

March 2011

American

THE BEAUTY AUTHORITY

SALON

View to a Thrill

Redken's
Carmody Homan
takes hair to
a whole new
dimension in 3D





HOPE FOR THE BEST

When it comes to education, **H.O.P.E for Beauty** (Home Of Professional Education) truly raises the bar. The 10,000-square-foot facility in Southampton, PA—formerly a barn—has been transformed into a state-of-the-art center that fosters inspiration and creativity. In addition to 40-foot-high ceilings and creature comforts that include a cascading waterfall and comfortable seating, H.O.P.E boasts flat screen video monitors and high-tech cameras throughout that elevate the learning experience. “Our goal is to provide professionals with a wide variety of cutting-edge, hands-on classes and seminars for every level of expertise,” says Founder and CEO John Philipp. To that end, the dynamic curriculum encompasses both intimate and large-scale presentations on a wide variety of topics ranging from haircutting and styling to business-building sessions and classes for nail technicians. “H.O.P.E wants to continue to inspire beauty professionals who attend courses here to dream bigger and raise current industry standards of excellence,” adds Philipp. “We want to help the industry evolve.” *trubeautycenter.com* —K.D.

LOCAL LISTINGS

Salons looking for ways to increase their clientele and fill in empty appointment slots should look into partnering with **Peekaboo Mobile**, a new smartphone app with a reach of more than 50 million customers that allows users to pull up discounts for local businesses.

“Many salons have expressed interest in Peekaboo after being disappointed with a traditional advertising buy,” says Ben Dolgoff, co-founder and COO of Peekaboo Mobile. For a flat monthly or annual fee, salons can offer an unlimited number of deals on the app to attract nearby customers and encourage impulse buys (Peekaboo doesn’t take a cut of the business generated). “It’s an easy way for businesses to drive traffic during otherwise slow times or to get the word out about last-minute openings, a new service offering or a special event,” Dolgoff says. “For example, if the salon owner or manager notices that the day has a low number of appointments booked, they can offer users a discount on services during that time period. Anyone within a 50-mile radius who has the Peekaboo application on their phone can see the deal.” *peekaboomobile.com* —L.M.



SCREENPLAY

Family Affair

Starting this month, **Matrix** stylists and students have a new place to learn, share and connect with fellow beauty pros at *mymatrixfamily.com*. Free site membership offers a number of enhanced features including social networking profiles, educational services, and information on daily giveaways, contests and prizes that were not available on their previous site, *matrixcraft.com*. “This is a place where anyone can go, anytime of the day or night, to find inspiration and interact with other members of the passionate Matrix family,” says Matrix Vice President and General Manager Colin Walsh. The new site, available as a smartphone app, is designed to provide a complete



digital experience for members to interact and learn not only from field experts, but also from each other. For example, salon owners can log on to discover successful business strategies from an extensive list of resources or from the inspirational experiences of other users. To get the latest techniques, stylists can download various step-by-step tutorials by members of the Matrix Artistic Design Team, and look to Matrix AVP-US Education Karrie Fonte, author of the blog “Ask Karrie,” for quick solutions and tips. As part of the overall site experience, members can follow the six students on Matrix’s Spread the Love campaign as they post blogs and videos throughout their journey. —C.N.