

NEW HIRE  
PRESENTATION

# BLU BOUTIQUE SALON

Thank you for your interest in Blu Boutique Salon! When it comes to finding the right salon to call home, we believe its best to have as much information as possible so you can feel confident in your decision and excited about the journey. We have created this presentation to provide you with all the necessary information you need for exactly that.

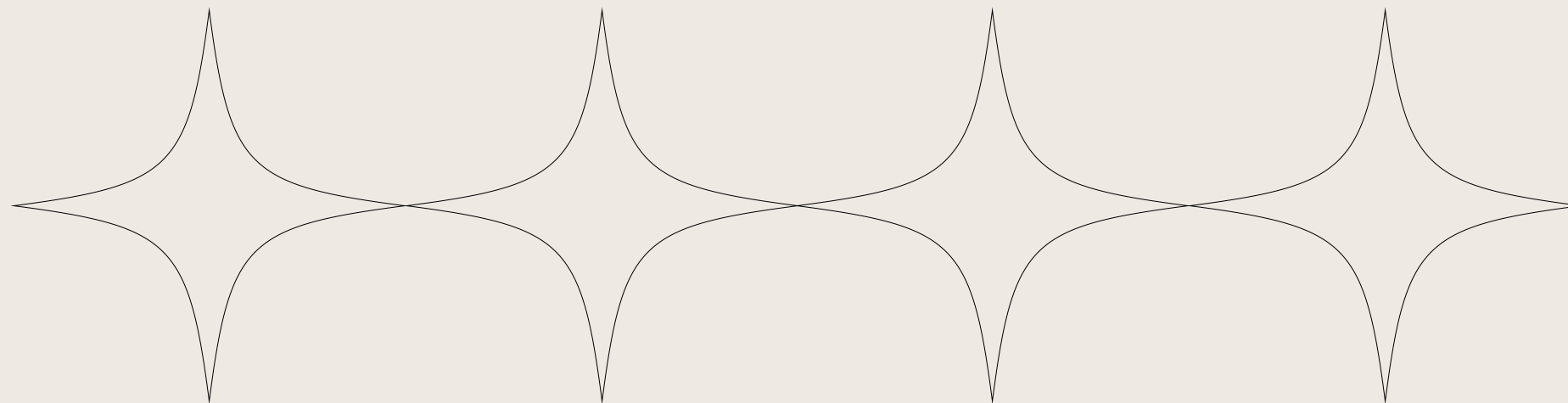
# WHO WE ARE

We are a hybrid, organic driven salon for all levels of expertise and experienced hair stylists who want to do what they love in a holistic, non-toxic environment.

- We offer booth rental for independent artists, as well as an all inclusive booth rental and tiered commission employment for newer artists who want the support to grow into independent artists.
- We take pride in creating a positive, inclusive environment.
- All artists are encouraged to have their own brand whether they are booth renting or a commission artists.

## LOCATION

We are located in Howard County with easy access to route 70. Our building is handicap accessible and located in a business park with lots of parking and other businesses such as medical buildings and food options.





# WHY BLU?

In 2014, Ainara, owner of Blu, wanted the freedom & flexibility to focus on bridal work on the weekends while still servicing her guests during the week. When the salon she was in didn't support nor allow her to take off every weekend, she tried to find a new salon home and came up short. So she decided to open a salon and create what she was looking for herself! Her dream was to continue to grow and do what she loved while working next to like-minded artists who supported & inspired each other to build their own dreams in a luxurious, clean, non-toxic (products & people) open space. A place where artists and their guests felt peaceful, empowered, and recharged when they left the space!

The color blue is associated with open spaces, freedom, intuition, imagination, and inspiration. Her favorite color is blue and really that's why she picked it! She strongly believes everything happens for a reason in life, and there are no coincidences. How ironic, when she looked up what blue means and represents years later, it happened to encapsulate her exact vision of the salon she set out to create and has created!



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# OUR MISSION

We are a holistic organic driven hybrid salon where every voice is heard. Kindness & transparency are at the forefront of our culture. All of this shows in how we treat each other and our guests to the clean and cruelty free products we use .



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# OUR VALUES

## KINDNESS:

from interpersonal relationships to the products we use we believe in a "non-toxic" environment. We strive to put kindness at the forefront each and every day.

## GRATITUDE:

We are grateful to have the career, the relationships, and the guests we have. We believe negative energy doesn't belong in our industry and to always try to remain humble and grateful.

## HEALTH:

Putting your physical, mental, and emotional health first are VITAL to your personal growth and success. We believe taking care of ourselves is more important than anything else we do.

## SUPPORT:

First and foremost we are a support team to each other and no one here is above lending a helping hand when needed. We encourage growth and hope to give you the tools needed for you to grow in whichever direction you desire.

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# WHAT SETS US APART?

- Organic driven – holistic services and clean color
- Inclusivity – gender-neutral services
- Kind “non-toxic” environment
- Exceptional guest experience
- Education driven
- Natural lightening and trendy aesthetic
- Freedom and flexibility as commission employee and booth rent



## WHAT OUR CLIENTS ARE SAYING

"I love this salon. It feels like a girls get away when I am there. The stylists are so talented and fun. They have great products that are so good for your hair and maintaining color. You won't find a better salon with more talent anywhere in the county."  
-Terri S.

"Everything about this salon was just great! The staff was very friendly and welcoming. The discussion about my hair with Ainara and the shampooing, cut and diffuse dry made my hair look better than it has in a long time. The warm towels were a special treat. I look forward to my next visit."  
-Marie G.



"Scheduling is super easy. The salon is always extremely clean. The products they use make my hair feel like silk."  
-Veronica D.

"What a wonderful day! I had my hair and make-up trial done for my wedding and brought my mom along for a make-up trial as well. The salon is beautiful and relaxing. Everybody was so friendly and made me feel so comfortable through the process, not to mention that it came out looking amazing! I can't wait for them to come and help with my wedding day, I know everybody is going to look great!"  
-Allie H.



I have had only wonderful experiences at Blu Boutique and with my stylist! She listens to what I would like for my hair, makes great suggestions, and delivers an amazing result. I always leave feeling refreshed and pampered. Blu Boutique has done an amazing job keeping everyone safe during the ever-changing pandemic. Even offering to wear a mask during times when they were not mandatory. I truly appreciate all of the care and attention they show to each customer!  
-Carol B.



# WHATS INCLUDED?

- Access to salon Monday- Saturday
- Towels and capes
- Towel warmer
- Refreshments & snacks for guests
- Back bar shampoo & conditioner
- Color bowl, whisks, brushes
- Station
- Music
- Back styling products (commission employees and all inclusive only)
- Barbicide (commission employees and all inclusive only)
- Salon support staff (commission employees and all inclusive only)
- Brushes, combs, clips (commission employees and all inclusive only)
- Free coaching from management (commission and all inclusive only)



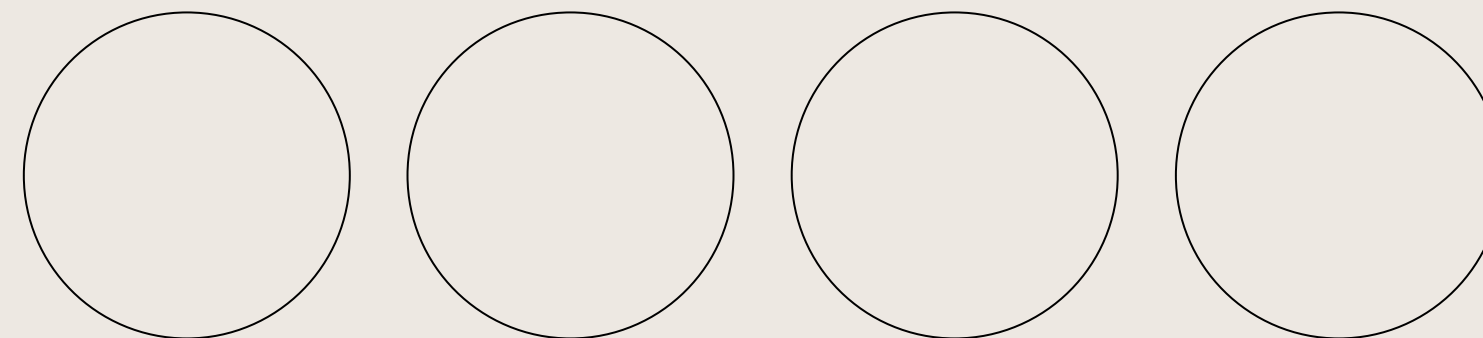


# WHATS INCLUDED CONT.



- Booth rent artists must have website of their own customized. Artist will be listed under "our team" with link to redirect to artists current booking website.
- Flexible leases month-to month we only require a 30 day notice.
- Booth renters are able to sell their own product but will be required to provide their own product display.
- 10% commission on hair product sales. Can be used as a credit for weekly rent.
- Education: Classes will be included with commission and all inclusive employees.

# RATES:



## Booth renter:

- 6 day weekly rent: \$350
- 3 day part time weekly rent \$200
- 1 day weekly rent \$125  
(Best for bridal trials, etc)

## All inclusive:

- 40% of your weekly sales
  - This includes everything listed above plus Meevo booking software, salon support staff, credit card fees, and education.
  - You must provide color, gloves, and foils. We also have a pay as you go color option using Vish.



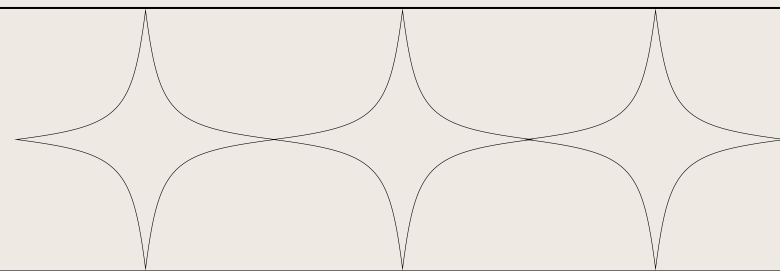


# WHO WE ARE LOOKING FOR:

We are looking for professionals with a passion and drive for our industry, who see this as a career rather than a job, and fully embody our values as a salon. We are a team who works closely with one another and it is imperative that we mesh well and our energies align. To elaborate further, here are some of what we consider when meeting future hires:

**professionalism:** While we love our relaxed vibe for the guests, we hold ourselves to a high level of professionalism. This can include how we dress, how we speak to each other and to guests, and how we carry ourselves. While remaining professional, we encourage artists to be themselves. Our main goal is that we all have a safe and comfortable environment to work in and the guests experience is enhanced by each artist they interact with.

**Mindfulness:** Our environment is meant to be a relaxing escape for clients when they visit us and is often the first thing they notice during their visit. We value cleanliness and have a high reputation for following all guidelines and protocols. We must be respectful of each others spaces as we often work close to one another and share spaces.



# CONTINUED:

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**Education:** While education for higher level artists is optional, we highly encourage ALL artists to participate in classes within the salon and encourage outside education as well. We're looking for artists that want to grow within our industry and to do that we must always continue learning and remain passionate.

**Mindset and mood:** We want to keep our environment as non toxic as possible, that includes the energy that comes into the salon. We have already discussed our importance on kindness however, sometimes the attitude we carry can effect the salon as a whole. We understand life can get us down and we're always able to offer support when needed. However, our ideal artists can identify those times and communicate their needs and set boundaries with themselves. We hope to grow a positive community able to support other up through the good and bad.

**Communication:** We value people who communicate how they're feeling in an effective and thoughtful manner. It may not always be easy to speak up but management is always open to having a discussion regarding anything that may be bothering you. While its rare we have to do so, we have found that talking out conflict can almost instantly dissipate the problem. We want to avoid gossiping, hurt feelings, resentment and drama best we can. Coaching, goal planning and support is always available if you need to chat, we are here.



# APPLYING

Now that you have all the information you need if you're ready to apply and be a part of our team, please visit our website and apply under the "Careers" section. It is also encouraged to send a resume to [bekind@bluboutiquesalon.com](mailto:bekind@bluboutiquesalon.com)

Once hired, all artists will be required to sign a contract depending on your position at Blu Boutique Salon. Anyone violating our contract while working at Blu will receive one verbal warning, followed by one written warning. On the third warning, you're out. If a third recorded incident occurs the lessee will be given 14 days notice to vacate their station and move on.

