



Need a great hair, nail or beauty professional nearby, but no time for 'trial and error'?

# Then you need The PHAB DIRECTORY!

It's a brilliant, new and independent listings service for fast-tracking you straight to the best hair, beauty, barbering and nail professionals in your locality and across the UK and Ireland.

**DIRECTORY** listed practitioners are all:

- **PHAB Standard verified**; the industry's only performance-based benchmark for great customer service and professional delivery
- **graduates of a rigorous qualification process**, checking for high levels of repeat custom, supplier verification of product knowledge, happy customer testimonials and 'mystery shopping' results
- aware their PHAB Standard will be **reassessed annually!**

Just look what nice things people are saying about **The PHAB DIRECTORY**:



*'Take the guesswork out of booking a hair appointment with a new listings service that aims to be what the Michelin star is to chefs... We think it's a very good thing too.'*

**Layered.**

*'...a new online service that we're labelling the fairy godmother of hair and beauty.'*

*'...it's going to be an online beauty game-changer.'*

# With **The PHAB DIRECTORY**, finding your nearest PHAB professional is easy...

- Find the DIRECTORY on the PHAB website at [www.phabstandard.com/directory](http://www.phabstandard.com/directory)
- And look out for PHAB window stickers in the high street.



## Your **PHAB** checks are:

- PHAB Salon Professionals possess a valid ID card, certificate and window sticker
- PHAB Businesses possess a valid trophy, certificate and window sticker.



Remember to check their window sticker **expiry dates**, to be absolutely sure!

### Your nearest **PHAB**:

- |                                       |                                     |  |                                       |
|---------------------------------------|-------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Hair Stylist | <input type="checkbox"/> Hair Salon | <input type="checkbox"/> Hair & Beauty Salon | <input type="checkbox"/> Colourist    |
| <input type="checkbox"/> Barber       | <input type="checkbox"/> Barbershop | <input type="checkbox"/> Beauty Therapist    | <input type="checkbox"/> Beauty Salon |
| <input type="checkbox"/> Spa          | <input type="checkbox"/> Nail Bar   | <input type="checkbox"/> Nail Technician     |                                       |

Was your visit **PHAB**? Let us know how it went by contacting us. Alternatively, leave a review on The PHAB Directory.



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