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METROSalonPRO
INTERNATIONAL
THE PROFESSIONAL BEAUTY & BARBER RESOURCE GUIDE
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MORE THAN JUST HAIR GROOMING BARBERS, BARBER STYLISTS, BARBER SHOPS REMEMBER WE SHAPE-UP OUR COMMUNITY'S FUTURE



Nate Crittendon, Owner N'Style.

By Nate Crittendon

This Is How We Do It – Sharing Industry Best Practices

We're sure that when you saw the first half of that title, you automatically thought of Montell Jordan's hit single "This Is How We Do It" that hit the airwaves in the mid-nineties. Though the title of choice is totally unrelated to the music industry, we're hoping that sharing some of our best practices will indeed enhance the barbering industry.

At N'Style Hair Grooming, you don't just get a hair cut; you get a hair grooming experience. Sound fancy? We know, but our purpose during every customer visit is to ensure that even if it's your first time visiting us, it definitely won't be your last. The N'Style experience starts the moment a client enters our doors, and if we do our jobs correctly, the experience itself will have residual affects that transform our first-time visitors into regulars.

N'Style Hair Grooming at a Glance:

Greetings. Upon entering N'Style Hair Grooming, you are pleasantly greeted and asked to sign in so that we can keep you abreast of our promotions and discounts. As you hang up your coat and settle into the atmosphere, there is light fare and beverages at your disposal. If your barber isn't immediately ready, no worries. You can simply sit back, relax and indulge in the music that is loud enough to be heard, but low enough not to interrupt your thoughts.

Shampoo anyone? Before you even make it to your barber's chair, you're offered the option of getting your hair washed and blow dried either before or after your hair cut. Of course, a client can opt out of this option, but we encourage it to ensure that the client gets the full hair grooming experience.

Classic Cut. Once your hair is washed and dried, you're ready for your cut. N'Style offers pristine hair cuts, where style meets precision. Our barbers are dedicated to crafting the perfect individual cut for each client, and our overarching goal is to make sure that our clients look better leaving, than when they came in.

Hot towel = hot commodity. To open your pores and ensure a closer, more comfortable shave, N'Style offers a hot towel treatment. After treatment, customers receive a razor-sharp shave that leaves their face clean and kissably close.

All of the above, combined, lends itself to the N'Style Hair Grooming Experience. We sincerely believe that every step in this experience is important, and that each step gets us that much closer to our end goal. The average guy can probably think of at least 2 or 3 places where they know they'll get a good hair cut. But at N'Style, we're not just cutting hair, we're creating customers that will last a life time.

FEBRUARY / MARCH 2011

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IT'S SHOW TIME

AMERICA'S BEAUTY SHOW
CHICAGO
March 12th - 15th

IBSnewyork
It's Showtime! It's Tradeshow Season

IBS
March 6th - 8th
New York City

BRONNER BROS.
International Hair Show
February 19th - 22nd - ATLANTA

FLUID 2011
Spring Oasis
HAIR & FASHION SHOW
HOLIDAY INN - ROCKFORD
Sunday, April 3rd

LOW SELF-ESTEEM
DECISION - BETRAYAL
PSYCHOLOGICAL
AFFECTS OF INJURY SALAMUZE
HAIR WEAVE
By Mark Carter

HAIR SKIN NAILS MAKEUP
VIRGINIA BEAUTY SHOW
FOR PROFESSIONALS & STUDENTS
MARCH 20th
www.vbs2011.com

Photo 1 - Photography by Mark David Carter of MetroSalonPro, LLC. (202) 285-0371. Bronner Bros. NuExpressions Model at Bronner Bros. International Hair Show in Atlanta, Georgia. Photo 2 - Model Shot courtesy of America's Beauty Show in Chicago, Illinois. Photo 3 - IBS New York (New York City) apple logotype. It's Showtime! It's Tradeshow Season.

GET YOUR HAIR RELAXED FOR FREE FREE RELAXERS & TOUCH-UPS

Relaxer Demonstration Models Are Needed. We are seeking female models with medium to long hair for live demonstration of professional, salon exclusive, hair care products. Must be age 18 or older. Under age 18 requires parental consent and parental participation. MetroSalonPro will host advanced education seminars and trade events that require stylist/platform artists to execute technical application of relaxer technology. Technical haircut and style is also an objective of the demo. To schedule an appointment or for more info please contact Mark at: 202.285.0371.