand of products are revealed, with results divided in two groups – mainstream customers (household income of \$99,000 or less) and affluent customers (household income of \$100,000 or more).

Members of the **Professional Beauty Association** may purchase the report by calling 800-468-2274 (480-281-0424). The report is not available to non-members.

PBA is a non-profit association that represents the interests of the professional beauty industry from manufacturers and distributors to salons and spas. **PBA** serves the industry with education, business tools, government advocacy and networking. For more information on **PBA**, please call 800-468-2274, or visit www.probeauty.org. For more information, please contact Harris Shepard Public Relations at 310-277-0437 or via email at aherwehe@harrisshepard.com.

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