

Hair: Errol Douglas MBE using Moroccan oil products. Assisted by: The Errol Douglas Salon Colour Team. Make Up: Naoko Sointu. Stylist: Thea Lewis. Photography: Andrew O'Toole  
Front Cover - Hair: Sarah & Adrian Bowron @ Aesthetics, Solihull. Photography: John Rawson - www.therawsonpartnership.net

# WELCOME

Good Salon Guide was established in 1993 to promote standards in hairdressing to the general public.

Salons are rated on criteria which have been developed with the general public, industry and trade bodies, and are promoted to the public in an easy-to-understand format.

Much more than just recognition of your salon's standards, Good Salon Guide offers a real business partnership opportunity with ways to increase the number of new clients, client retention, turnover, profit and much more...



## RECOGNITION OF YOUR STANDARDS