

Selphi

Success through sustainability

**In an industry so diverse. What makes one idea stand out from another?**

How do you achieve sustainability when trends are ever changing?

With unlimited opportunity for growth how do you begin to internalize it?

What is the secret to staff retention?

**Industrial** **Leaders**

Great clips

Established in 1982

3700 locations

33 years success

Majority of franchisees owning a minimum of 5 stores

Net worth 1.03 billion dollars

109-202k

20k franchise fee

6% royalty

10 year contract

Known for providing fast, convenient, affordable, no appointment necessary services.

## Sport Clips

## Established in 1995

1305 locations with another 180 planned for this year

20 years success

Majority of franchisees owning 3 or more stores

Net worth hit 1 billion dollars in 2013

160-320k startup

59k franchise fee

6% royalty fee

5 year contract

Specializing in men’s and young men’s services with an atmosphere specifically catered to their target audience

Forbes magazine calls it the “#1 franchise to buy in 2014”

What is the next revolution in hair salons?

How do we make a 40 billion dollar industry employing over 1.1 million Americans better?

The same way Great clips and Sport clips did…..

**A Niche**

One that both the consumer and the industry are in desperate need of

One that will answer the questions of consciously aware consumers

One that will change the image of this industry

One that will give likeminded professionals the ability to advance, grow, exceed and surpass any other opportunity.

“In the upscale salon Niche, there is no clear leader”-Probeauty.com

According to market research.

Consumers no longer want to feel guilty, unhealthy or that they have sacrificed their beliefs in order to look great.

“Conscious consumerism will overtake the salon industry in the next couple of years” – scottmitchellfl.com 2012

“The organic salon segment has grown by 16% vs the 2% growth of the broader end of the industry”-J.P Morgan survey 2013

“Consumers will continue to expect and be willing to pay a 12-16% premium for organic salon products and services”-Probeauty.org

Environmental Awareness

It has become more obvious than ever that consumers are eagerly attempting to reduce their carbon footprint. And when you analyze the facts, I would say there is no better time than the present.

Coal is the single biggest air polluter in the U.S. In fact, according to (CATF) “13,000 people die each year from coal pollution”

Coal mining requires 70-260 million gallons of water every day

400,000 acres of temperate forests have been destroyed in just 16 years

Coal plants are the largest source of human generated mercury pollution in the U.S. A toxin that has proven to lead to learning disabilities, ADD, lower IQ and even mental retardation.

A recent study at Harvard University showed that “the national impact associated with health impacts of fossil fuels is currently at 886 billion dollars”

What do 40 million swimming pools, 24 billion baths, and the 7th largest lake in the country have in common with us?

A trillion gallons of water.

This is our nations annual water waste

“An estimated 18 million acres of forest are lost each year to deforestation. That’s 36 football fields worth of trees, lost every minute” WWF

These trees are removed to create

* Commercial items such as paper, and furniture
* To create highly prized consumer item ingredients

And did you know that every time a tree dies it releases every bit of carbon it stored throughout its lifetime? That means nearly a billion tons of carbon are released every year from dying trees.

8 of every 10 babies have measurable levels of Phthalates in their bodies due to manufactured vinyl flooring and wall coverings

PBDEs and BPAs have been linked to reproductive abnormalities, heart disease, diabetes and brain developmental issues

With so much insurmountable evidence around us, it’s hard to not jump on board with a nations cry for help

But what can we do as an industry to encourage this new trend?

Give the people what they want

As professionals, it is our civil duty to do everything in our capacity to reduce the amount of risk we expose our clientele to. Yet to this day there has not yet been a salon fully committed to becoming 100% eco conscious.

That time is now

And together we can revolutionize this industry and raise the bar for future generations to come.

Selphi Salon

Leading the industry with an innovative new approach in luxury hair care. A fully solar powered, eco-conscious salon. Equally committed to providing the most refreshing and rejuvenating salon experience while respecting our global impact.

Materials

100% solar powered

Custom created solar heated blow dryers

100% Natural and LED lighting

Biodegradable towels

All natural laundering service for capes, smocks etc.

Service menu and business cards produces with recycled color and shipment boxes, printed with no toxic ink

Recycled foils

Compartmentalized recycling bins at each station

Locally made furniture made with recycled driftwood and plastics

Automatic lights and hand dryers

Enviromentally sensitive cleaning products

All natural interior paint

Ceramic or cork flooring

Faucet aerators

Eco friendly toilets

Surface products

Ammonia free color

All hair clippings sent to local farmers to avoid mollification in landfills

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There is an industrial change relying on us, and we cannot let them down.

Together we can create a network of salons that completely surpass any competitors for generations to come. We can cater to those, clients and stylists alike, who demand better from us. We can eliminate the competitive nature in our industry by encouraging fellow stylists to stand behind us in our salons with pride. Knowing that they are leaders in the industry and there is no other company out there that cares about their success more.

Through this concept, stylists will be encouraged, trained and mentored to achieve their maximum potential. Any stylist willing to dedicate everything they have to their craft, their career and our unwavering philosophies will have the opportunity to take their passion to endless lengths. After starting out at a concept salon, and meeting a rigorous criteria of qualifications. A stylist will have the opportunity to apply for their own franchise, and take their career to the next level with Surface.

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