



### **Hello out there in Lavaland!**

We hope everyone is well and made it through 2021 successfully! We wanted to give our guests a little bit of time to recover not only from the holidays, but also all of the recent sickness going around. But it's time we address new 2022 service pricing increases.

We are ALL feeling the sting of inflation across-the-board in our personal lives and, as a small business, we must also adapt and respond accordingly. Every year we do our own competitive research and turn to industry experts and business mentors to help guide us into making the appropriate and necessary adjustments.

Unfortunately, we cannot continue to cover our overhead, maintain our culture and the experience we provide AND compensate our staff a competitive wage that equally reflects their value relative to their experience as well as commiserate with the reputation and demand Lava Salon has built over the last 15 years.

**EFFECTIVE FEBRUARY 1, our haircut services will increase by \$5 at each level we offer.** This represents a 7% increase for inflation. **Additionally, most chemical services are increasing by approximately \$35.** In a nutshell, our new reality is that certain services are now taking on average 15 - 45 minutes longer. And so that time, plus the products and application techniques used, need to be accounted for.

**For every existing guest of the salon you will be granted your NEXT existing or future appointment with your stylist at 2021 pricing.** From there, you can discuss with them if adjustments need to be made in the services you receive or if you would like to consider another level stylist in the salon (equally capable), which would reflect the older pricing.

Please take a moment to follow these two video links from co-owner, Geoff Richardson, for a more in depth explanation of our service rebranding as well as pricing changes.

2022 Service Pricing Update (4:52): <https://youtu.be/TY6jd7VCSeI>

2022 Service Rebranding (1:46): <https://youtu.be/h3s9eu1fuaA>

We truly value you and your loyalty to our salon. We hope that you will allow us to continue to work with you and your family for providing the same level of results and experience as we have always strived for in our 15 years of doing business.

Sincerely,

Geoff and Noel Richardson