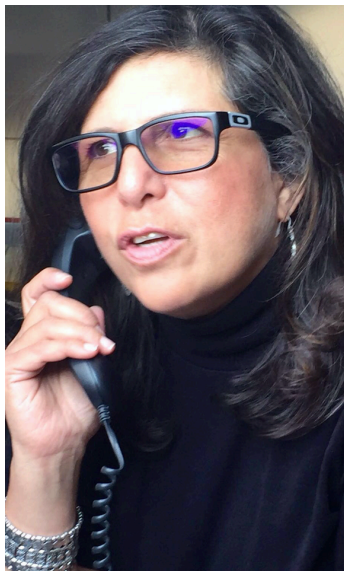




PHAB Standard Launches Hair & Beauty Management HELPLINE

Hair and beauty industry expert and CEO of PHAB Standard (Performance in Hair&Beauty), Nergish Wadia-Austin wants to support salon, spa and barbershop managers to deal with management and professional challenges, by sharing her expertise via private one-to-one telephone, Skype or FaceTime consultations. These confidential sessions are available in 15 minute units. Boasting over 35 years in the industry, Nergish is uniquely positioned to provide this much needed helpline. Her extensive business knowledge of the hair, beauty, nail & male grooming industries as well as her practical experience in running salons, spas & barbershops around the world is what makes her the best person for the job!



“Many salon owners or managers have no business partner or experienced colleague to turn to when they have a niggling question or just need to talk something through. So I’ve created a resource where anyone in management can access confidential, pragmatic solutions and practical knowledge,” said Nergish. “Mentoring salon owners and managers through career obstacles and business problems is beneficial for everyone and raises performance standards in our industry.”

“The H&B Management Helpline will be a great resource for all hair and beauty management professionals,” commented David Drew SRSB, one of the UK’s top

hair and beauty industry performance coaches.

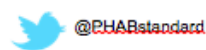
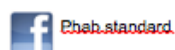
Just some of the subjects managers can seek Nergish's expertise on can include:

- Business targets – in particular how to increase sales and profits
- Staff management and how to increase productivity
- The right time to expand or invest
- The correct way to word a price list or marketing materials for greater impact
- What to do about declining sales or repeat business
- The best ways to improve customer service standards
- How to inspire team members to get fully booked and recommend retail solutions

How to access the H&B Management HELPLINE:

Anyone from managers of salons, spas, barbershops, to self employed hair, beauty and nail professionals can purchase 15 minute units at www.phabstandard.com by clicking on the H&B Management Helpline button or by calling + 44 (0)208 840 9070 (GMT 09:00 till 17:00) or by emailing info@phabstandard.com with requests.

The team at PHAB Standard will make every effort to get in touch by the end of that day to arrange a time for the consultation. Each 15 minute unit is charged at GBP £35.00 + VAT (where applicable). Should a manager need more time at the end of a session, every effort will be made to get them the extension. The team at PHAB Standard is also happy to answer any questions you may have via email or telephone. Nergish Wadia-Austin can be contacted on 0208 840 9070 or via email: info@phabstandard.com



For information on PHAB Standard visit www.phabstandard.com or call Alison Jameson or Lauren Martin at AJC93 on 0131 621 7210 or email lauren@ajc93.com

Note to Editors; Performance in Hair & Beauty (PHAB) is a system for recognising the delivery of great customer service and business performance. It enables customers to find the best salon professionals and Hair&Beauty businesses who truly listen to and solve customer's needs.

PHAB Standards cannot be bought, they must be earned, and professionals can qualify at a Bronze, Silver and Gold level. Professionals and businesses can apply for a PHAB Standard by presenting their repeat business numbers, their client counts and their retail sales. In addition customer testimonials, supplier and manufacturers sense checks and mystery shopping will also have to be assessed. Achieving a PHAB standard is not easy but does prove professionalism and high performance. It therefore aids the British and Irish consumer in choosing the best professional, salons, spas, barbershop and nail bars, via a detailed listing in the PHAB Directory, taking away the game of 'Russian Roulette' currently played by the consumer when seeking out new hair and beauty professionals and businesses!