



**Episode 35:** Beverly Hills Blowout

**Aired:** July 20, 2009

**Hosted By:** Amy E

**Featuring:** Theodore Leaf from [Chris McMillan Salon](#)

Introduction: Today's episode shows how to provide a perfect blowout to your clients. In addition to that, the stylist also shares some interesting tips on attracting more clients and how to market your hair care services.

**Important takeaways from today's episode:**

- Putting your name on your smocks is great for branding and also prevents losing them during training seminars or shows. (Time Index: 1:10)
- Having your website, business cards, 'Thank You' notes and fan clubs are all great branding tools. (Time Index: 1:45)
- Using a chopstick after the shampoo bowl helps keep clients looking clean and chic. (Time Index: 2:30)
- Being professional and satisfying your clients requirements increases their trust and confidence over your services and results in complete customer satisfaction. (Time Index: 3:10)
- The first step in a Blowout is a thorough shampoo and condition. (Time Index: 3:20)
- Using a smoothing syrum on the edges of hair can help minimize frizz and also adds the shine to the hair. (Time Index: 4:00)
- To direct the airflow, use a slanted nozzle on your blow dryer as it provides better results than the traditional nozzle. (Time Index: 4:20)
- Start with a bigger brush from the back of the head to achieve the desired smoothness of the hair. (Time Index: 4:40)
- When using brushes as rollers during the blow dryer treatment, always remain confident and do not get nervous as it might give a bad impression to your client. (Time Index: 5:20)



Beverly Hills Blowout  
© 2009 ScissorBoy™ All Rights Reserved.



- The brushes are used as a Velcro Roller to boost volume and set loose curls to achieve bouncy and billowy waves. (Time Index: 5:35)
- To get more volume, lift the hair all the way up with the help of a brush and then use the blow-dryer from the root of the hair to its ends. (Time Index: 6:15)
- When using the Velcro Rollers, there are two main phenomenons On Base and Off Base. (Time Index: 6:40)
  - **Off Base:** When a roller is placed Off Base, there will be end curl and little or no lift.
  - **On Base:** When a roller is placed ON Base, there will be maximum lift or body.
- For added volume, use a small amount of root lifter just before drying. (Time Index: 7:05)
- Check for cold spots to see where the hair needs more drying. (Time Index: 9:15)
- Be sure to use low speed when finishing to retain your previous work. (Time Index: 10:15)
- After the blowout, apply special hair care cream and style the hair with your fingers to achieve a smooth and shining look.



Beverly Hills Blowout  
© 2009 ScissorBoy™ All Rights Reserved.